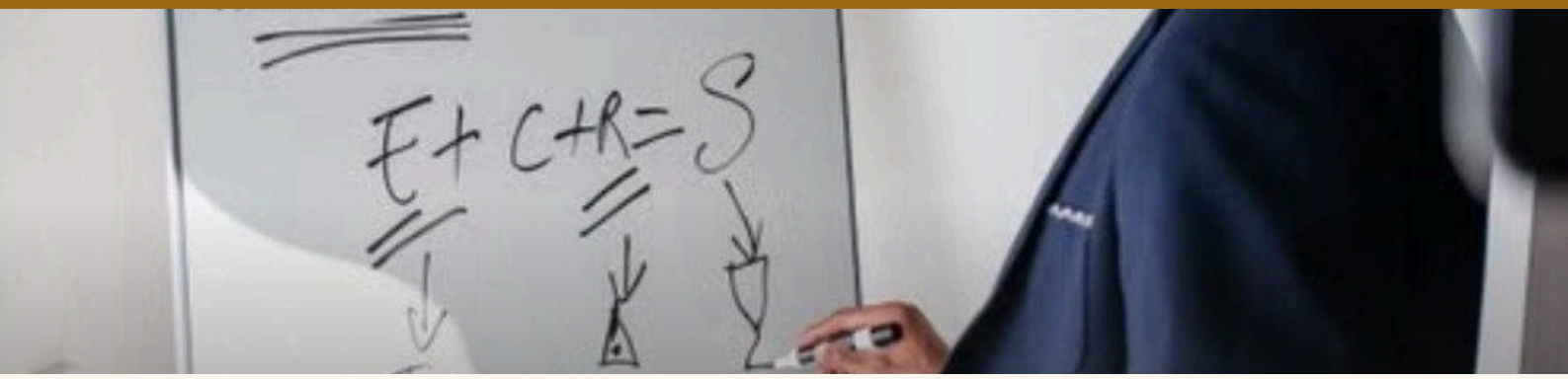


SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

FEASIBILITY STUDIES

Project Formulation and Feasibility Studies

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Feasibility Studies	2 weeks	US$ 3,780	3

OVERVIEW

About this course

Before committing significant financial resources, time, and effort to any major business venture or public-sector initiative, organizations must determine two basic things: What exactly are we building? and Is it actually worth doing?

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
15 – 26 Feb 2027	Johannesburg, South Africa	2 weeks	**US$ 3,960**
1 – 12 Mar 2027	Nairobi, Kenya	2 weeks	**US$ 3,780**
15 – 26 Mar 2027	Arusha, Tanzania	2 weeks	**US$ 3,780**

> 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

Participants will be able to:

- This critical decision-making window is managed through two complementary phases: Project Formulation and Feasibility Studies.
- 1. Project Formulation: Translating Ideas into Strategic Plans
- Project Formulation is the process of translating a broad business idea, need, or opportunity into a structured, actionable project proposal. It establishes the "blueprint" of what the project aims to achieve and how it aligns with overall organizational strategy.
- Key Objectives:
- Identify Needs & Objectives: Define the specific problem the project solves or the market opportunity it addresses.
- Define Scope & Deliverables: Outline project boundaries, assumptions, constraints, and target outcomes.
- Option Analysis: Brainstorm and compare preliminary alternative approaches (e.g., build vs. buy, different technology choices).
- Strategic Alignment: Ensure the initiative supports long-term business goals, organizational values, and sustainability frameworks.
- 2. Feasibility Studies: Testing Viability Before Investment
- Once a project option is formulated, a Feasibility Study acts as a rigorous analytical screen to evaluate whether the project can succeed in practice—technically, financially, operationally, and legally.

WHO SHOULD ATTEND

Designed for

This Project Formulation and Feasibility Studies training course is designed for professionals responsible for evaluating business ideas, allocating capital, and ensuring strategic initiatives succeed before making significant investments.

Here is a breakdown of who should attend:

1. Key Professional Roles

Project Managers & PMO Leaders: Project leaders who want to strengthen their skills in front-end planning, strategic alignment, option analysis, and risk assessment.

Business Analysts & Strategy Specialists: Professionals tasked with identifying business needs, translating ideas into detailed proposals, and comparing strategic alternatives.

Financial Analysts & Investment Officers: Experts responsible for capital budgeting, financial modeling (, , Payback Period), cost-benefit analyses, and sensitivity testing.

Risk Managers & Governance Teams: Specialists focused on qualitative/quantitative risk assessment, regulatory compliance, and stakeholder mapping.

Entrepreneurs & Business Development Executives: Business leaders evaluating new market entry, product launches, or major organizational expansions.

2. Organizational Levels & Sectors

Senior Management & Board Advisors: Executive decision-makers who evaluate board briefs, decision memos, and feasibility reports to approve or reject major capital investments.

Public Sector & NGO Program Officers: Officials assessing public infrastructure projects, social initiatives, and programs aligned with sustainability goals (SDGs) and policy frameworks.

Engineers & Technical Leads: Technical specialists moving into planning roles who need to assess technical infrastructure, technology choices, and operational implementation feasibility.

PROGRAMME

Course outline

Day 1: Introduction to Feasibility Studies

- What is a feasibility study and why is it important?
- Definitions, principles, and concepts of Feasibility Studies.
- The Components and Process of a Feasibility Study
- Technical Feasibility
- Commercial Feasibility
- Organizational Feasibility – Human, Financial, Physical, Technological, Information and Reputational Resources.

Day 2: Financial Feasibility

- Financial Feasibility – Costs, Revenue, ROI.
- Cost Analysis, classification and estimation
- Non-Discounting Methods and Discounting Methods
- The Capital Spending Plan
- The Cash Flow Forecast
- Required Investment (Start-up costs, Operating Costs).
- Key Metrics: Payback period, ROI, Break-Even Point

Day 3: Project Options and Risk Assessment

- Project requirements; Conditions, Tasks, Deliverables
- Performing an Options Analysis: Identify, Check, Select and Analyse.
- Option Generation and Selection
- The Risk Management and Risk Quantification.
- Risk Response Planning (What are the risks, Choice of strategy, Ownership and backup plans)

Day 4: Getting the Buy-In to Project Planning

- The Key components of a Feasibility Report
- Steps in developing a Feasibility Report
- Steps in Project Planning
- Critical Path Analysis
- How to Prepare a Comprehensive Business Plan
- How to pitch your Business idea
- Case studies

Day 5: How to Present Your Business Idea

- Engaging communication
- Multiple Intelligences
- The Learning Cycle
- Picking the lessons and Action Planning
- The types of pitches and choice of pitch.
- Simulation and role play

Day 6: Project Management and Project Initiation

- Principles of Project Management
- Project Management & Performance (Time, Cost, Scope).
- The Project Management Life Cycles
- Stakeholder Identification & Management
- How to develop a Project Charter

Day 7: Integration, Scope and Quality Management Planning Processes

- Project Integration Management – Planning Process
- Project Scope Management – Planning Processes
- Project Quality Management – Planning Process
- Developing Work Breakdown Structures

Day 8: Risk Management Planning Processes

- Plan Risk Management
- Identifying Risks
- Perform Qualitative Risk Analysis
- Perform Quantitative Risk Analysis
- Plan Risk Responses
- Implement Risk Responses
- Monitor and Control Risks

Day 9: Scheduling and Cost Management Planning Processes

- Plan Schedule Management
- Plan Cost Management
- Estimating Activity Durations
- Developing the Project Schedule
- The Core Budget Method
- Cost Management

Day 10: Procurement and Resources, Communication and Stakeholder Management

- Procurement Management Planning
- Resource Management Planning
- Communication Management Planning
- Planning Communications Management
- Stakeholder Management Planning
- Project Execution Planning

METHODOLOGY

How you will learn

This training course is highly interactive and practical, combining:

Expert-led presentations with real-world Project Formulation and Feasibility case studies.

Hands-on exercises in Project Formulation and Feasibility

Workshops and group discussions to reinforce key project management concepts.

Practical tools and templates that participants can apply to their own legal projects.

CERTIFICATION

Seya Capital certificate

On successful completion of this training course, a Seya Capital Certificate will be issued.

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Register or enquire

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