



Feasibility Study of the Hawston Industrial Park

Client

Overstrand Municipality

- Investigate the feasibility of the Hawston Industrial Park
- Investigate the accessibility of the services and look at options to strengthen the benefits for the area
- Conduct public participation sessions with community members to get a buy-in for the development
- Conduct market research and competitor analysis
- Investigate different product offerings
- Investigate options of how land could be allocated to the community

Tactics

- We briefly met with the project managers to clarify the scope of work and collected relevant documentation. We also visited the proposed site to have a closer look on the size, accessibility and the surroundings. Focus group meetings with the community were also conducted to get their views and buy-in. Comparative as well as competitor analysis was done and we benchmarked findings against national standards. We then developed a feasibility study detailing financial requirements.

Outcomes

The study concluded that the project should be implemented in phases, streamlining costs, using affordable construction methods and keeping the community posted.