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## **Feasibility Study for Kogelberg Reserve (Phase2)**

### **Client**

Cape Nature

### **Objective**

Critically assess the financial feasibility and tourism viability as well as the performance of the Kogelberg reserve and activities.

### **Tactics**

- Briefing meeting with CapeNature officials to clarify the scope of the work and to collect and finalise relevant documentation.
- Visiting the reserve to have a closer look at the current activities, proposed developments and possible alternatives.
- Conducting primary and secondary research on the product offerings as well as competitors in the surrounding area.
- Benchmarking findings against the international and national standards
- Developing a feasibility test, detailing financial and market feasibility as well as ROI

### **Outcomes**

Financial projections and market trends suggested that the envisaged developments show Kogelberg Phase 2 to be a feasible investment.

Buyolo Business Advisory Services (Pty) Ltd

2 Eaton House, 24 Park Lane, Century City, 7441  
[www.buyolo.co.za](http://www.buyolo.co.za) or [ssivengo@buyolo.co.za](mailto:ssivengo@buyolo.co.za)

Director: Sphetho Siyengo