

# Feasibility study analysis

Business, Management



Feasibility Study Analysis What I like most about the feasibility study report is that it presents a market study of the Austrian Mountain Resort market. The feasibility study presents information such as number of mountain resorts, number of lifts, amount of skiing slopes, winter revenues and skier days. An investor can use such information to determine the benefit of establishing a mountain resort in Austria. In most cases, investors can quickly determine the cost of a project but they find it difficult to determine the economic value of their project. The feasibility study solves the dilemma of most of the investors because the market study can be useful in determining the economic value of establishing a mountain resort. I also like the fact that the report highlights some of the important factors that affect the operation of small and medium mountain resorts. For instance, the study mentions the summer attractions available in the Austrian mountain resort industry. It also highlights the influence of sales and marketing and some of the events that attract tourists and visitors. Finally, the report presents success stories to reinforce the viability of mountain resorts in the Austrian hospitality industry. Such stories give investors the hope that they can establish a successful resort business (Fercher 50).

Even though the feasibility report presents useful information that can be used to determine the viability of a resort business, the report should include information on the financial viability of the project. It should contain information such as income projections, cost projections, net cash flow and return on investment. The study should present a list of room services available in the market along with their estimated costs. Information on price

can be used to determine cash flow and even expected return on investment. Therefore, the report should be comprehensive enough to contain all the financial information related to the industry. It should typically contain around thirty to forty pages. All in all, the feasibility study report contains the relevant information that can assist an investor make a business decision (Fercher 67).

#### Works Cited

Fercher, Wolfgang. *Feasibility Studies for Hotels: An Analysis of Essential Elements in the Preparation Process of Feasibility Studies for Hotel Projects*. Hamburg: Diplomica, 2006. Print.