A 3 Day Workshop on:-

Feasibility Studies

A basic knowledge and understanding of a business plan allows executives and managers to give focus to the project and outline alternatives. Surface new opportunities through the investigative process, identify reasons NOT to proceed. Enhance the probability of success by addressing and mitigating factors early on that could affect the project and provide quality information for decision making.

The course transforms financial, business and marketing concepts into decision-making tools that can be used successfully by participants in providing a thorough examination of all issues and assessment of probability of business success. The course is run in both lectures and workshop styles, encouraging active participation in understanding feasibility studies and business plans decision-making process for the executives and managers.

Program benefits:

Participants acquire a Business outlook from a management perspective, helping them to research a business idea, compile a full business plan and interpret information contained therein. With a strong grasp of the financial and market aspects, executives can anticipate the consequences of economic changes and successfully confront challenges in the global economy.

Program objectives:

This course is especially designed for middle to senior officers, who are often required to attend meetings or finalize agreements of a commercial nature involving some elements of finance, feasibility studies and insolvency. This course is intended to give participants basic understanding and skills of preparing and analyzing a feasibility study with special emphasis on the practical aspects of Business and developing analytical skills as against knowledge.

Who should attend?

Managers and Executives.

Workshop Agenda:

Day 1

8.30am: Registration and morning Tea Break.

9.00am: Welcomes and introduction.

9.15am: what is Feasibility study?

10.30am: Tea Break

10.45am: Generate the Business Proposal
- ✓ Technical and Market Assessment
- ✓ Feasibility study content

12.00pm: Market Research
- ✓ Guidelines for Market research & Questionnaires
- ✓ How to market test your idea

1.00pm: Buffet lunch

2.00pm: Organizing the Business
- ✓ Forms of Business Organizations
- ✓ Determining the Legal & Finance matters
- ✓ Forms of intellectual property

3.30pm: Tea Break

3.45pm: Financial Analysis
- ✓ Costing & pricing
- ✓ Performa Income Statement
- ✓ Cash Flow forecasts for the first year
- ✓ Performa Balance Sheet

5.00pm: End of Day 1

Day 2

8.30am: Registration and morning Tea Break.

9.00am: Welcome Back and Recap Day1 session.

9.15am: Cash flow estimation & risk analysis

- ✓ Identifying the relevant cash flows
- ✓ Estimating Cash Flow for Yr 2 to yr5
- ✓ Profit plan for 5 years
- ✓ Financial position for 5 years

10.30am: Tea Break

10.45am: Evaluating the Business

- ✓ ROI
- ✓ NPV & IRR
- ✓ Sensitivity Analysis

12.00pm:

- ✓ Determining Break even point
- ✓ CVP Analysis.

1.00pm: Buffet lunch

2.00pm: Preparing the Business plan

- ✓ Steps in the Business planning process
- ✓ Types of Business Plans
- ✓ Advantage of preparing a Business Plan
- ✓ What should a Business plan contain

3.30pm: Tea Break

3.45pm: Case Study

5.00pm: End of Day 2

Day 3

8.30am: Registration and morning Tea Break.

9.00am: Welcome Back and Recap Day2 session.

9.15am: Case Study-Practical session

10.30am: Tea Break

10.45am: Case Study-Practical session

12.00pm: Case Study-Practical session

1.00pm: Buffet lunch

2.00pm: Case Study-Practical session

3.30pm: Tea Break

3.45pm: Q & A Session

5.00pm: End of Day 3