Microfinance Market Research & Feasibility Studies Training Course

Professional Development Training Course Outline

Category	Microfinance & Financial Inclusion	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Microfinance Market Research & Feasibility Studies Training Course provides participants with comprehensive knowledge and practical skills to conduct effective market research and feasibility assessments for microfinance programs. The course emphasizes understanding market dynamics, client needs, competitive landscapes, and operational viability to ensure successful financial inclusion initiatives. Participants will learn to design and implement research methodologies that generate actionable insights for strategic decision-making.

Through case studies, hands-on exercises, and applied research projects, participants will gain expertise in collecting, analyzing, and interpreting data for market entry, product development, and program expansion. The course also focuses on integrating financial, demographic, and spatial data to inform feasibility studies, evaluate risks, and provide recommendations for sustainable and impactful microfinance interventions.

Programme Curriculum

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Course Objectives

1. Understand the principles and importance of market research in microfinance
2. Conduct feasibility studies for new programs or geographic expansion
3. Identify target client segments and assess their financial needs
4. Analyze socio-economic and demographic data for informed decision-making
5. Evaluate competitive landscapes and market opportunities
6. Develop research tools and data collection instruments
7. Conduct qualitative and quantitative research effectively
8. Analyze and interpret research findings for program planning
9. Assess financial, operational, and social feasibility of initiatives
10. Integrate GIS and data analytics in market research
11. Present research findings clearly to stakeholders and management
12. Support evidence-based decision-making in microfinance programs
13. Enhance organizational capacity for market-driven program design

Organizational Benefits

- Improved market intelligence for decision-making
- Enhanced program targeting and client outreach
- Effective assessment of feasibility and sustainability
- Evidence-based planning for new products and services
- Better allocation of resources and operational efficiency
- Identification of underserved areas and market gaps
- Strengthened stakeholder engagement and donor reporting
- Reduced operational and financial risks
- Enhanced program impact and reach
- Capacity building for research and analytical teams

Target Audiences

- Microfinance institution managers
- Strategic planning and business development teams
- Market research and data analysts
- M&E officers
- Digital finance program managers
- NGO project coordinators
- Donor program staff
- Policy and regulatory officers

Course Duration: 10 days

Course Modules

Module 1: Introduction to Market Research and Feasibility Studies

- Fundamentals of market research in microfinance
- Understanding feasibility studies
- Key concepts: market, demand, supply, and competition
- Research objectives and scope
- Integrating feasibility studies into program planning
- Case Study: Feasibility study for a rural microfinance program

Module 2: Market Research Frameworks and Methodologies

- Quantitative and qualitative research methods
- Surveys, interviews, and focus groups
- Sampling techniques and design
- Data quality assurance
- Research ethics and client confidentiality
- Case Study: Applying mixed-methods research in DFS programs

Module 3: Client Segmentation and Profiling

- Identifying target client segments
- Analyzing demographics, income, and financial behavior
- Assessing financial needs and preferences
- Creating client personas
- Using segmentation for product design
- Case Study: Client profiling for women-focused microfinance products

Module 4: Competitor and Industry Analysis

- Mapping competitors in the target market
- Understanding services, pricing, and coverage
- Market benchmarking and differentiation
- Identifying gaps and opportunities
- Tools for competitor analysis
- Case Study: Competitive analysis for microcredit and savings products

Module 5: Geographic and Spatial Analysis

- GIS applications for market research
- Mapping potential markets and client locations

- Analyzing accessibility and reach
- Identifying underserved regions
- Linking spatial data with financial inclusion objectives
- Case Study: GIS-based market mapping for rural DFS deployment

Module 6: Financial Feasibility Assessment

- Estimating costs and revenue for new initiatives
- Assessing profitability and sustainability
- Cash flow analysis and forecasting
- Identifying funding sources and partnerships
- Risk analysis and mitigation
- Case Study: Financial feasibility of a microfinance branch expansion

Module 7: Operational Feasibility Assessment

- Evaluating organizational capacity
- Assessing staffing and infrastructure needs
- Process and workflow analysis
- Technology and digital readiness
- Operational risks and mitigation strategies
- Case Study: Operational feasibility study for agent network expansion

Module 8: Regulatory and Legal Feasibility

- Understanding regulatory frameworks for microfinance
- Licensing and compliance requirements
- Legal risks in new markets
- Policies affecting product delivery and expansion
- Reporting obligations to regulators
- Case Study: Regulatory feasibility analysis for DFS deployment

Module 9: Socio-Economic Feasibility

- Assessing social impact and community benefits
- Gender and inclusion considerations
- Environmental and cultural factors
- Social risks and mitigation strategies
- Aligning programs with development goals
- Case Study: Socio-economic feasibility of a rural savings program

Module 10: Data Collection and Analysis Techniques

- Designing surveys and research tools
- Collecting primary and secondary data
- Data cleaning and validation
- Statistical analysis and interpretation
- Reporting and visualization of findings
- Case Study: Analyzing market research data for program planning

Module 11: Market Opportunity and Demand Analysis

- Estimating demand for financial products
- Identifying potential client adoption rates
- Gap analysis and market potential assessment
- Forecasting uptake and growth
- Prioritizing target markets
- Case Study: Demand analysis for digital microfinance products

Module 12: Product and Service Design Based on Research

- Translating research into product features
- Adapting products to client needs
- Pricing and delivery channel considerations
- Piloting new products
- Feedback loops for product refinement
- Case Study: Designing microcredit and savings products based on market research

Module 13: Reporting and Presenting Findings

- Structuring research reports
- Using dashboards and visualizations
- Presenting findings to management and donors
- Communicating actionable insights
- Tailoring reports for different stakeholders
- Case Study: Market research presentation for donor-funded DFS program

Module 14: Integration with Strategic Planning

- Using research and feasibility findings for decision-making
- Aligning market insights with expansion strategies
- Resource allocation and prioritization
- Scenario planning and forecasting
- Continuous monitoring and learning

- Case Study: Integrating feasibility findings into an MFI growth plan

Module 15: Practical Exercise: Market Research and Feasibility Project

- Conducting a complete market research exercise
- Analyzing collected data and performing feasibility assessment
- Developing recommendations for program expansion
- Group presentation and peer review
- Applying insights to strategic decision-making
- Case Study: Participants design a market research and feasibility study for a selected microfinance region

Training Methodology

- Interactive presentations and discussions
- Hands-on exercises with data collection and GIS tools
- Group case study analysis and problem-solving
- Peer review and feedback sessions
- Dashboard and KPI integration exercises
- Presentation of practical market research projects

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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