

STRATEGIC MANAGEMENT

FEASIBILITY STUDY

Durasi: **2.5 hari** (20 jam) | Duration: **2.5 days** (20 hours)

Menjawab Masalah Apa?

Banyaknya investasi proyek yang gagal, baik pada tahap pembangunan maupun tahap operasi, membuat perlunya ketepatan dan ketelitian dalam tahap studi kelayakan agar risiko kegagalan seperti itu di kemudian hari dapat dikurangi.

Manfaat Apa yang Anda Peroleh ?

Setelah selesai mengikuti program ini, peserta diharapkan mampu:

- Memahami prosedur penyusunan studi kelayakan
- Mengetahui hal-hal yang harus diperhatikan dalam penilaian kelayakan investasi
- Memahami dasar-dasar penyusunan proyeksi dan evaluasi keuangan
- Mengevaluasi keuntungan proyek dengan metoda Discounted Cash Flow, Internal Rate of Return (IRR), dan Net Present Value (NPV)

Apa Saya yang Dibahas

- Aspek pemasaran
- Aspek operasional
- Aspek organisasi dan manajemen
- Kelayakan aspek keuangan

Siapa yang Perlu Ikut

- Manajer atau staf profesional yang bertanggung jawab dalam kegiatan pengembangan usaha
- Wira kredit bank dan lembaga keuangan lain, staf pemasaran
- Perusahaan sewa-beli (leasing), konsultan, eksekutif dan staf profesional
- Perusahaan asuransi dan yayasan, yang ingin meningkatkan pengetahuan di bidang analisis kredit investasi dan prospek perusahaan untuk investasi
- Para investor dan calon investor

Problems to Be Addressed

A large number of project investment fails to accomplish its target both at the construction and operations stages. This issue shows the importance of performing an accurate feasibility study in order to reduce the risk of such failures in the future.

Objective

Having attended this program, the participants are expected to be able to:

- *Understand the procedures involved in formulating a professional feasibility study*
- *Identify the important factors in a feasibility study*
- *Understand the basics of formulating financial projections and evaluations*
- *Evaluate return on investment using Discounted Cash Flow, Internal Rate of Return (IRR), and Net Present Value (NPV).*

Subject Covered

- *Marketing aspects*
- *Operational aspects*
- *Organizational and management aspects*
- *Financial feasibility*

Who Should Attend

- *Managers or professional staff responsible for the company's business development*
- *Bank and other financial institution credit officers, leasing company*
- *Marketing executive, consultants, as well as executives and professional staff*
- *Insurance companies and foundations desiring to increase their credit analysis skills and the investment prospects of their organizations*
- *Investors and candidates*

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