EXECUTIVE MINI MBA

In Feasibility Studies and Business Planning

Accredited by the Institute of Certified Business Consultants ICBC – Canada

Definition:

An Executive Mini-MBA is a short-duration training course that provides an overview of essential executive skills needed for success as a manager or leader. The Mini MBA will cover a depth of practical knowledge, over a shortened syllabus.

Description

Conducting a **feasibility study** is a crucial step before launching a project, ensuring that it is **economically, technically, and operationally viable**. This program focuses on the integration of **market analysis, financial projections, and risk assessment**, enabling participants to make informed business decisions. Through an in-depth exploration of **SWOT analysis, market feasibility, and economic feasibility**, attendees will gain the skills needed to create a robust **business plan** that enhances the chances of success. Whether you are an entrepreneur, business analyst, or corporate strategist, this course provides the frameworks and methodologies required to conduct thorough feasibility assessments and implement effective business strategies.

Learning Outcome:

- Develop expertise in conducting a **feasibility study** to determine the viability of business projects.
- Learn to structure a comprehensive **business plan** with clearly defined goals and execution strategies.
- Master **market analysis** techniques to evaluate industry trends, competition, and consumer demand.
- Understand the role of **financial projections** in budgeting, forecasting revenue, and managing costs.
- Gain skills in **risk assessment** to identify, evaluate, and mitigate potential business challenges.

Course content

- **Introduction to Feasibility Studies and Business Planning**
  - Overview of **feasibility studies** and their importance in decision-making.
  - Key components of a **business plan** and its role in business success.
  - The connection between **market analysis**, financial evaluation, and strategic planning.
- **Market Feasibility and Industry Research**
  - Conducting a comprehensive **market feasibility** study to assess demand and competition.
  - Evaluating consumer behaviour, industry trends, and market segmentation.
  - Developing competitive strategies using **SWOT analysis** and industry benchmarks.
- **Technical Feasibility and Operational Planning**
  - Assessing **technical feasibility** for project implementation, including infrastructure and resource requirements.
  - Understanding **operational feasibility**, workflow design, and production capacity planning.
  - Identifying technological advancements and their impact on business sustainability.
- **Economic Feasibility and Financial Projections**
  - Analyzing **economic feasibility** by evaluating cost structures, revenue models, and profitability.
  - Creating **financial projections**, including income statements, cash flow forecasts, and break-even analysis.
  - Developing effective budgeting techniques to manage financial resources efficiently.
- **Risk Assessment and Business Sustainability**
  - Implementing **risk assessment** strategies to identify uncertainties and mitigate threats.
  - Evaluating external risks such as regulatory changes, market fluctuations, and supply chain disruptions.
  - Ensuring long-term business sustainability through adaptive planning and financial resilience.
- **Developing a Strategic Business Plan**
  - Structuring a compelling **business plan** that aligns with investment and growth objectives.
  - Integrating **market feasibility, technical feasibility, and economic feasibility** into a cohesive strategy.
  - Presenting findings effectively to stakeholders, investors, and financial institutions

Who Should Attend?

- **Entrepreneurs and start-up founders** seeking to validate their business ideas through structured **feasibility studies**.
- **Business consultants and analysts** responsible for evaluating project viability and preparing investment proposals.
- **Corporate decision-makers and executives** involved in **strategic planning, financial projections, and market feasibility assessments**.
- **Investors, venture capitalists, and financial**

Duration of the program:

The duration of the course is 48 hours or FIVE days online course.

Price: US$ 3,000