

Preparing Feasibility Studies

A feasibility study that stands up to a board: market, technical and financial, with scenarios and sensitivity analysis.

Level	Advanced
Duration	3 days · 18 training hours
Fee	999 AED
Group size	5 - 16 participants
Delivery	In-house · Public run
Runs each year	26 April and 25 October

All training programmes are accredited by the Sharjah Private Education Authority.

Programme objectives

- Scope the study and the questions it must answer
- Size the market and demand from defensible sources
- Build a financial model with cash flows and stated assumptions
- Compute NPV, IRR and payback period
- Stress the project with sensitivity analysis and find the tipping point

Who it is for

Planning and development managers, investment analysts, entrepreneurs, and officers responsible for new government initiatives.

Prerequisites: Spreadsheet skills and basic financial concepts (cost, revenue, margin).

Programme outline

Day 1 — Market and technical feasibility

- When an idea is worth studying at all
- Sizing the market: top-down and bottom-up
- Competitor and substitute analysis
- Technical, operational and regulatory feasibility

Day 2 — The financial model

- Model structure: assumptions, engine, outputs
- Estimating revenue and fixed and variable cost
- Cash flow and break-even
- Workshop: building a model for a real project

Day 3 — Appraisal and recommendation

- NPV, IRR and payback
- Sensitivity and scenario analysis
- The risk register and responses
- Writing the recommendation and presenting it to the decision maker

Competencies developed

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|-------------------|-----------------------|
| • Market analysis | • Financial modelling |
| • Risk assessment | • Analytical writing |

What participants take away

- A ready-to-adapt Excel financial model
- A list of UAE market data sources
- An approved feasibility report structure
- An accredited certificate of attendance

How it is assessed

A simplified financial model for a real project with three scenarios and a written recommendation.

About the company

Innovation Excellence Consulting & Training is a Sharjah-based firm working with government and private organisations across the UAE and the region. We deliver management consulting, excellence award readiness, customer experience, corporate innovation, ISO certification and research — alongside accredited, applied training programmes.

Programmes accredited by the Sharjah Private Education Authority · 3,500+ professionals trained · 40 government and private entities

Why train with us

- No less than 40% of every programme is exercises and case work, not lecturing.
- Programmes designed on the ADDIE model, with cases drawn from the participants' own workplace.
- Trainers with genuine field experience in the work they are teaching.
- Delivered in Arabic and English to the same standard — in-house, public or virtual.

Register for this programme



To register, or to run this programme at your premises, get in touch — or register directly from the programme page on our site.

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Fees are per participant in UAE dirhams and exclude VAT. Confirm the year of each run on our website.