



## **Feasibility Study of the National Music Museum**

### **Client**

Department of Arts and Culture

### **Objective**

- Conduct Literature Review, SWOT Analysis and Competitor Analysis as well as Branding and Market Positioning
- Investigate the feasibility and the Returns on Investment of the National Music Museum
- Investigate various location options of the product
- Investigate different product offerings
- Investigate the feasibility of the product
- Analyse Breakeven Revenues and Returns on Investment related to the project

### **Tactics**

- We briefly met with the project managers to clarify the scope of work and collected relevant documentation. Primary and secondary research on the product offerings as well as competitors was done and we benchmarked findings against international and national standards. We also looked at challenges facing the sector as well as ways to strengthen the music museum. We then conducted a feasibility study detailing the financial and market feasibility, also including the ROI.

### **Outcomes**

The study concluded that the ROI was unacceptable.