



**BUYOLO**  
BUSINESS | ADVISORY | SERVICES

## **Feasibility Study of a Conference, Restaurant, Exhibition and Accommodation Facility**

### **Client**

Nelson Mandela Museum – Umtata

### **Objective**

Critically assess the financial feasibility and tourism viability of the museum as an income generating entity

### **Tactics**

- Surveyed facilities incorporated in the establishment
- Conducted primary and secondary research on product offerings
- Undertook a SWOT analysis of the current facility
- Analysed competitors in the market
- Benchmarked findings against international and national standards
- Investigated the Return-On-Investment (ROI) and Break-Even-Revenue
- Developed a detailed financial plan and market feasibility study
- Developed a costs-benefit analysis of the recommended operational model
- Investigated possible product improvements

### **Outcomes**

- Financial projections of current developments as well as market trends suggested that the envisaged developments needed extensive sales improvement in order to meet feasibility criteria

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