

PROJECT MANAGEMENT | COURSE BROCHURE

Feasibility Studies

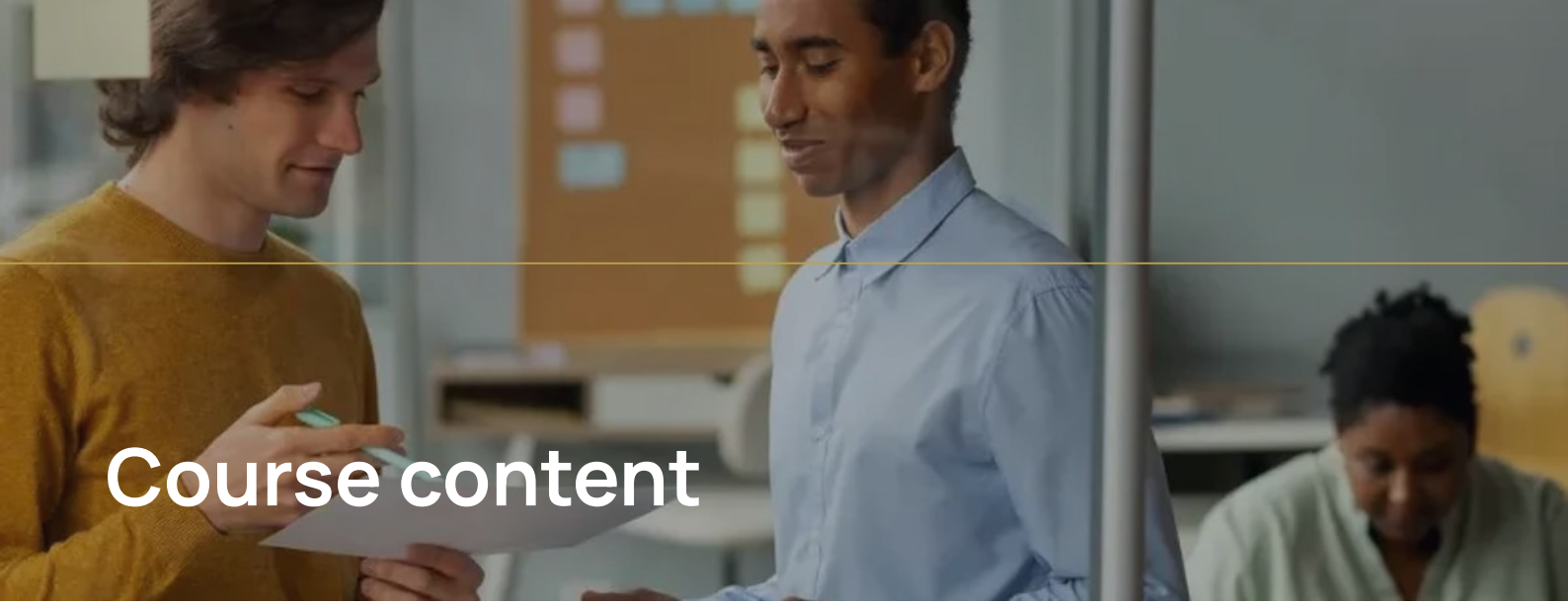
5 days | Classroom training | English

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Course content

Why attend

This course on Feasibility Studies equips professionals with the skills to evaluate project viability through comprehensive analysis. Participants will learn to assess technical, economic, legal, and operational aspects, enabling informed decision-making in project initiation and investment.

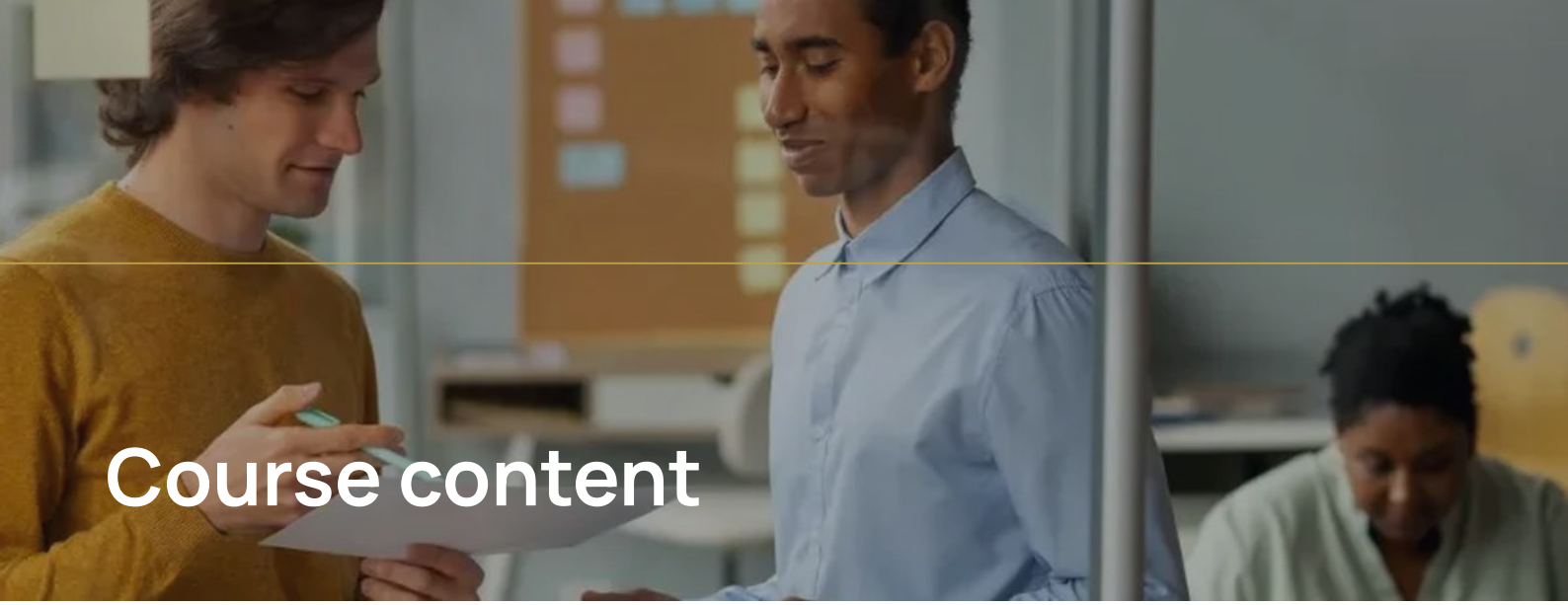
Feasibility studies are critical in determining whether a project should proceed, impacting resource allocation and strategic direction. Professionals often face challenges in accurately assessing project viability, which can lead to costly missteps or missed opportunities. This course addresses these challenges by providing practical frameworks and tools for effective feasibility analysis. Participants will learn to identify key project parameters, evaluate market conditions, and assess financial implications, which are essential for making sound investment decisions. By mastering these skills, professionals can significantly enhance their ability to contribute to their organisation's strategic goals and minimise risks associated with project initiation.
Participants will develop capabilities in evaluating project parameters, conducting market research, and performing risk assessments. They will also learn to create comprehensive feasibility reports that summarise their findings and present actionable recommendations. Through realistic scenarios, they will practice creating feasibility reports and presenting findings, ensuring they can make informed recommendations to stakeholders and decision-makers. The course will empower participants to navigate complex project landscapes, fostering confidence in their analytical abilities and enhancing their decision-making skills. This practical approach ensures that they can apply their learning directly to their workplace, driving successful project outcomes.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a mix of case studies, group discussions, and hands-on workshops to facilitate learning. Participants will engage in real-world scenarios that require them to conduct feasibility analyses, using tools such as SWOT analysis and cost-benefit analysis. Each day includes collaborative exercises that encourage peer feedback and critical thinking. Participants will produce tangible outputs, including feasibility reports and presentations, demonstrating their ability to apply learned concepts effectively. The interactive format ensures that learners can immediately relate theoretical knowledge to practical applications, enhancing retention and understanding. This approach prepares participants to tackle real-life challenges in their organisations confidently, ensuring they leave with applicable skills.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse project requirements to determine feasibility scope and objectives.
• Conduct market research to assess demand and competition for a proposed project.
• Evaluate financial projections to calculate return on investment and profitability.
• Identify and assess potential risks associated with project implementation.
• Construct a comprehensive feasibility report summarising findings and recommendations.
• Present feasibility study results to stakeholders, justifying project decisions.

Target audience

This course is suitable for:
• Project Managers responsible for project initiation and planning.
• Business Analysts involved in project evaluation and strategy development.
• Entrepreneurs seeking to validate business ideas before investment.
• Financial Analysts tasked with assessing project viability and financial implications.

Target competencies

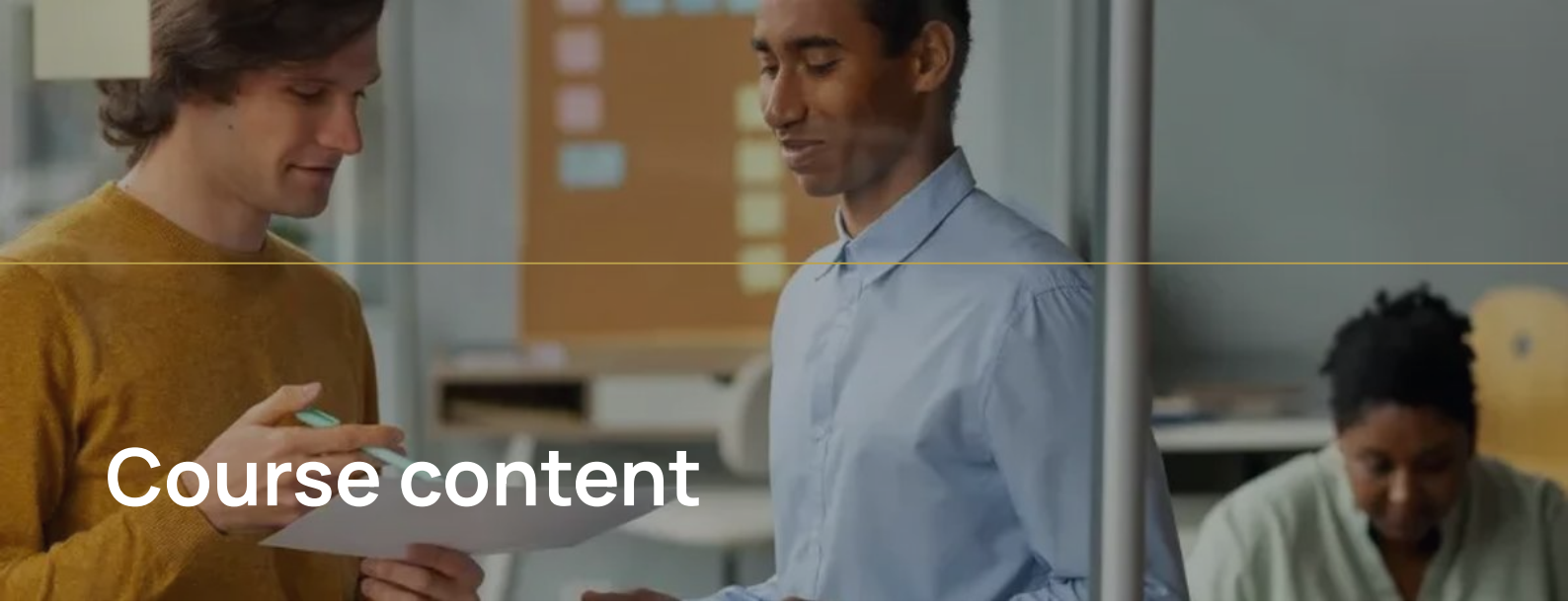
Participants will develop competencies in:
• Conducting market analysis to inform project feasibility.
• Performing financial assessments to evaluate project profitability.
• Identifying legal and regulatory considerations for project execution.
• Utilising risk assessment techniques to mitigate project uncertainties.
• Creating structured feasibility reports for stakeholder review.
• Communicating findings effectively to diverse audiences.

Course outline

Day 1: Introduction to Feasibility Studies

Applied activity: In groups, participants will define a project idea and outline its scope and objectives. They will identify key stakeholders and their expectations regarding the feasibility study, considering how these factors will influence the analysis.
Output: A project scope document outlining objectives and stakeholder expectations.

09:00–09:54	Understanding the purpose and importance of feasibility studies in project management.
09:54–10:48	Identifying different types of feasibility studies: technical, economic, legal, operational.



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10:48–11:00	Exploring the feasibility study process and key components for effective analysis.
11:00–11:30	**Coffee break**
11:30–12:12	Exploring the feasibility study process and key components for effective analysis. (continued)
12:12–13:06	Defining project scope and objectives for feasibility analysis and stakeholder engagement.
13:06–14:00	Discussing stakeholder involvement and expectations throughout the feasibility process.

Day 2: Market Analysis for Feasibility Studies

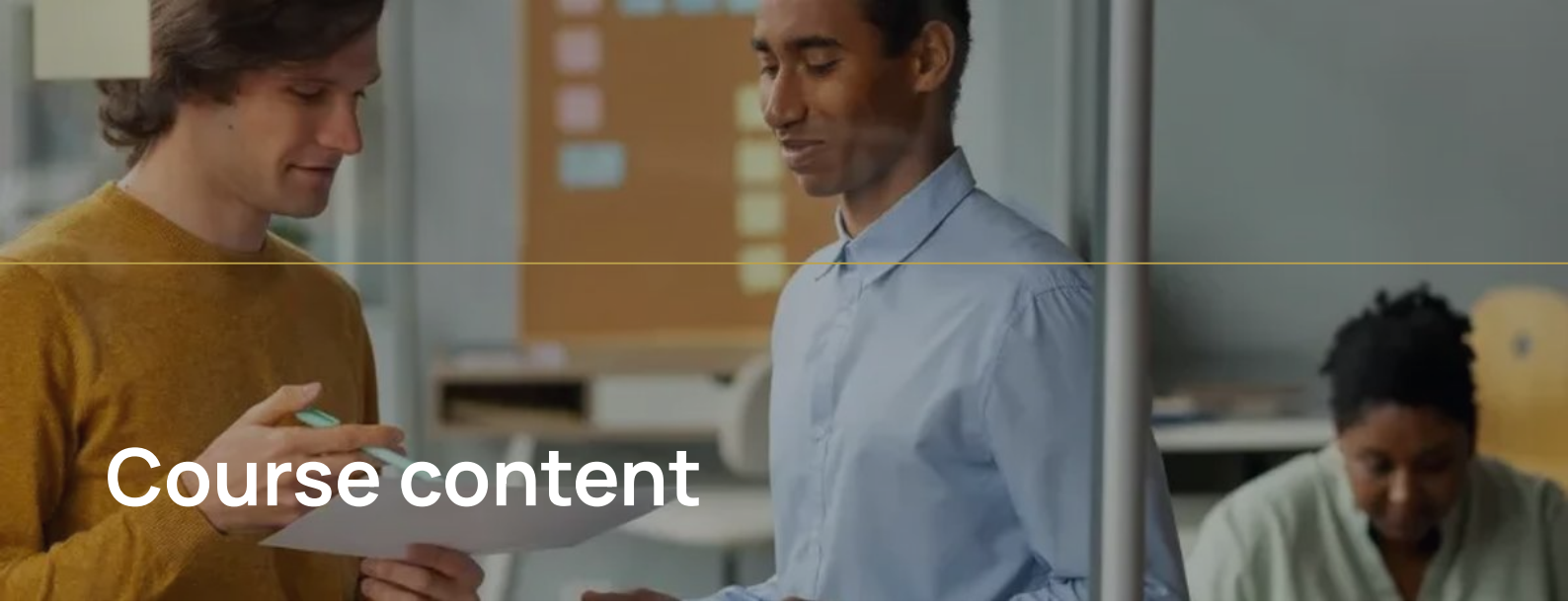
Applied activity: Participants will conduct a market analysis for their defined project, using SWOT analysis to evaluate potential market position and customer demand. They will present their findings and discuss implications for project feasibility.
Output: A market analysis report summarising findings and implications for the project.

09:00–09:54	Conducting market research: methods and tools for effective data collection.
09:54–10:48	Assessing market demand and competition through qualitative and quantitative analysis.
10:48–11:00	Identifying target audiences and customer needs to inform project viability.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying target audiences and customer needs to inform project viability. (continued)
12:12–13:06	Utilising SWOT analysis to evaluate market position and potential challenges.
13:06–14:00	Interpreting market research data for feasibility assessment and decision-making.

Day 3: Financial Feasibility and Risk Assessment

Applied activity: Participants will create financial projections for their project, including detailed cost estimates and revenue forecasts. They will conduct a risk assessment to identify potential financial pitfalls and develop strategies to mitigate them.
Output: A financial feasibility analysis report detailing projections and risk assessments.

09:00–09:54	Understanding financial metrics: ROI, NPV, and payback period for project evaluation.
09:54–10:48	Estimating project costs and revenue projections to assess financial viability.
10:48–11:00	Identifying financial risks and mitigation strategies to ensure project success.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying financial risks and mitigation strategies to ensure project success. (continued)



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12:12–13:06	Conducting sensitivity analysis to evaluate the impact of variable changes on financial outcomes.
13:06–14:00	Preparing financial summaries for feasibility reports that support decision-making.

Day 4: Legal and Operational Considerations

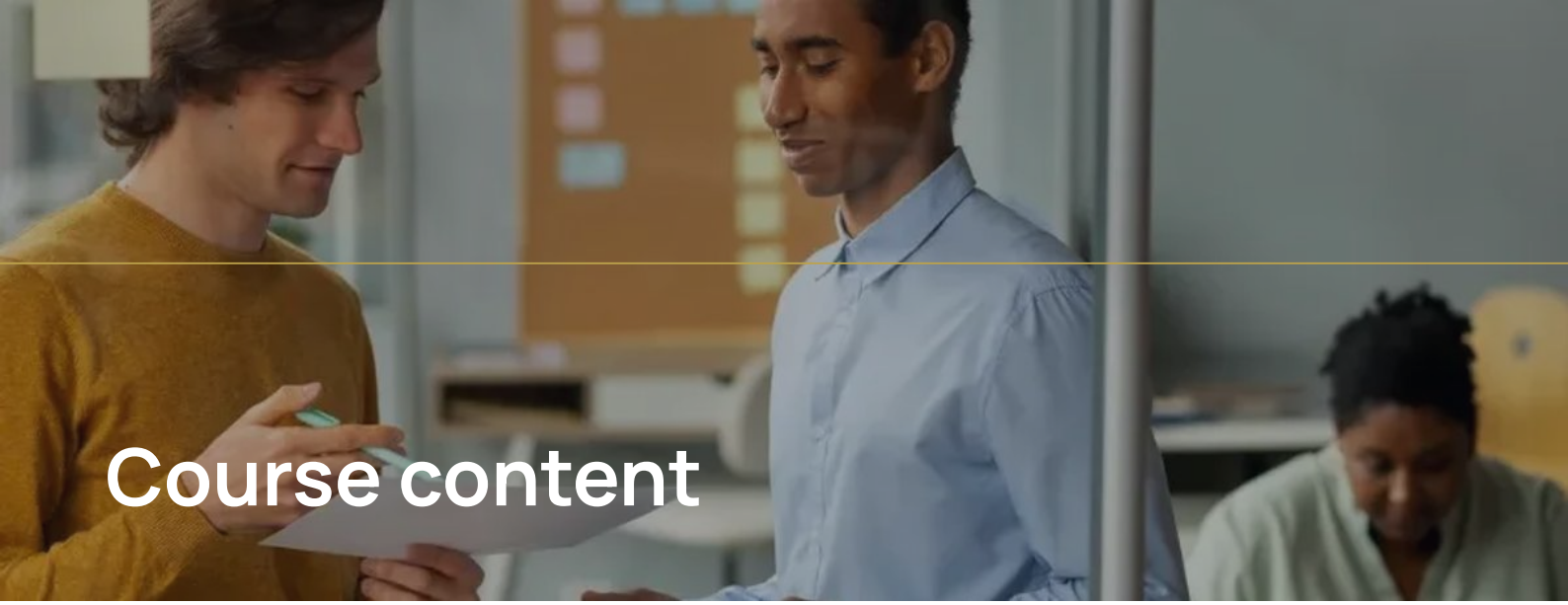
Applied activity: Participants will research legal and operational requirements for their project, assessing how these factors influence overall feasibility and project execution. They will discuss their findings in groups to explore various implications.
Output: A legal and operational feasibility assessment document outlining key findings.

09:00–09:54	Identifying legal requirements and regulations affecting projects and their feasibility.
09:54–10:48	Assessing operational feasibility: resources, technology, and processes needed for implementation.
10:48–11:00	Evaluating the impact of legal constraints on project viability and execution.
11:00–11:30	**Coffee break**
11:30–12:12	Evaluating the impact of legal constraints on project viability and execution. (continued)
12:12–13:06	Understanding environmental and social considerations in feasibility studies and their implications.
13:06–14:00	Integrating legal and operational aspects into feasibility reports for comprehensive analysis.

Day 5: Integrating Findings and Presenting Feasibility Studies

Applied activity: Participants will integrate all components of their feasibility study into a comprehensive report and prepare a presentation to pitch their project to a panel of stakeholders. They will receive feedback on their presentation skills and content clarity.
Output: A complete feasibility study report and a presentation deck ready for stakeholder review.

09:00–09:54	Compiling findings from market, financial, legal, and operational analyses into a cohesive report.
09:54–10:48	Structuring a comprehensive feasibility report that clearly communicates findings and recommendations.
10:48–11:00	Developing effective presentation skills for stakeholder engagement and decision-making.
11:00–11:30	**Coffee break**
11:30–12:12	Developing effective presentation skills for stakeholder engagement and decision-making. (continued)
12:12–13:06	Utilising visual aids and data to support findings and enhance presentations.
13:06–14:00	Practicing persuasive communication techniques for presenting recommendations to stakeholders.



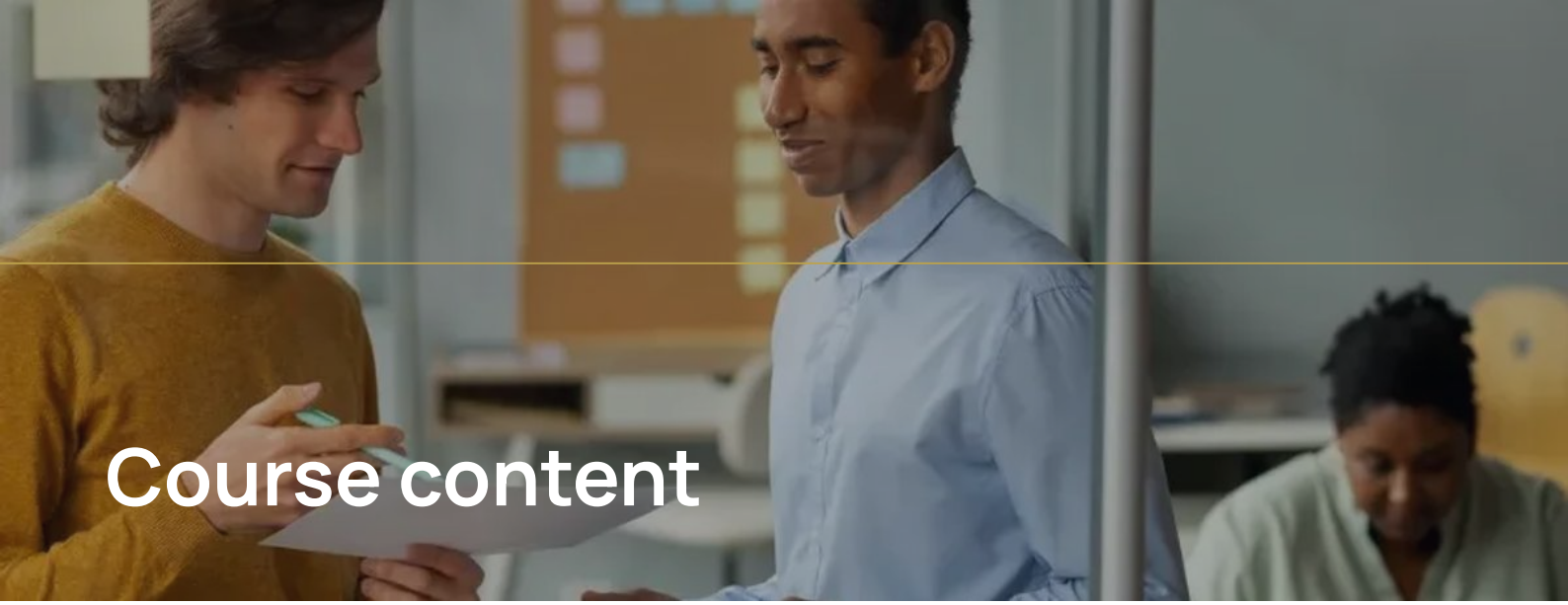
Course content

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

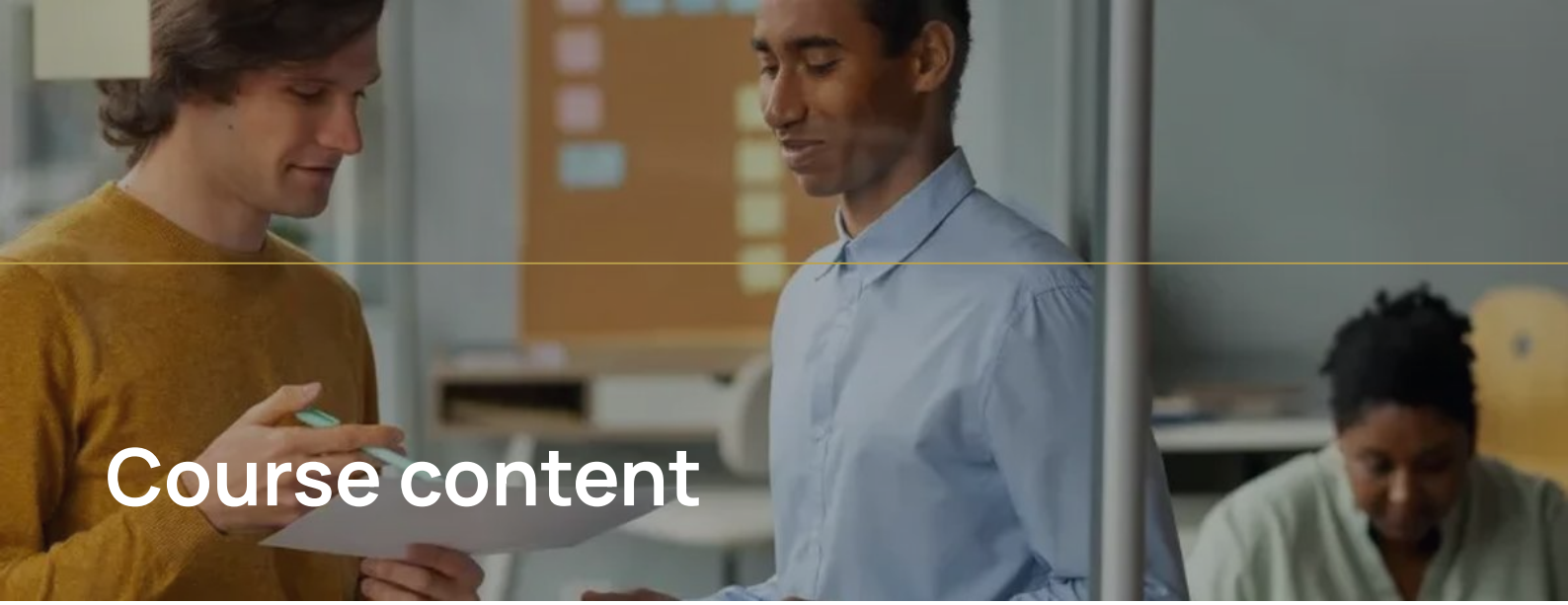
Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.-**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.-**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,650.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.-**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.-**



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Dates, venues and fees (continued)

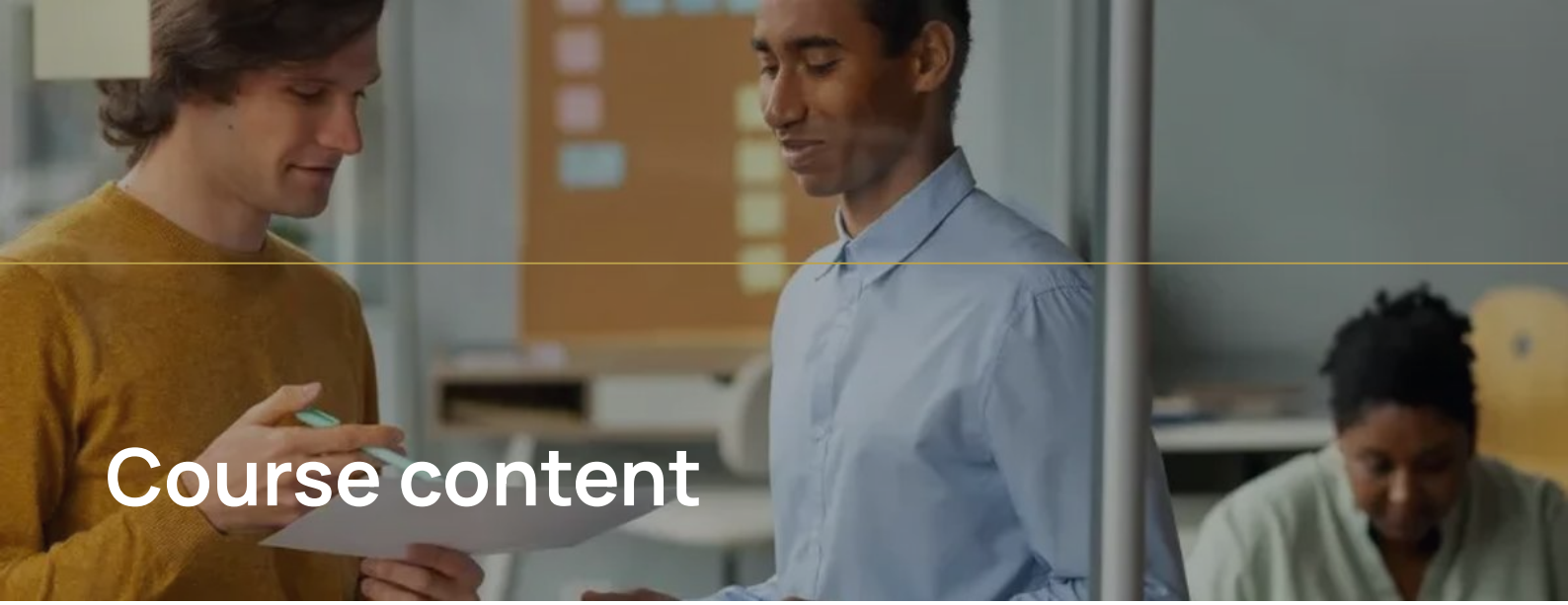
Venue	Start date	End date	Fee (GBP)
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.-**
Cape Town Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,890.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**£3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.-**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,650.-**



Course content

Dates, venues and fees (continued)

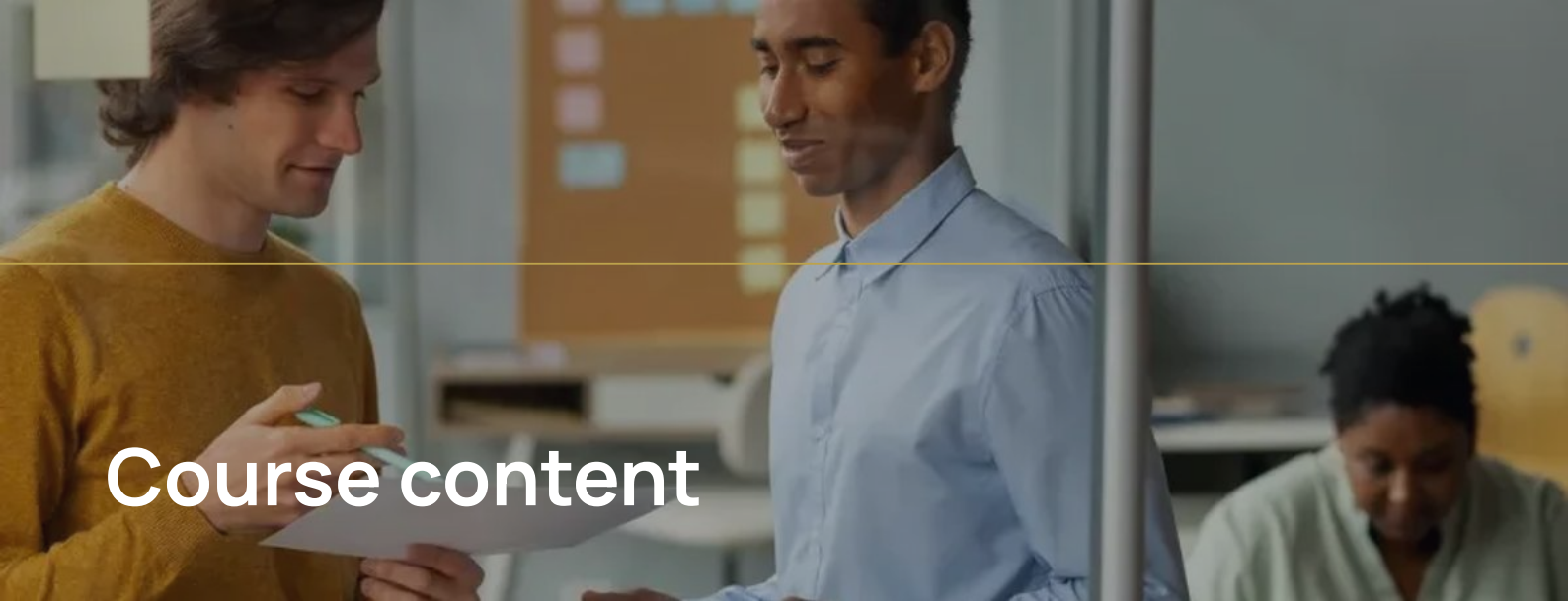
Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,450.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.-**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,860.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.-**
Vienna Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,940.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.-**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**£2,650.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**



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Dates, venues and fees (continued)

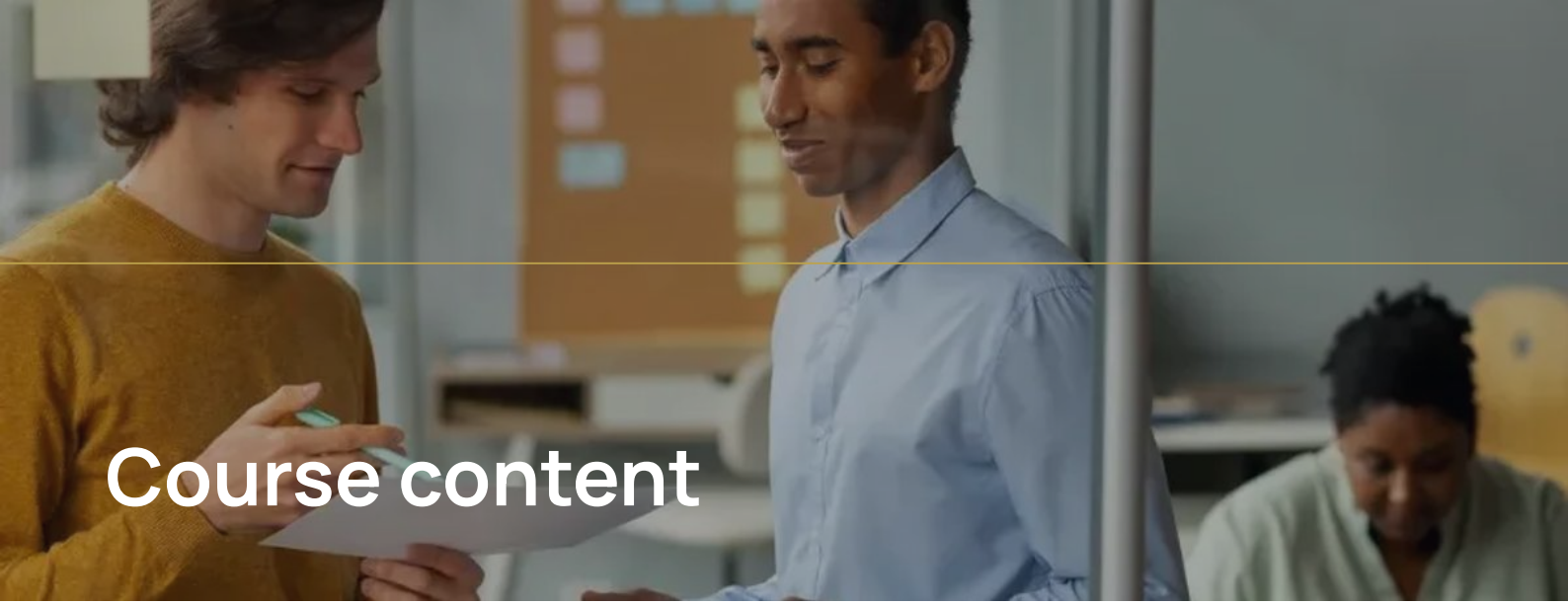
Venue	Start date	End date	Fee (GBP)
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**£2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**£2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**£1,890.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.-**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**£3,150.-**



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Dates, venues and fees (continued)

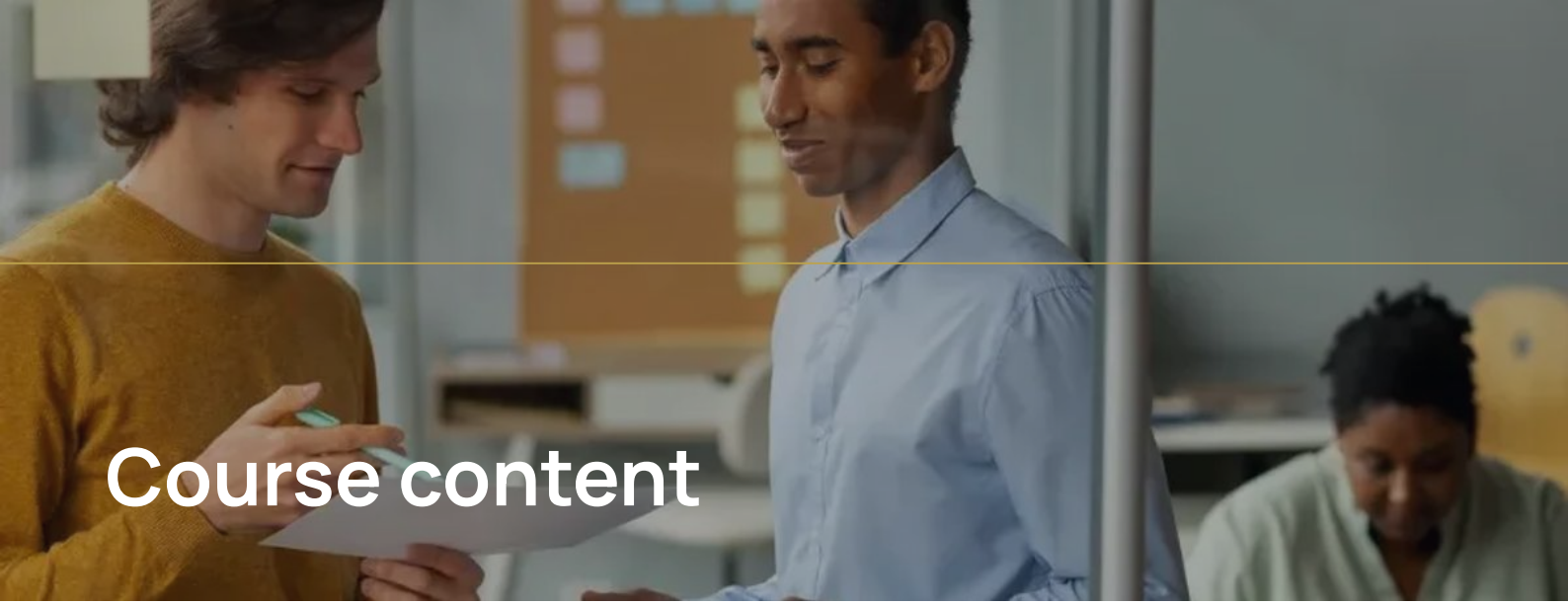
Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.-**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,650.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.-**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,860.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.-**
Barcelona Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,840.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**



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Dates, venues and fees (continued)

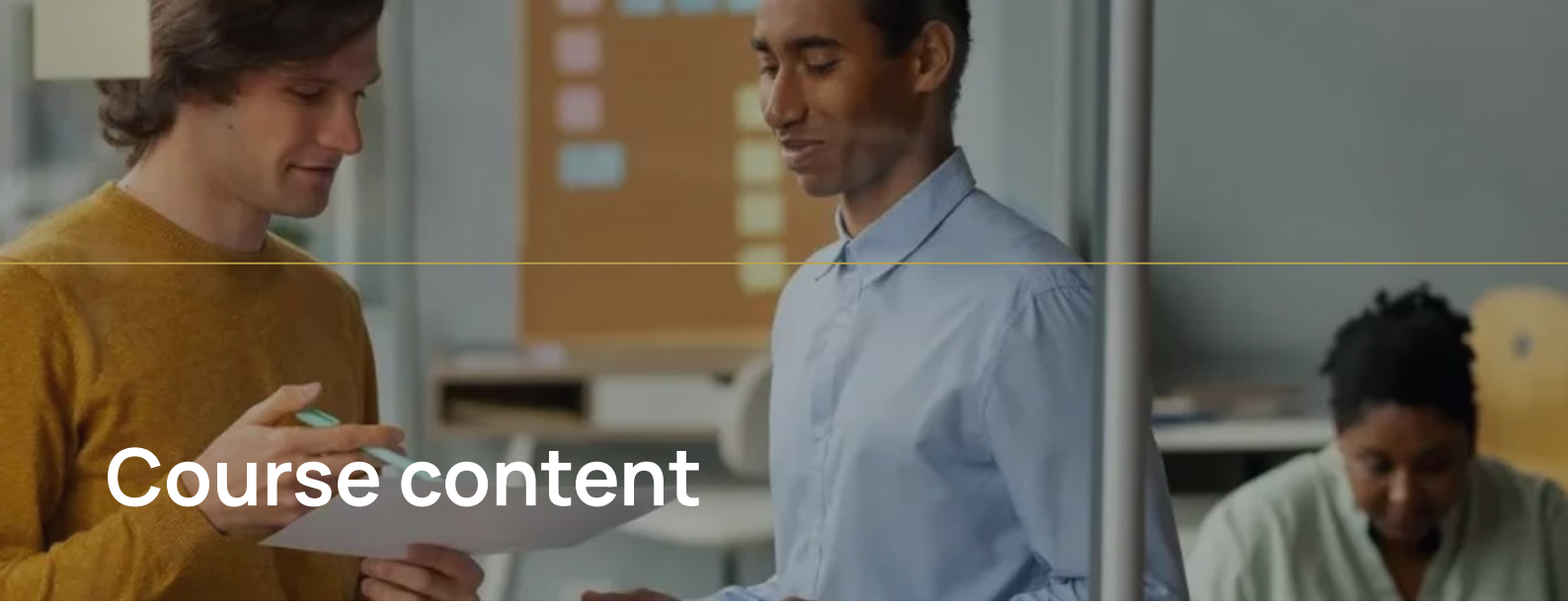
Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Rome Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,450.-**



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Dates, venues and fees (continued)

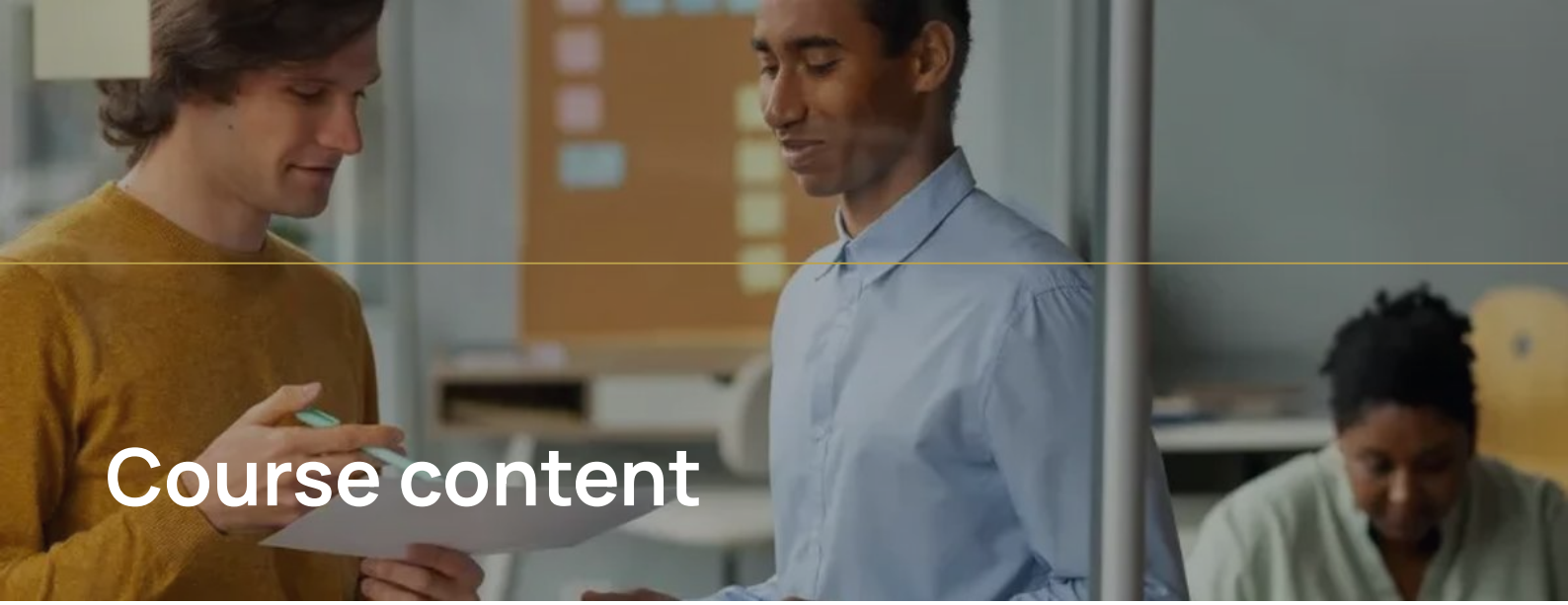
Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.–**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**£3,150.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.–**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,650.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,450.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.–**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,450.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.-**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,540.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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