

# € TRAINING

Advanced Training in Economic Feasibility  
Analysis

A group of four smiling business professionals (two men and two women) in a meeting room. They are wearing white shirts and are seated around a table. The background is blurred, showing a modern office environment.

28 October -  
1 November 2024  
Bangkok (Thailand)  
JW Marriott Bangkok



# Advanced Training in Economic Feasibility Analysis

REF: F2171 DATE: 28 October - 1 November 2024 Venue: Bangkok (Thailand) - JW Marriott Bangkok Fee: 6960 Euro

## Introduction:

Preparing, evaluating, and analyzing economic feasibility studies is crucial for determining the viability of new projects or business ventures. This involves gathering relevant data, rigorously evaluating financial projections, and interpreting the findings to assess the project's economic potential. By scrutinizing key metrics and considering various scenarios, stakeholders can make informed decisions to optimize project success and effectively manage risks in their investment decisions.

## Program Objectives:

By the end of this program, participants will be able to:

- Develop skills to prepare feasibility studies for various projects.
- Create financial feasibility study forms using Excel.
- Apply diverse methodologies to enhance investment opportunities.
- Understand essential financial rules for successful projects.
- Prepare economic and technical studies for projects.
- Stay updated on current investment trends.
- Define key frameworks and concepts from feasibility studies.

## Targeted Audience:

- Project managers and coordinators involved in new project development.
- Financial analysts responsible for investment analysis.
- Engineers and technical experts assessing project feasibility.
- Business development professionals evaluating expansion opportunities.
- Government officials and policymakers in infrastructure planning.
- Entrepreneurs and startup founders exploring new ventures.
- Consultants specializing in feasibility studies and project evaluation.

## Program Outlines:

## Unit 1:

### Introduction to Feasibility Studies:

- Overview of economic feasibility studies and their importance.
- Components of a feasibility study: scope, objectives, and methodology.
- Data collection techniques and sources for feasibility analysis.
- Understanding the role of stakeholders in feasibility studies.
- Case studies illustrating successful feasibility studies.

## Unit 2:

### Financial Analysis Techniques:

- Introduction to financial metrics: NPV, IRR, Payback Period.
- Applying financial analysis tools using Excel for feasibility studies.
- Techniques for estimating project costs and revenues.
- Factors influencing financial feasibility: inflation, interest rates, etc.
- Interpreting financial projections and their implications.

## Unit 3:

### Risk Assessment and Mitigation Strategies:

- Identifying potential risks in feasibility studies: financial, market, operational.
- Methods for conducting risk analysis and sensitivity testing.
- Developing risk mitigation strategies and contingency plans.
- Case studies on real-world projects with risk management success.
- Integrating risk assessment into feasibility study reports.

## Unit 4:

### Market and Technical Analysis:

- Conducting market research for feasibility studies: demand analysis, market trends.
- Technological feasibility assessment: evaluating infrastructure and technology requirements.

- Competitive analysis and positioning within the market.
- Assessing regulatory and legal considerations affecting feasibility.
- Case studies on market and technical analysis in feasibility studies.

## Unit 5:

### Presentation and Communication of Feasibility Studies:

- Structuring a comprehensive feasibility study report.
- Effective communication strategies for presenting study findings.
- Tailoring feasibility study reports for different stakeholders.
- Using visual aids and data visualization techniques in presentations.
- Practicing effective feedback and peer review processes for improvement.