

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

REAL ESTATE INVESTMENT & FINANCE

Project Feasibility Financial Planning Strategy

Turning Feasible Ideas into Robust, Fundable Business Plans

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Real Estate Investment & Finance	5 days & 2 weeks	US$ 2,100	3

OVERVIEW

About this course

Too many ideas absorb time and resources before anyone establishes whether they're actually viable. A feasibility study exists precisely to prevent that — testing a business idea before a business plan is written, so the plan that follows is built on solid ground rather than optimism.

This Seya Capital Project Feasibility, Financial Planning, and Strategy training course gives participants the practical skills to turn promising ideas into commercial reality. It covers how to conduct a rigorous feasibility study, weigh competing options, and produce the clear, concise report that hands decision-makers a genuine recommendation — whether you're commissioning a specialist team or running the process yourself.

This Seya Capital training course will highlight the following main topics:

- What a feasibility study is, and when it's used
- How to prepare a feasibility study
- How to critically analyse a feasibility study
- How to set business planning objectives
- How to implement a feasibility study effectively

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
2 – 6 Aug 2027	Nairobi, Kenya	5 days	**US$ 2,100**
9 – 20 Aug 2027	Johannesburg, South Africa	2 weeks	**US$ 3,960**
16 – 20 Aug 2027	Johannesburg, South Africa	5 days	**US$ 2,200**

Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

Key learning objectives include how to:

- Establish the linkage between feasibility studies, the business plan, and company strategy
- Understand the process of conducting a robust, dynamic feasibility study
- Develop, execute, and evaluate a feasibility study
- Identify problems and opportunities within a business and define successful outcomes
- Set business planning objectives
- Integrate feasibility studies within a robust business plan

WHO SHOULD ATTEND

Designed for

This Seya Capital Project Feasibility, Financial Planning, and Strategy training course is suitable for a wide range of professionals, and will greatly benefit:

Operations Managers and Team Leaders

Marketing and Business Development Specialists

Systems Analysts and Business Process Designers

Financial Analysts and Management Accountants

Change Management Specialists

PROGRAMME

Course outline

Day 1: Business Planning

- Understanding the difference between a strategic plan and a business plan
- Business analysis and strategic planning
- Integrated strategic and business planning
- Business planning objectives
- Framing the business value proposition
- Framing your vision, mission, and strategy
- The business planning process and its key stages
- The business planning process map

Day 2: Planning a Feasibility Study

- The difference between a feasibility study and a business plan
- Differences between conducting a feasibility study and writing a business plan
- What feasibility studies are, and why they matter
- Feasibility studies: definitions, principles, and concepts
- Identifying where a feasibility study fits within a business plan
- Creating and protecting value
- Understanding the business need

Day 3: Considering the Options and the Risks Involved

- Distinguishing between needs and wants
- Performing an options analysis
- Creative thinking and problem solving
- Considering risks and opportunities
- The risk management process and its application
- Identifying and assessing the risks of the preferred option
- Identifying and managing key stakeholders
- Establishing the cost estimate

Day 4: Preparing the Report and Engaging Stakeholders

- Determining the most feasible option
- Financial analysis techniques
- Developing the feasibility report
- Understanding the characteristics of proper communication
- How interpersonal relationships support successful feasibility studies
- Developing robust strategic thinking skills
- Relating the study to corporate objectives and strategy
- Structuring the feasibility study to carry through to the business planning stage

Day 5: Creating a Robust Business Plan and Business Planning Tools

- Why you should develop a business plan
- The business plan process and its key elements
- Using traditional and non-traditional metrics to measure business performance
- Challenging current processes and building a culture of continuous improvement
- Translating an inspired idea into a robust business plan
- Implementing the plan and measuring success
- Evaluating and evolving the business plan against the feasibility study
- Reviewing and evaluating progress against plan

METHODOLOGY

How you will learn

This training course combines conventional teaching with real examples and case studies, supported by short practical exercises that build participants' skills in developing and evaluating a feasibility study. The facilitator

draws on a full range of dynamic, interactive methods, including practical exercises, case studies, and Q&A sessions, with each topic highlighting the key issues worth focusing on in discussion — including examples of feasibility studies the facilitator has been personally involved in.

IMPACT

The return on learning

For your organisation

- Prepare a robust, reliable feasibility report
- Measure the impact of competing alternative possibilities
- Demonstrate decision-making based on the interpretation of broad-ranging, and sometimes incomplete or conflicting, information
- Evaluate the risks facing a proposal and develop strategies to avoid or mitigate them
- Present reports that result in practical, appropriate action

For you

- Understanding the importance of feasibility studies within business management
- Contributing to a successful business plan grounded in feasibility studies
- Building the confidence to identify and engage the right stakeholders
- Turning vision and mission into reality
- Reviewing how completed studies inform the renewal of a business plan
- Developing key indicators to track progress and performance

CERTIFICATION

Seya Capital certificate

Upon successful completion of this classroom-based training course, delegates will be awarded a Seya Capital Certificate.

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Register or enquire

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