

FEASIBILITY STUDIES & BUSINESS PLANS



*Course leader: Moira Creedon
Lead Finance Faculty for
Management Centre Europe in Brussels*

THEME

It is crucial to all organisations to have systematic processes to establish product / business feasibility before committing resources to a project which subsequently emerges to be unworkable. In times of tight capital restrictions this discipline of financial and commercial decision making becomes extremely important, hence the particular importance of this topic in recession.

Companies that invest during recessions often benefit from cheaper investment costs and emerge stronger than peers, however it is essential that such investment is directed towards projects that will emerge successful.

To access capital in such times requires presentation of a well prepared research business plan which can be communicated effectively to potential and existing investors.

BENEFITS

Ensure that participants fully understand content and purpose of feasibility studies and business plans. Participants will also develop skills to prepare reports, presentations and back up documentation of professional standard and present / defend these to an appropriate audience.

DESIGNED FOR

Directors, Managers at all levels and Functional Specialists

PROGRAMME OVERVIEW

Introduction

Distinction between Feasibility study and Business plan: Contrasting content, primary purpose, and target audiences. What do the two have in common, and what are the crucial differences?

Feasibility study

Objectives

Elements of Feasibility: We will understand how to examine feasibility under each of the following axes, defining the data requirements for each element, and explaining where relevant the analytical tools required to process the data

- Technology and system feasibility
- Legal feasibility
- Operational feasibility
- Schedule / timing feasibility
- Market feasibility
- Resource feasibility
- Cultural feasibility
- Financial feasibility – linked but potentially not synonymous with economic feasibility

The Feasibility Report – the output of the study exercise.
Content of a good feasibility report

How to present a feasibility report to a target audience

Business plan

Content – a Decision making/communication tool with no fixed content, but normally covering key elements

- Product concept
- USP/ competitive positioning
- Market route/ channel
- Marketing assumptions and the basis thereof
- Financial requirements and sources
- Financial rationale
- Human resource issues and management team
Legal Technical
- Operational issues/ manufacturing, logistics, distribution, storage

The programme has been approved by the HRDA. Enterprises participating with their employees who satisfy HRDA's criteria, are entitled to subsidy.

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FACULTY

Ms Creedon established Artemis Consulting Ltd in 2005, a training company specialising in the development of financial skills and provision of financial advice to private sector companies.

Ms Creedon is also Lead Finance Faculty for Management Centre Europe in Brussels, a business school delivering training programmes worldwide to senior management teams of European multinationals. Immediate clients currently include Sony Eriksson, Gtech, Philips and Nokia. In Ireland she is currently designing and delivering programmes for the Institute of Public Administration, the University of Limerick and the Irish Management Institute.

From 2000 to 2005 Ms Creedon was Senior finance Specialist at the Irish Management Institute. She lectured in Ireland, the US, and in Syria and Jordan on behalf of the European Union and the World Bank.

Ms Creedon has worked in senior management and consultancy roles in both MNCs and medium sized firms throughout the world. As financial manager in General Motors she managed both costing and benchmarking units for international operations, and has since acted as financial consultant to many other firms on cost cutting, benchmarking and investment decision making. Ms Creedon worked as M&A Investment Banking manager for Dresdner Kleinwort Benson focussing on acquisition of automotive/ engineering companies in emerging economies mainly Latin America and south East Asia.

As Director of Trade and Industry of International Development Ireland, Ms Creedon managed a wide portfolio of projects for the World Bank and other donors in emerging economies in southern Africa, the Caribbean, the Middle East and Central Europe, in both the private and the public sector, focussing on industrial development – both investment promotion and development of indigenous enterprise.

Ongoing Public sector consultancy work in Ireland includes chairing the Internal Finance Committee in the Office of Public Works; chairing interview boards for senior civil service appointments; managing a 10 country benchmarking study for the Irish National Competitiveness Council examining the competitiveness of Irish business Vs competing locations in key strategic sectors and a broad portfolio of training and consultancy work related to the changing financial management systems in both central ministries and local government.

Ms Creedon is a graduate of UCD, and of the MBA Programme at IESE Barcelona, and lectures all over the world in 5 European languages.

ENROLMENT DETAILS

- Venue** Hilton Cyprus, Nicosia
- Dates** 23-24 February 2012
Sessions start at **8 am** and finish at **3.15 pm**
- Participation Fee** €800.00 plus V.A.T.
payable in advance to:
HEAR & KNOW CONSULTANTS LTD.
This includes the cost of materials, coffee on arrival, one coffee break and lunch.
- HRDA Subsidy** The subsidy is €247.00 per eligible participant.
- To Enrol** Please complete and return the attached enrolment form to:
HEAR & KNOW CONSULTANTS LTD.
P.O. Box 42102, 6531 Larnaca
- Cancellations:** If received in writing not less than fifteen days before the start of the course your full fee will be returned minus €171.00 handling charge.
With less than fifteen days notice no fee will be returned.
However, substitutes are welcome.
- For Bookings:** Please fax your completed application form to Pepa Hadjiyiannadjis. Fax. 24638755.
e-mail: hereknow@cytanet.com.cy
- For Information:** visit our website: **www.hear-know.com**
or please ring: Pepa Hadjiyiannadjis at 24638401.
Tony Hadjiyiannadjis 99461554
e-mail: hereknow@cytanet.com.cy

ENROLMENT FORM

FEASIBILITY STUDIES AND BUSINESS PLANS to be held on 23 -24 FEBRUARY 2012

Please use one enrolment form, or photocopy, per participant

Three easy ways to enrol: By Fax. 24-638755 - By Post P.O. Box 42102, 6531 Larnaca - Cyprus

By e-mail: hereknow@cytanet.com.cy

Please enrol the following participant on this course and mail to us your invoice

SURNAME _____ FIRST NAME _____ POSITION _____

COMPANY _____ TEL. _____ FAX. _____

ADDRESS _____ E-MAIL _____

SIGNATURE _____ TYPE OF BUSINESS _____