

FEASIBILITY STUDIES AND BUSINESS PLANNING

Accra - Ghana

19 - Oct 2026 - 23 - Oct 2026

\$5,500



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Introduction

Do you have a fantastic business idea? Before diving in, a solid plan is essential. Gentex Training Center's Feasibility Studies & Business Planning Mastery course empowers you to transform your idea into a reality. This comprehensive program equips you with the knowledge and practical skills to conduct thorough feasibility studies, develop winning business plans, and secure the resources you need to thrive.

Feasibility Studies and Business Planning Course Objectives:

- Understand the core principles of feasibility studies and their importance in business planning.
- Learn to identify and evaluate potential business opportunities.
- Master the art of market research and competitor analysis.
- Develop a clear understanding of your target market and their needs.
- Create a comprehensive financial forecast to project future revenue and expenses.
- Craft a compelling business plan that attracts investors and secures funding.
- Develop effective marketing and operational strategies for your business.
- Build confidence in presenting your business plan to potential stakeholders.

Course Methodology

- Engaging Lectures: Gain foundational knowledge through expert-led lectures on feasibility analysis, market research techniques, and business plan writing.
- Interactive Workshops: Apply your learnings through dynamic workshops that encourage brainstorming sessions, case studies, and real-world business planning scenarios.
- Market Research Simulations: Conduct mock market research projects to hone your data collection and analysis skills.



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- Financial Modeling Exercises: Learn to build financial projections using industry-standard financial modeling software.
- Business Plan Development Sessions: Receive personalized feedback from instructors as you develop your own comprehensive business plan.

Who Should Take This Course

- Aspiring entrepreneurs seeking to develop a solid business plan and secure funding.
- Existing business owners looking to refine their business strategies and expand operations.
- Individuals seeking a career in business development or venture capital.
- Anyone interested in learning the fundamentals of market research and business analysis.

Feasibility Studies and Business Planning Course Outline:

Day 1: Feasibility Studies & Market Research Essentials

- Understanding the role of feasibility studies in business planning.
- Identifying different types of feasibility studies (market, financial, technical).
- Conducting market research to evaluate market size, trends, and competition.
- Learning to analyze customer needs, preferences, and buying behavior.
- Developing buyer personas to understand your ideal customer profile.

Day 2: Building Your Financial Model & Projections

- Understanding key financial statements and their importance in business planning.
- Learning to forecast future revenue, expenses, and profitability.
- Utilizing financial modeling software to build a comprehensive financial plan.



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- Analyzing the financial viability of your business idea.
- Identifying potential funding sources (loans, investments, grants).

Day 3: Crafting a Compelling Business Plan

- Exploring the different sections of a business plan and their purpose.
- Defining your business mission, vision, and core values.
- Developing a clear and concise executive summary to grab attention.
- Creating a detailed marketing strategy to reach your target audience.
- Designing an operational plan outlining your business processes.

Day 4: Developing Winning Marketing & Operational Strategies

- Understanding different marketing channels and their effectiveness.
- Developing a competitive marketing strategy to attract customers.
- Creating a solid operational plan for efficient business processes.
- Identifying key performance indicators (KPIs) to track your business performance.
- Addressing potential risks and developing mitigation strategies.

Day 5: Perfecting Your Pitch & Securing Funding

- Mastering the art of business plan presentation and public speaking.
- Learning to pitch your business idea to investors and stakeholders confidently.
- Developing effective communication skills to answer questions and address concerns.
- Refining your business plan based on instructor feedback and peer evaluations.
- Building a network of potential investors and partners for your business.



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Conclusion

By successfully completing Gentex Training Center's Feasibility Studies & Business Planning Mastery course, you'll graduate with the tools and confidence to launch your dream business. You'll possess the skills to conduct thorough feasibility studies, create a winning business plan, secure funding, and propel your business towards long-term success.

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