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Case Study

Feasibility Study for Accommodation and Conference Facilities

Client

CapeNature – Kogelberg Nature Reserve

Objectives

To investigate the feasibility of its facilities to function as an income generating entity

Tactics

- Surveyed facilities in the establishment as well as current competitors in this market
- Compared findings with international and national standards
- Undertook a SWOT analysis
- Developed a detailed financial and market feasibility study

Outcomes

- The study found that market trends favoured the new initiative
- Financial projections of current developments as well as market trends suggested that Phase II of the development (which will target price-sensitive visitors) is also likely to be successful.

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