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Feasibility Study of a Conference and Accommodation Facility

Client

CapeNature – Ganzekraal Resort

Objective

Critically assess the financial feasibility and tourism viability of the resort 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 facilities
- Analysed competitors in the market
- Benchmarked findings against international and national standards
- Investigated the Return-On-Investment (ROI) and Break-Even-Revenue
- Studied the financial and market feasibility

Outcomes

- The study found that market trends do not favour the upgrading of the Reserve
- Financial projections of current developments as well as market trends suggested that the envisaged developments were not feasible.

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