

FEASIBILITY STUDY

INTERNATIONAL COFFEE CENTER HAFENCITY HAMBURG



Source: www.hafencity.com; own illustration

Client: DS-Baukonzept GmbH, Hamburg
Year: 2006
Location: Hamburg (Germany)

Brief Description:

DS-Baukonzept GmbH and Neumann Kaffee Gruppe, Hamburg are planning the implementation of "International Coffee Center" (ICC) in Hamburg. The Experience- and Competence Center for Coffee is planned to be realized directly in Hafencity: This area has been traditionally established as coffee trade and processing site.

The total concept International Coffee Center includes beneath entertainment and experience oriented offers also surfaces for retail-offers with an affinity to coffee, offices and capacities for various types of events.

Main emphasis of the analysis was – beneath investigation of economic characteristic numbers of the experience offers – the check and optimization of provisional project ideas and rough evaluation of the projects market compatibility.

Tasks:

- Market and Site Analysis (Determination of the Catchment Area and Competition Check)



- Development of a rough Concept for the Experience Offers
- Analysis of the Characteristic Numbers (roughly estimated)
 - Potential Analysis
 - Investigation of Capacities
 - Investigation of Investment Volume
 - Rough Profitability Analysis