FEASIBILITY ANALYSIS



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Introduction

Feasibility Analysis Training Course builds the appraisal capability that project sponsors, analysts, and development professionals need to test an idea before committing money to it. A feasibility study answers one question honestly: can this project work, and is it worth doing? That answer requires technical, market, financial, legal, and organisational evidence. Weak studies there produce projects approved on optimism, budgets that double during execution, and assets that never earn their cost. This course develops the discipline that prevents those outcomes. It covers study scoping, market and technical analysis, and financial appraisal. Furthermore, it applies option comparison, risk assessment, and sensitivity testing. In addition, it develops reporting, decision gates, and benefit tracking. As a result, participants conduct feasibility analysis that withstands scrutiny.

Feasibility Analysis Course Objectives

- Explain feasibility study purpose, stages, and scope.
- Prepare feasibility study terms of reference and work plans.
- Conduct market and demand analysis with forecasting techniques.
- Assess technical feasibility, capacity, and location factors.
- Evaluate legal, regulatory, and environmental requirements.
- Assess organisational and management capability readiness.
- Build financial models and estimate project costs and revenues.
- Apply NPV, IRR, payback, and benefit-cost ratio appraisal.
- Apply risk, sensitivity, and scenario analysis to feasibility.
- Prepare feasibility reports, recommendations, and decision gates.

Course Methodology

- Interactive lectures with real feasibility study cases.

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- Market, technical, and financial analysis workshops.
- Cost estimation and financial modelling exercises.
- Risk, sensitivity, and option comparison practice.
- Structured peer review with facilitator feedback on feasibility reports.

Who Should Take This Course

- Project sponsors and development managers.
- Investment and financial analysts.
- Planning and economics professionals.
- Engineering and technical feasibility staff.
- Public sector programme officers.
- Consultants preparing feasibility studies.

Feasibility Analysis Course Outlines

Day 1: Feasibility Study Foundations and Scoping

- Feasibility study purpose and its place in project cycle.
- Pre-feasibility versus full feasibility study.
- Terms of reference and study work planning.
- Stakeholder identification and consultation approaches.
- Baseline data collection and information sources.
- Screening criteria and go/no-go assessment.
- Case study: scoping a feasibility study for a proposed project.

Day 2: Market and Demand Analysis

- Market definition, segmentation, and target analysis.
- Demand estimation and market sizing techniques.
- Customer research methods and data sources.
- Competitive analysis and positioning assessment.
- Pricing analysis and willingness-to-pay assessment.
- Demand forecasting methods and trend analysis.
- Workshop: building a demand forecast for a proposed project.

Day 3: Technical, Legal, and Organisational Feasibility

- Technical feasibility and technology selection criteria.
- Capacity planning and scale determination.
- Location analysis and site selection factors.
- Input supply, logistics, and infrastructure assessment.
- Legal, regulatory, licensing, and permitting requirements.
- Environmental and social impact screening.
- Workshop: assessing technical and regulatory feasibility.

Day 4: Financial Analysis and Project Appraisal

- Capital and operating cost estimation methods.
- Revenue build-up and pricing assumptions.
- Financial statement projections and cash flow modelling.
- NPV, IRR, payback, and benefit-cost ratio analysis.
- Break-even analysis and profitability assessment.
- Funding structure and financing feasibility.
- Workshop: building a financial feasibility model.

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Day 5: Risk Analysis, Reporting, and Decisions

- Risk identification and probability-impact assessment.
- Sensitivity analysis and scenario testing.
- Risk mitigation planning and contingency setting.
- Option comparison and alternatives analysis.
- Feasibility report structure and recommendation writing.
- Decision gates, approval processes, and benefit tracking.
- Course review, assessment, and action planning.

Conclusion

By successfully completing Feasibility Analysis, participants will gain a thorough understanding of feasibility study foundations and scoping, market and demand analysis, technical, legal and organisational feasibility, financial analysis and project appraisal, and risk analysis, reporting and decisions. They will also acquire practical skills in feasibility study scoping and baseline assessment, market and demand analysis and forecasting, technical, legal and organisational feasibility assessment, and financial appraisal, risk analysis and feasibility reporting. In addition, the course prepares them to test project ideas with evidence rather than optimism and to recommend clearly. Gentex Training Center delivers this programme with a strong focus on applied appraisal practice and decision-ready feasibility reports.

FAQs for Feasibility Analysis course

Q1 What is the "Feasibility Analysis" course about?

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It is a five-day programme on testing whether a project idea can work and is worth doing. It covers study scoping, market and demand analysis, technical, legal and organisational feasibility, financial appraisal, and risk analysis, reporting and decisions.

Q2 What are the key benefits of the "Feasibility Analysis" course?

Participants test project ideas with evidence rather than optimism. The course improves study scoping and screening, sharpens demand forecasting and market sizing, strengthens technical and regulatory assessment, improves cost estimation and financial appraisal, and raises risk analysis and feasibility reporting quality.

Q3 What skills will I gain from the "Feasibility Analysis" course?

Participants gain feasibility study scoping and baseline assessment, market and demand analysis and forecasting, technical, legal and organisational feasibility assessment, and financial appraisal, risk analysis and feasibility reporting. These four skills cover the practical core of feasibility analysis work.

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Q4 What tools, methods, or standards are covered in the "Feasibility Analysis" course?

The course covers feasibility study purpose and project cycle placement, pre-feasibility versus full feasibility study, terms of reference and work planning, stakeholder consultation, baseline data collection, screening criteria and go/no-go assessment, market definition and segmentation, demand estimation and market sizing, customer research methods, competitive and positioning analysis, pricing and willingness-to-pay analysis, demand forecasting and trend analysis, technology selection criteria, capacity planning and scale determination, location analysis and site selection, input supply and logistics assessment, legal, licensing and permitting requirements, environmental and social impact screening, capital and operating cost estimation, revenue build-up and pricing assumptions, financial statement projections and cash flow modelling, Net Present Value, internal rate of return, payback and benefit-cost ratio analysis, break-even and profitability assessment, funding structure and financing feasibility, risk identification and probability-impact assessment, sensitivity analysis and scenario testing, risk mitigation and contingency planning, option and alternatives comparison, feasibility report structure, recommendation writing, and decision gate and benefit tracking processes.

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Q5 How is the "Feasibility Analysis" course applied in real-world practice?

Participants apply the methods to real and simulated project proposals. They prepare terms of reference and work plans, gather baseline data, size markets and forecast demand, test pricing and willingness to pay, assess technology and capacity options, review licensing and permitting requirements, screen environmental and social impact, estimate costs and revenues, build financial models, calculate NPV, IRR and benefit-cost ratios, run break-even and sensitivity analysis, structure financing, prepare feasibility reports with recommendations, and set decision gates and benefit tracking. Many leave with a feasibility study template, a demand forecast model, and a financial feasibility model structure ready to use.