



Arabian Institute For Training

---

# Feasibility Studies Preparation, Analysis and Evaluation

## Why Attend

- The overall aim of this course is to provide participants with competencies required to prepare, analyze and evaluate feasibility studies. The course involves building a feasibility study financial model using hands-on training on Microsoft Excel. The course also aims at enabling participants to appraise service and industrial investments using different capital budgeting techniques as well as analyzing the related financial parameters.

## Course Methodology

- The course uses a mix of interactive techniques such as brief presentations by the consultant and the participants, group exercises and case studies. The course also includes building a feasibility study model using Microsoft Excel software.

## Course Objectives

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

- Define 'feasibility study' and compare it to 'business plan'
- Identify the crucial elements in the feasibility study
- Build the feasibility study financial model using Microsoft Excel
- Apply different investment appraisal methods and analyze financial parameters
- Analyze the feasibility study and find its merits and shortcomings

## Target Audience

- Project sponsors, senior management, functional managers, project managers and individuals involved in preparing, writing and analyzing feasibility studies. This course is worth 30 Professional Development Units (PDUs).

## Target Competencies

- Planning
  - Analyzing data
  - Evaluating options
  - Thinking proactively
  - Managing scenarios
  - Cognitive ability
-

---

## Introduction and definitions

- Definitions of 'feasibility study'
- Objectives of a feasibility study
- Feasibility study versus business plan
- Feasibility study cycle
- Preparation steps for a feasibility study

## Feasibility study elements

- Report elements of the feasibility study
- Executive summary
- Outline of the feasibility study
- Marketing feasibility
- Market research and analysis
- Market research data types
- Sales projections analysis
- Technical feasibility
- Critical technical questions
- Supply feasibility
- Operational feasibility
- Financial feasibility
- Project costs
- Indirect costs
- Ongoing costs

## Feasibility study financial model using Microsoft Excel

- Building the financial model of the feasibility study
  - Weighted Average Cost of Capital (WACC)
  - Cost of equity using the Capital Asset Pricing Model (CAPM)
  - Unlevered Free Cash Flow (UFCF)
  - Terminal value of the project
  - Preparing sensitivity tables
  - Creating different scenario analyses
-

---

## Appraisal and analysis of the feasibility study

- Financial analysis parameters
- Liquidity ratios
- Operating ratios
- Financial leverage ratios
- Security ratios
- Profitability ratios
- Investment appraisal analyses
- Quantity and sales Breakeven Points (BEP)
- Payback Period (PP)
- Net Present Value (NPV)
- Internal Rate of Return (IRR)
- Profitability Index (PI)

## Evaluation and implementation of the feasibility study

- Internal recommendations and conclusions
  - Evaluating feasibility studies
  - Common mistakes in using the feasibility study results
  - Implementing the proposals
-



Arabian Institute For Training