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Course Name

Project Feasibility Management - From Idea to Research & Study

Sector Name

Project & Contract Management

Document Type

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Project Feasibility Management - From Idea to Research & Study

Course Introduction

Whether you are embarking on a new initiative, exploring a business opportunity, or venturing into innovative projects, the process of feasibility management helps you determine the likelihood of a project's success.

This workshop is designed to provide participants with practical tools and methodologies to assess the feasibility of a project from inception through to the study phase. By understanding how to evaluate and analyze the feasibility of a project, participants will be empowered to make well-informed decisions that can mitigate risk, optimize resource allocation, and increase the likelihood of project success.

Over **five days**, we will explore the essential components of project feasibility management, from market and technical feasibility analysis to financial planning and risk management... This will culminate in the preparation of a complete feasibility report that participants can use to evaluate and implement any project idea.

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Target Audience

- ✓ Project Managers
- ✓ Business Analysts
- ✓ Entrepreneurs
- ✓ Consultants
- ✓ Researchers
- ✓ Students

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Learning Objectives

- ✓ Identify how feasibility management impacts decision-making, resource allocation, and risk mitigation.
- ✓ Apply creativity and innovation techniques to generate and refine project ideas.
- ✓ Learn how to conduct market, technical, operational, and financial feasibility analyses.
- ✓ Understand how to assess market demand, competition, and customer needs through research methods.
- ✓ Develop operational and technical plans, including identifying risks and creating contingency strategies.
- ✓ Create cost estimates, perform budget planning, and assess financial risks.
- ✓ Identify, assess, and mitigate various types of risks, including operational, technical, and legal risks.
- ✓ Tailor an effective feasibility study report to different stakeholders and practice presenting feasibility results effectively.
- ✓ Develop the skills to make sound decisions based on feasibility studies and present them confidently to stakeholders.

Project Feasibility Management - From Idea to Research & Study

Course Outline

✓ Day 01

Introduction to Project Feasibility Management

- ✓ The role of feasibility management in project success.
- ✓ How do feasibility studies help in resource allocation and risk management?
- ✓ Types of feasibility studies.
- ✓ Feasibility study as part of the project life cycle.
- ✓ Case Studies.

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Course Outline

✓ Day 02

Project Idea Development & Conceptualization

- ✓ Innovation and creativity in project ideation.
- ✓ How to align project ideas with organizational strategy?
- ✓ Defining Project Scope & Objectives.
- ✓ Setting SMART objectives.
- ✓ Practical application: Generate project ideas in groups and define clear project objectives and scope.

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Course Outline

✓ Day 03

Market & Demand Feasibility Analysis

- ✓ Market research methods (primary vs. secondary research).
- ✓ Identifying market trends and customer needs.
- ✓ Assessing Market Demand.
- ✓ Market sizing and growth projections.
- ✓ Demand forecasting techniques.
- ✓ Analyzing competition.
- ✓ Practical Application.

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Course Outline

✓ Day 04

Technical and operational Feasibility Analysis and Resource Planning:

- ✓ Identifying the operational capacity required for project implementation
- ✓ Assessing human resources, equipment, and technological requirements.
- ✓ Evaluating technical infrastructure and system requirements.
- ✓ Setting project timelines and milestones
- ✓ Technical and operational risks and challenges.
- ✓ Creating contingency plans for operational challenges
- ✓ Practical Application.

Financial Feasibility Study:

- ✓ Financial Planning and Budgeting.
- ✓ Creating cost estimates and resource allocation.
- ✓ Capital budgeting techniques.
- ✓ Cash flow projections.
- ✓ Sensitivity analysis for project costs.
- ✓ Sources of Funding.
- ✓ Identifying financial risks.
- ✓ Practical Application.

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Course Outline

✓ Day 05

Risk Management in Feasibility Studies:

- ✓ Types of Risks in Feasibility
- ✓ Identifying uncertainties in data and assumptions
- ✓ Risk Assessment Tools and Techniques
- ✓ Identifying legal considerations in project feasibility.
- ✓ Compliance with local, national, and international laws.
- ✓ Developing mitigation plans and contingency strategies.
- ✓ Monitoring and updating risk assessments.
- ✓ Practical Application: Use a risk matrix to assess and mitigate risks for a sample project.

Preparing the Feasibility Report & Decision-Making:

- ✓ The role of the feasibility report in moving a project to the next stage.
- ✓ Structure of a Feasibility Study Report.
- ✓ Tailoring the report to the audience.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 18, 2027	April 22, 2027	5 days	4250.00 \$	KSA , Riyadh
Sept. 7, 2026	Sept. 11, 2026	5 days	4950.00 \$	France , Paris
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai
Nov. 16, 2026	Nov. 20, 2026	5 days	4250.00 \$	UAE , Dubai

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