

Feasibility Study

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Muscat / Sultanate of Oman

Introduction:

Rather than just diving into a project and hoping for the best, a feasibility study allows project managers to investigate the possible negative and positive outcomes of a project before investing too much time and money.

If the feasibility study indicates that your business idea is sound, the next step is a business plan. The business plan continues the analysis at a deeper and more complex level, building on the foundation created by the feasibility study.

Program Objectives:

To enable attendees to practically develop a feasibility study; to objectively and rationally uncover the strengths and weaknesses of an existing business or proposed venture, opportunities and threats present in the environment, the resources required to carry through, and ultimately the prospects for success.

Who should attend?

Project Managers

Program Outlines:

- Pest analysis,
- location study,
- legal study,
- cultural study, religious study

Marketing study:

- marketing mix,
- segmentation,
- targeting,
- positioning,
- SWOT analysis

Technical study:

- startup cost,
- Location cost...

Financial study: PBP, NPV, IRR, ARR

Develop feasibility study module applicable to the participant real case