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Case Study 8

Feasibility Study for Accommodation and Meeting Facilities

Client

CapeNature – Rocherpan 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 upgrading of the reserve
- Financial projections of current developments as well as market trends suggested that the proposed new developments were not feasible. However renovations of the establishment were found to be necessary to keep up with competition in the West Coast.



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Buyolo Business Advisory Services (Pty) Ltd

6 Phesante Slot, Storm River Road, Grenendaal, Durbanville 7550. Tel +2721 979 3233 Fax +2788 21 979 3233 www.buyolo.co.za

Director : Sphetho Siyengo