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COURSE BROCHURE

Project Feasibility Study Preparation and Evaluation Training Course

10 – 14 October 2027
Doha

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Registered in the United Kingdom and Saudi Arabia

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Project Feasibility Study Preparation and Evaluation is a 1-week training course for project analysts, investment officers and business development staff who must decide whether a proposed venture deserves funding, and it ends with each participant drafting a feasibility study report for a real or sample project. Capital is scarcer and boards now expect evidence before approval, so a disciplined go or no-go case protects scarce resources. The course is delivered by Jupiter Prime Training.

Why Project Feasibility Study Matters Now

Lenders and investment committees now ask for transparent cash flow evidence in sectors from manufacturing to hospitality, while shifting input costs make single-point forecasts fragile. An organisation that prepares feasibility studies well commits capital to projects that repay it and stops weak ideas early; one that prepares them badly funds optimistic assumptions and finds the gap after launch. The course rests on discounted cash flow DCF appraisal, net present value NPV, internal rate of return IRR and structured sensitivity and scenario testing.

Who Gains Most from Project Feasibility Study

- Analysts who build demand estimates and cash flow models
- Investment officers who screen proposals for the approval committee
- Business development staff who shape new ventures
- Finance partners who check discount rates and financing structures
- Technical leads who confirm site, capacity and technology assumptions

Sponsor teams that send an analyst, a finance partner and a technical lead together gain most, leaving with one shared appraisal method.

Project Feasibility Study Capabilities

Participants move from a raw project idea to a defensible investment case, linking market, engineering and financial evidence in one model.

- Assess market demand, pricing and competitor capacity — the sponsor's sizing decision
- Specify technical requirements and implementation schedule — the engineering and procurement leads
- Build annual cash flow projections — the finance reviewer
- Calculate NPV, IRR, payback and break-even — the investment committee
- Test sensitivity and scenarios to find variables that change the verdict — lenders and approvers
- Communicate a clear go, redesign or stop recommendation — the board and sponsors

Key Project Feasibility Study Terms

- Pre-feasibility study — a quick screening of a project idea deciding whether a detailed study is worth commissioning.
- Net present value NPV — the sum of a project's future cash flows discounted to today, minus the initial investment.
- Internal rate of return IRR — the discount rate at which a project's NPV equals zero.
- Discount rate — the rate reflecting capital cost and project risk, used to value future cash flows today.
- Break-even point — the sales volume or revenue at which total income equals total costs.
- Sensitivity analysis — a test that changes one input at a time to show how strongly it moves NPV or IRR.

Project Feasibility Study Day by Day

Day 1: Framing the Investment Question

- Project Life Cycle and Study Stages — When to Commission a Full Study
- Pre-Feasibility Screening Matrix — Which Ideas Deserve Detailed Appraisal
- Sponsor Objectives and Hurdle Criteria — Defining What Success Must Deliver
- Study Scope and Terms of Reference — Agreeing Boundaries With Decision Makers
- Assumptions Register — Recording Sources Before Numbers Enter the Model

Day 2: Market and Technical Feasibility

- Demand Estimation and Market Sizing — Setting Realistic Volume and Price Ranges
- Competitor Capacity and Positioning Review — Judging Achievable Market Share
- Site Selection and Capacity Planning — Matching Location to Demand and Supply
- Technology and Process Options — Choosing Equipment Against Cost and Reliability
- Implementation Schedule and Resource Plan — Timing Capital Spend and Staffing

Day 3: Building the Financial Model

- Capital Expenditure Schedule — Phasing Construction, Equipment and Pre-Operating Costs
- Operating Cost and Revenue Projections — Linking Volumes to Annual Income
- Working Capital and Depreciation Treatment — Converting Profit Into Cash Flow
- Financing Structure and Debt Service — Balancing Equity, Loans and Coverage
- Projected Income Statement and Cash Flow — Presenting Annual Results for Review

Day 4: Evaluation and Risk Testing

- DCF Appraisal With NPV and IRR — Ranking Projects Against the Hurdle Rate
- Payback, Profitability Index and Break-Even — Adding Liquidity and Margin Views
- Discount Rate Selection — Reflecting Capital Cost and Project Risk
- Sensitivity Tables and Tornado Charts — Isolating Variables That Change the Verdict
- Scenario and Risk Mitigation Planning — Preparing Responses for Adverse Cases

Day 5: Practising the Feasibility Study Report

- Market and Technical Findings Summary — Consolidating Earlier Evidence for Approvers
- Financial Model Stress Review — Rechecking Cash Flow Logic Under Peer Challenge
- Evaluation Results Dashboard — Presenting NPV, IRR and Sensitivity Side by Side
- Recommendation Options — Choosing Go, Redesign or Stop With Clear Conditions
- Feasibility Study Report Drafting — Completing the Case for the Approval Committee

Applying Project Feasibility Study After the Course

- Run the pre-feasibility screening matrix on the current pipeline of proposals and rank which ideas merit a detailed study.
- Rebuild one pending investment case with the cash flow template, adding sensitivity tables before it reaches the committee.

Project Feasibility Study Questions FAQ

What is a project feasibility study and why does it matter now?

A project feasibility study tests whether a proposed venture is viable in market, technical and financial terms. It matters now because funders expect transparent evidence, and a sound study stops weak projects early.

Which roles gain most from project feasibility study preparation and evaluation?

Project analysts, investment officers and business development staff gain most. Finance partners and technical leads also benefit from a shared method for checking demand, costs and returns.

How does a project feasibility study course differ from a capital budgeting course?

A project feasibility study course covers the whole case for one new venture, from market and technical evidence to financial returns. A capital budgeting course concentrates on allocating funds across many approved investments.

What do you bring back from project feasibility study training?

You bring back a drafted feasibility study report for a proposed project and a cash flow model you can reuse. Together they give a repeatable way to screen new proposals.

Project Feasibility Study: The Way Forward

The feasibility study report each participant completes first informs a simple decision: whether the proposal moves to detailed design and funding. Sponsors, finance reviewers and approval committees use it to compare options on the same terms. After the first project is built or launched, revisit the original demand and cost assumptions against actual results to sharpen the next study.