



**BUYOLO**  
BUSINESS | ADVISORY | SERVICES

## **Case Study 7**

### **Feasibility Study for Accommodation and Conference Facilities**

#### **Client**

CapeNature – Salmonsdam Nature Reserve

#### **Objectives**

To investigate the feasibility of its facilities functioning as an income generating entity

#### **Tactics**

- Surveyed facilities in the establishment as well as current competitors in this market
- Compared findings with international and national standards
- Undertook a SWOT analysis
- Developed a detailed financial and market feasibility study

#### **Outcomes**

- The study found that market trends favoured the new initiative
- Financial projections of current developments as well as market trends suggested that more attractions are needed to address demand.