

KIAN

Consulting
&
Training

Start up/Project Financial Evaluation

Financial Modeling

for Business Owners and Entrepreneurs

Financial Feasibility Study Course

Using



Course Overview



Dr.
Ehab AbdelHady
Financial Consultant

KIAN

Consulting
&
Training



Why should you take this course?

If you are interested in starting a new business or expanding an existing one

Before you take this step :

It's important to determine whether your plans are financially feasible.

Our Financial Feasibility Study course is designed to :

Teach you everything you need to :

Make informed decisions about your business's financial future

Calculate key metrics to assess the financial viability of your business plans.

Also cover non-financial factors that can impact the success of your business

Know the process of conducting a comprehensive financial feasibility study

Giving you the tools and knowledge you need.

So Whether you're

An entrepreneur looking to start a new venture or a business owner planning to expand

our course will provide you with the skills and knowledge you need to succeed.

Identify the key components of a feasibility study

Understand their importance in assessing the viability of business plans.

Assess the feasibility of a new project

Learning how to use AI (artificial intellegience -AI & chat GPT)to

Facilitat yoursearch for Feasility study data

Allowing you to make informed decisions about whether to move forward with your plans.



How this course is structured?

Language

This course is presented in simple language (English and Arabic)

Example

This course communicated by practical example and real hands-on example
uses various interactive learning methods, discussions, and case studies
that develops the ability to read and analyze financial statements.

Time Frame

The course is 18 Hours.

Place & Facilities

You can get this course through :

- ✓ On-Line - Zoom
- ✓ Off-Line (KIAN Academy 5th settlement)
- ✓ Hybrid (Off-Line + On-Line)
- ✓ Recorded course

Learner will get (Package)

- ✓ Handout for every lecture (PDF)
- ✓ Course recorded (videos)
- ✓ Finance Book
- ✓ Simple Excel Model
- ✓ Certificate of attendance from KIAN Academy

KIAN

Consulting
&
Training



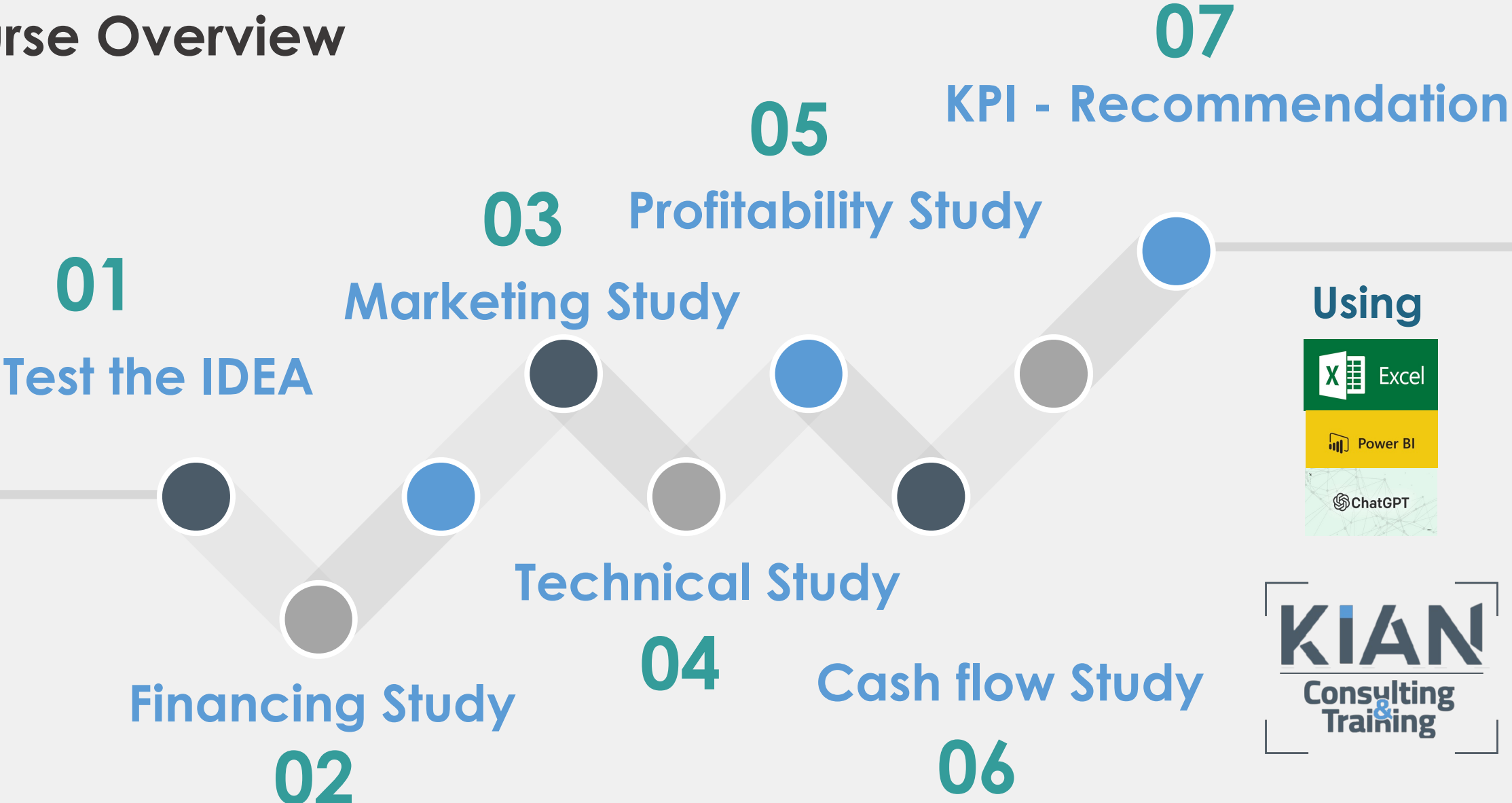
Who should attend?

This program is designed for

- ✓ Start up Business owners
- ✓ enterprenuir
- ✓ Financial Planner
- ✓ Strategic Managers
- ✓ Indevduals pursuing private projects
- ✓ Feasibility study reasurcher



Course Overview



Using

- Excel
- Power BI
- ChatGPT





Step ① Why Feasibility Study ?

What is the Feasibility Study ?

When we make a Feasibility Study ?

What type of Feasibility Study ?

Why Feasibility Study ?

Using



Step

①

Test the IDEA

A- Define the Idea

B- Test Idea Environment

PESTEL Analysis

*P*olitical Study

*E*conomical Study

*S*ocial Study

*T*echnological Study

*E*nvironmental Study

*L*egal Study

What is the Required for Investment ?

Using



Step ② Financing Study

Source of Investment

Debit Financing

Equity Financing

Project Capital Structure

Using



Step

③

Marketing Study

What is a market assessment ?

Market Study - Market Entry

Market Assessment Checklist

Industry Analysis

Market Analysis

Competitive Analysis

Analysis Customer

Sales Forecast 5 years

Step ④ Technical Study

Raw Materials & Supplies

Location, Site and Environment

Engineering and Technology

Technical Study Templet



Course Overview

Step ⑤ Profitability Study

Determine minimum required return

Healthy market return

Step ⑥ Cash flow Study

Operational activity

Financing activity

Investment activity



Using



Step ⑦ KPI - Recommendation

Ideal Gross profit

EBITDA %

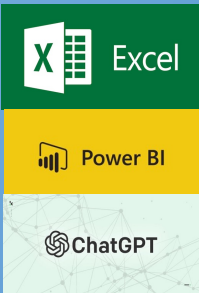
Healthy Profitability

Some type of Valuation

PP (Payback Period)

ROI (Return On Investment)

Using



ROE (Return In Equity)

Break even point

NPV (Net Present Value)

PI (Profitability Index)

IRR (Internal Rate of return)

دلوقتي تقدر تستثمر في نفسك وتحجز مكانك بالطريقة الأسهل والأفضل ليك

لأننا وفرنا طرق دفع مختلفة سواء كاش أو بالتقسيط بالشراكة مع Paymob زي:

الكروت البنكيه بانواعها

✓ كروت ميژه

✓ Master Card

✓ VISA

✓ الدفع عن طريق اجهزه الدفع الذكيه Paymob

امكانيه التقسيط

✓ عن طريق البنك الخاص بيك

✓ فاليو

✓ امان

امكانيه الدفع عن طريق المحافظ الذكيه

✓ عن طريق اي محفظه ذكيه مثل (فودفون كاش)

استثمر في نفسك دلوقتي واختار الطريقة الأسهل والأنسب ليك

الطريقة الأسهل ليك



وسائل الدفع

KIAN

Consulting
&
Training



besmallah@instapay

Powered by **INSTAPAY**

وسائل الدفع



Dr. Ehab AbdelHady
Financial Consultant


How To Pay for the course

 Vodafone cash 01003061602  

 Bank transfer QNB 1002239579013

 Instapay ehab.mohamed1977@instapay

 by Visa at Our branch in New cairo

 By installments by a link from paymob

WWW.KIANCONSULTING.NET



Contact us

Kian Academy

The Art of earning

One of Kian Consulting Company, LLC

Which is officially specialized in Financial and management consultan

KIAN is a legal entity established 10 years ago.

برعايه شركه كيان للاستشارات الماليه والاداريه
كيان قانوني تم تأسيسها منذ ١٠ سنوات

Tel

01140611942
01028051810

Address

5 t h Settlement, New Cairo
South 90, Tolip Hotel Gate 3 - 5th Settlement.

Web
Email

www.kianconsulting.net
info@kianconsulting.net

KIAN

Consulting
&
Training



Contact us

Our Courses

01

FINANCE *for*
**Non-Financial
Managers**

Dr. Ehab M. Abdel Hady

DBA, MBA, CHFP, CBAP®, FMVA®
Chief Finance Officer (CFO)
Financial Expert in Healthcare

MBA, DBA Lecturer
Finance Trainer



02

Financial
Budgeting & Forecasting
Course

03

Financial
Feasibility Study
Course

04

Financial
Analysis & Reporting
Course