



Feasibility Study of the Durbanville Rose Garden Restaurant

Client

City of Cape Town

Objective

Critically assess the financial feasibility of the proposed restaurant.

Tactics

- Brief meeting with City of Cape Town officials to clarify the scope of the work and to collect and finalise relevant documentation.
- Visit the Garden to have a closer look at the current activities, proposed developments and possible alternatives.
- Conduct a survey to collect views of the visitors.
- Conduct primary and secondary research on the product offerings as well as competitors in the surrounding area.
- Benchmark findings against national standards.
- Develop a feasibility test, detailing financial and market feasibility as well as the ROI for the restaurant.

Outcomes

Financial projections and market trends suggested that the envisaged development was a feasible investment.