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Feasibility Study of the Cape Town Multi Cultural Village (CTMV)

Client

Small Enterprise Development Agency (SEDA)

Objective

- Investigate the feasibility and the Returns on Investment of the CTMV project
- Investigate the accessibility of the product and looked at options to strengthen such accessibility
- Conduct public participation sessions with selected stakeholders to get a buy-in for the development
- Undertake a competitor analysis
- Investigate different product offering
- Investigate feasibility of the product
- Analyse breakeven revenues related to the project

Tactics

- We briefly met with the project managers and the CTMV - owners to clarify the scope of work and collected relevant documentation. We also visited the proposed land of CTMV in Scarborough to have a closer look at current products and possible alternatives. Focus group meetings with stakeholders were also conducted. Primary and secondary research on the product offerings as well as competitors was done and we benchmarked findings against international and national standards. We then developed a feasibility study detailing financial and market feasibility including the ROI.

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Outcomes

The study concluded that there is very limited scope to generate additional income, streamline costs and produce an acceptable ROI.

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