GLOBAL TRAINING INSTITUTE

Business Planning & Feasibility Studies



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Business Planning & Feasibility Studies course provides participants with the essential skills and knowledge to effectively develop and implement feasibility studies as a precursor to successful business planning. By understanding the critical connection between feasibility studies, business plans, and corporate strategy, participants will learn how to evaluate business ideas and minimize investment risks. This course equips attendees with practical tools to assess opportunities and challenges, ensuring informed decision-making that leads to profitable business outcomes.

Who Should Attend

This course is suitable for:

- Operations Managers and Team Leaders
- Marketing and Business Development Specialists
- Systems Analysts and Business Process Designers
- Financial Analysts and Management Accountants
- Change Management Specialists

Course Objectives

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

- Establish the connection between feasibility studies, business plans, and corporate strategy.
- Comprehend the process of performing a comprehensive and adaptable feasibility study.
- Create, implement, and assess a feasibility study effectively.
- Recognize challenges and opportunities within a business and articulate successful outcomes.
- Define and set objectives for business planning.
- Integrate feasibility studies into a comprehensive business plan.
- Present clear and actionable feasibility reports to stakeholders.

Course Content

Understanding Feasibility Studies

- Definition and importance of feasibility studies in business planning.
- Key components of a successful feasibility study.

Conducting a Feasibility Study

- Steps to perform a comprehensive feasibility study.
- Techniques for critical analysis of feasibility studies.

Identifying Opportunities and Challenges

- Methods for recognizing business challenges and opportunities.
- Tools for articulating successful outcomes based on feasibility findings.

Setting Business Planning Objectives

- Frameworks for defining clear objectives in business planning.
- Aligning business objectives with corporate strategy.

Integrating Feasibility Studies into Business Planning

- Creating a robust business plan based on feasibility study insights.
- Strategies for implementing and evaluating business plans in conjunction with feasibility studies.