

LEADERS TRAINING

<sup>TM</sup>  
**DIXONTECH**

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## FEASIBILITY STUDIES

<b>CODE</b>	BM14
<b>DAYS</b>	5 DAYS
<b>DURATION</b>	25 HOUR
<b>FORMAT</b>	ON-SITE
<b>CERTIFICATE</b>	ACHIVEMENT

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**DIXONTECH**  
LEADERS ACADEMY

# FEASIBILITY STUDIES

## TRAINING OVERVIEW

The "Feasibility Studies" Training by DixonTech offers participants a deep dive into the critical process of evaluating the viability of business ventures. As noted by renowned economist Paul Samuelson, "Investment in knowledge pays the best interest." Indeed, understanding the feasibility of a project before committing resources is paramount in today's competitive landscape. With only a fraction of business ideas proving commercially viable, a feasibility study becomes an indispensable tool in mitigating risks and maximizing returns. This training equips participants with the specialized skills to assess technical, business, financial, and organizational feasibility, enabling them to make informed decisions that align with organizational goals. By identifying potential challenges, risks, and opportunities early on, participants can optimize project success and enhance the value they bring to their organizations.



**Invest in training,  
cultivate greatness**



## TRAINING TOPICS

- Grasping the fundamental concepts and advantages of conducting a Feasibility Study.
- Employing a systematic approach to articulate a business concept and evaluate its feasibility.
- Generating a thorough Feasibility Study report.
- Evaluating the potential risks and obstacles encountered in initiating new projects.
- Gaining endorsement for novel business concepts from essential stakeholders.

## BY THE END OF THIS TRAINING COURSE, DELEGATES WILL BE ABLE TO

- Recognize and appreciate the essential role played by Feasibility Studies in the decision-making process of business ventures.
- Confidently apply a methodical approach to conducting Feasibility Analysis, ensuring thorough assessment and evaluation of potential projects.
- Assess Technical, Commercial, Organizational, and financial feasibility factors comprehensively, enabling a holistic understanding of project viability.
- Effectively engage and involve key stakeholders to create ownership for new business ideas, fostering collaboration and buy-in across the organization.
- Develop the skills to create and deliver comprehensive and engaging Feasibility Studies presentations to senior stakeholders, facilitating informed and effective business decisions.

## TRAINING IS TAILORED TO

- Project Managers
- Project Planners
- Managers responsible for launching new products and services
- Senior operations managers
- People launching new business ventures



## TRAINING METHODOLOGY

The "Feasibility Studies" Training by DixonTech employs interactive and practical learning techniques to ensure optimal understanding and retention. Through a combination of short presentations, discussions, videos, team activities, and case studies, participants engage actively in the learning process. Real-life examples from delegates' organizations are incorporated to provide practical relevance. A highlight of the course is the opportunity for teams to pitch new business ideas, fostering hands-on learning and application of concepts.

### DAY 1

#### GRASPING THE FUNDAMENTAL CONCEPTS AND ADVANTAGES OF CONDUCTING A FEASIBILITY STUDY

- What are feasibility studies and why are they important?
- Feasibility studies: definitions, principles and concepts
- Feasibility Study Components and Process
- Technical Feasibility
- Commercial Feasibility
- Organizational Feasibility – people, competence and resources

## DAY 2

### EMPLOYING A SYSTEMATIC APPROACH TO ARTICULATE A BUSINESS CONCEPT AND EVALUATE ITS FEASIBILITY

- Financial Feasibility – costs, return on investment
- Cost classification and estimation
- Non-Discounting Methods and Discounting Methods
- Prepare Your Capital Spending Plan
- Prepare Your Cash Flow Forecast
- Required Investment for Your Business

## DAY 3

### GENERATING A THOROUGH FEASIBILITY STUDY REPORT

- Project requirements
- Performing an Options Analysis
- Option Generation and Selection
- Risk Management process and application
- Estimating Risk and Quantitative Risk Analysis
- Risk Response Planning

## DAY 4

### EVALUATING THE POTENTIAL RISKS AND OBSTACLES ENCOUNTERED IN INITIATING NEW PROJECTS

- Components of a Feasibility Report
- Developing the Feasibility Report
- Project Planning
- Critical Path Analysis
- Tips to preparing an impactful Business Plan
- Preparing to pitch your business idea - facing 'The Dragon's Den'
- Case studies

## DAY 5

### GAINING ENDORSEMENT FOR NOVEL BUSINESS CONCEPTS FROM ESSENTIAL STAKEHOLDERS

- The characteristics of engaging communication
- Multiple Intelligences
- The Learning Cycle
- Lessons Learned and Personal Action Plan
- Pitching a Business Idea
- Simulation and role play

**For more information about DIXONTECH Leaders training  
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