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بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Feasibility Studies - Preparation, Analysis and Evaluation

البرنامج المتكامل حول دراسات الجدوى الاقتصادية للمشاريع

15 – 19 December 2019

Dubai / UAE

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