



## Feasibility Studies: Preparation, Analysis & Evaluation

Picking Winning Business Ideas

### ► Upcoming Sessions

22-26 Jul 2024	London - UK	\$5,950
30 Sep-04 Oct 2024	Dubai - UAE	\$5,950
17-21 Feb 2025	Dubai - UAE	\$5,950
21-25 Jul 2025	London - UK	\$5,950
29 Sep-03 Oct 2025	Dubai - UAE	\$5,950

### ► Training Details

#### Why Choose this Training Course?

Out of every fifty business ideas, only one typically proves commercially viable, underscoring the importance of efficiently distinguishing winners from non-starters to conserve both time and money. A Feasibility Study offers a systematic approach to evaluating the potential success of any new business venture, whether it involves a major project or the launch of an entirely new business. By assessing the technical, commercial, financial, and organizational feasibility of your idea, you can preemptively eliminate ventures that may consume valuable resources without yielding results.

Moreover, this process enhances the likelihood of success for promising projects by providing deeper insights into the challenges, risks, and opportunities they entail. This strategic foresight not only mitigates potential pitfalls but also maximizes the value these ventures contribute to your organization.

#### This Anderson training course will feature:

- The key concepts and benefits of a Feasibility Study
- A step-by-step approach to describing a business idea and assessing its feasibility
- Creating a Feasibility Study report
- Assessing the risks and challenges facing new projects
- Winning support for a new business idea from key stakeholders

#### What are the Goals?

#### By the end of this training course, participants will be able to:

- Appreciate the essential role played by Feasibility Studies
- Confidently apply a methodical approach to conducting Feasibility Analysis
- Assess Technical, Commercial, Organizational and Financial feasibility
- Engage and involve key stakeholders to create ownership for new business ideas
- Create and 'pitch' comprehensive and engaging Feasibility Studies to senior stakeholders to enable effective business decisions

## Who is this Training Course for?

This Anderson training course will benefit anyone who might need to take part in a Feasibility Study, including people responsible for leading or delivering substantial projects, such as the development and launch of new products, new services, new IT systems or large pieces of infrastructure. This training course is suitable for those relatively new to the discipline as well as to more seasoned managers who may need to review Feasibility Studies before helping to make important investment decisions and will also benefit:

- ▶ Project Managers
- ▶ Project Planners
- ▶ Managers responsible for launching new products and services
- ▶ Senior operations managers
- ▶ People launching new business ventures

## How will this Training Course be Presented?

This Anderson training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This training course focuses strongly on interactivity and practical exercises. Short presentations are combined with extensive discussions, relevant videos, team activities and case study exercises. Examples from the delegates own organizations are used to bring training to life and to ground it in reality. An opportunity for teams to pitch brand-new business ideas invariably proves to be the highlight of this hands-on course.

## ▶ Training Details

### Day One: Introduction to Feasibility Studies

- ▶ What are feasibility studies and why are they important?
- ▶ Feasibility studies: definitions, principles and concepts
- ▶ Feasibility Study Components and Process
- ▶ Technical Feasibility
- ▶ Commercial Feasibility
- ▶ Organizational Feasibility – people, competence and resources

### Day Two: Financial Feasibility

- ▶ Financial Feasibility – costs, return on investment
- ▶ Cost classification and estimation
- ▶ Non-Discounting Methods and Discounting Methods
- ▶ Prepare Your Capital Spending Plan
- ▶ Prepare Your Cash Flow Forecast
- ▶ Required Investment for Your Business

### Day Three: Project Options and Risk Assessment

- ▶ Project requirements
- ▶ Performing an Options Analysis
- ▶ Option Generation and Selection
- ▶ Risk Management process and application
- ▶ Estimating Risk and Quantitative Risk Analysis
- ▶ Risk Response Planning

### Day Four: Gaining Buy-In to Project Planning

- ▶ Components of a Feasibility Report
- ▶ Developing the Feasibility Report
- ▶ Project Planning
- ▶ Critical Path Analysis
- ▶ Tips to preparing an impactful Business Plan
- ▶ Preparing to pitch your business idea - facing 'The Dragon's Den'
- ▶ Case studies

## Day Five: Presenting a Business Idea

- ▶ The characteristics of engaging communication
- ▶ Multiple Intelligences
- ▶ The Learning Cycle
- ▶ Lessons Learned and Personal Action Plan
- ▶ Pitching a Business Idea
- ▶ Simulation and role play

## ▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

### ▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

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Request for a Tailor-made training and educational experience for your organization now:

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