



Feasibility Study of a Conference and Accommodation Facility

Client

CapeNature – Vrolijkheid Nature Reserve

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 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 and market feasibility study

Outcomes

- Financial projections of current developments as well as market trends suggested that the envisaged developments were feasible
- The margins of turnover and profitability were reasonable.