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بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Feasibility Studies – Preparation, Analysis and Evaluation

البرنامج المتكامل حول دراسات الجدوى الاقتصادية للمشاريع

07 - 11 June 2020

Muscat / Sultanate of Oman

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



## Introduction

### This course will discuss:

- 1- Defining feasibility studies and studying markets.
- 2- Social and national profitability.
- 3- Marketing study.
- 4- Technical study.
- 5- Financial study and profit analysis for the project.
- 6- The use of Computer Model for Feasibility Analysis and Reporting (COMFAR), a feasibility studies' program developed by the UNIDO.

## Objectives

### This package is designed to enable trainees to:

- Achieve a wise investment decision from the individual and social perspectives.
- Select investment projects with the highest possible net profit.
- Help economic policy makers in the developing countries to evaluate available investment opportunities.
- Obtain appropriate licenses and approvals.
- Applying all above with COMFAR III Software

## Who Should Attend?

### This course is targeted for:

- 1- Governmental employees.
- 2- Managers and head of departments.
- 3- Financial, operations and planning specialists.
- 4- Business owners and/ or new investors.

## Course Outline

### Day One

- Introduction to feasibility studies
- Applicable rules and regulation
- Areas of feasibility studies
- Difference between pre-feasibility and detailed studies
- Social, cultural, religious and location study
- (Marketing study)
- Segmenting the market
- Studying the potential market and the potential demand

### Day Two

- (Marketing study cont'd)
- Potential demand indicators
- Estimation of the demand gap
- Estimation of the implicit demand gap
- Other indicators of potential market
- Projection of market demand
- Simple linear regression
- Quadratic linear regression
- (Case study applied)
- Projection of exports

### Day Three

- (Marketing study cont'd)
- Estimation of demand for a new product
- Estimation of demand changes caused by population changes
- Estimation of demand changes caused by income changes
- Estimation of demand changes caused by price changes
- Estimation of demand changes caused by advertising changes
- (Case study applied)
- (Technical/Engineering study)
- Natural environment

- Technical know how selection scheme
- Project flow chart and process mapping
- Final output specifications
- Equipments and accessories costing centre
- Manpower costing centre
- Material costing centre
- Utilities and consumables
- Project life cycle
- Location calculation scheme for every cost centre
- Project time plan (implementation scheduling)

#### **Day Four**

- (Financial study)
- Investment profitability analysis
- Simple rate of return
- Pay-back period
- Financial analysis
- Net present value (NPV)
- Internal rate of return (IRR)
- Financial appraisal of project

#### **Day Five**

- Full detailed case study and exercise on cost estimation, financial projections, Breakeven/ sensitivity and IRR calculation
- The use of Computer Model for Feasibility Analysis and Reporting (COMFAR), a feasibility studies' program developed by the UNIDO

### Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation slides and handouts
- Post-assessment

### Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

### Schedule

**The course agenda will be as follows:**

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

### Course Fees\*

- **2,950USD**  
*\*VAT is Excluded If Applicable*

## مقدمة

### سوف تناقش هذه الدورة:

- تعريف دراسات الجدوى ودراسة الأسواق.
- الربحية الاجتماعية والوطنية.
- دراسة التسويق.
- الدراسة الفنية.
- الدراسة المالية وتحليل الربحية للمشروع.
- استخدام النموذج الحاسوبي لتحليل الجدوى ( COMFAR )

## الاهداف

### تم تصميم هذه الدورة لتمكين المتدربين من:

- تحقيق قرارا حكيما من وجهة نظر الاستثمار الفردي والاجتماعي.
- تحديد المشاريع الاستثمارية مع صافي ربح أعلى مستوى ممكن.
- مساعدة واضعي السياسات الاقتصادية في البلدان النامية لتقييم فرص الاستثمار المتاحة.
- الحصول على التراخيص والموافقات المناسبة.
- تطبيق كل ما سبق بواسطة برنامج COMFAR.

## الحضور

### تستهدف هذه الدورة:

- الموظفين الحكوميين
- مدراء ورؤساء الدوائر
- المالىين، والمتخصصين في عمليات التخطيط
- أصحاب الأعمال و / المستثمرين الجدد