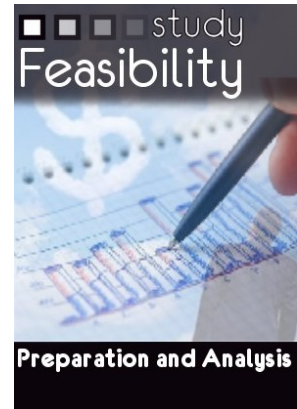


FS: Project Feasibility Study Seminar Outline

► Overview:

Project Feasibility Study is a practical seminar presented by professional engineers with extensive international experience. The preparation of a feasibility study is a task which, if it is to be done well, requires inputs from many professional disciplines for the various components of the study, the most important of which are as follows: market analysis and marketing location, site and environment, engineering and technology, and financial analysis.

The seminar is done in an interactive atmosphere, also throughout the seminar there will be the opportunities for questions, and where appropriate, case studies will be introduced.



Who should attend:

Market & financial analysts, economists, engineers, social scientists, project managers, project directors and general managers.

Structure:

18 hours to be carried out over 3 days, including valuable supporting documents including feasibility study preparation manual (more than 300 pages with hundreds of help templates including tables, check-lists, work sheets, schedules and sample case- studies)

Contents:

Your seminar experience will cover the following:

1. Pre-investment studies and the investment project cycle

- ❖ Investment project cycle and types of pre-investment studies
- ❖ Basic concepts of pre-investment studies
- ❖ Rehabilitation and expansion projects
- ❖ Role of institutions, consultancy services and information systems

2. Market analysis and marketing concept

- ❖ Marketing
- ❖ Marketing research
- ❖ Outline of the project strategy
- ❖ Outline of the marketing strategy
- ❖ Outline of the marketing concept
- ❖ Marketing costs and revenues

3. Raw materials and supplies

- ❖ Classification of raw materials and supplies
- ❖ Specification or requirements
- ❖ Availability and supply
- ❖ Supply marketing and supply programme
- ❖ Costs for raw materials and suppliers

4. **Location, site and environment**

- ❖ Location analysis
- ❖ The natural environment
- ❖ Environmental impact assessment
- ❖ Socio-economic policies
- ❖ Infrastructural conditions
- ❖ Final choice of location
- ❖ Site selection
- ❖ Cost estimates

5. **Engineering and technology**

- ❖ Production programme and plant capacity
- ❖ Technology choice
- ❖ Technology acquisition and transfer
- ❖ Detailed plant layout and basic engineering
- ❖ Selection of machinery and equipment
- ❖ Civil engineering works
- ❖ Maintenance and replacement requirements
- ❖ Estimates of overall investment costs

6. **Organization and overhead costs**

- ❖ Plant organization and management
- ❖ Organization design
- ❖ Overhead costs

7. **Human Resources**

- ❖ Categories and functions
- ❖ Socio-economic and cultural environment
- ❖ Project-related requirements
- ❖ Availability and recruitment
- ❖ Training plan
- ❖ Cost estimates

8. **Implementation planning and budgeting**

- ❖ Objectives of implementation planning
- ❖ Stages of project implementation
- ❖ Implementation scheduling
- ❖ Projecting the implementation budget

9. **Financial analysis and investment appraisal**

- ❖ Scope and objectives of financial analysis
- ❖ Principal aspects of financial analysis and concept of investment appraisal
- ❖ Analysis of cost estimates
- ❖ Basic accounting statements
- ❖ Methods of investment appraisal
- ❖ Project financing
- ❖ Financial and efficiency ratios
- ❖ Financial evaluation under conditions of uncertainty
- ❖ Economic evaluation

