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Case Study 13

Operational Cost Benefit Analysis

Client

CapeNature

Objectives

The client embarked on a fact finding mission to determine the value that the organization gets from the recent developments at its Reserve. The organization also wanted to understand the viability of these developments. A critical analysis of the potential vs cost of the Reserve was also needed. The main goal of the exercise was to advise the organisation on the benefits of managing the facility on their own or outsourcing it. In addition, advice was needed on the possible implications of selecting specific operational models to the employees of the Reserve.

Tactics employed

- evaluating relevant costs and benefits of investments made
- reflecting the total impact of the interventions on the Reserve
- looking at a quantitative assessment, i.e. whether the Reserve would experience a net benefit from the particular interventions
- systematically estimating benefits and costs of the contemplated course of action compared with alternative courses of action
- considering financial implications of the interventions and tangible as well as intangible considerations.

Outcomes

- Improved quality of the product offered at the Reserve;
- Enhanced service delivery;
- Avoided costs of trying to get customers back to the reserve;
- Avoided materials damages;

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- Improved security, especially for children (thus making parents more comfortable);
- Avoided conflict between visitors who need private space and those who do not mind sharing public space
- Information benefits (signage and clear demarcation of bathrooms, campsites, entry points, etc.);

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