

## EVALUATION OF THE CONCEPT, BUSINESSPLAN AND REGIONAL ECONOMICS EUROPEAN HANSE MUSEUM LÜBECK



Source: Studio Andreas Heller

Client: Possehl Stiftung, Lübeck  
Year: 2008  
Location: Lübeck (Schleswig-Holstein), Germany

### Brief Description:

Wenzel Consulting was hired to carry out a strengths-weaknesses-risks analysis of the concept outline designed by Studio Andreas Heller in order to hedge financial risks.

Beneath the description of basic premises and criterions for the market success of an edutainment center the designated targets of the facility like creation of a competence center for North European Hanse Research, appreciation of urban building in the historic district and thereby attracting the World Cultural Heritage were examined. Components of the study were also e.g. the integration of existing buildings resources, the cost-efficient operation and the increasing of the touristic visits and stays in Lübeck.

In a next step the plausibility of the business plan was examined, including the survey of the visitor prognosis and the capacity planning.



Based on this results the regional economical effects were determined. The study was completed by recommendations for the feasibility.

Tasks:

- Plausibility Check of the Concept
- Plausibility Check of the Business Plan
  - Visitor Prognosis
  - Capacity Estimation
  - Analysis of the Profitability
- Determination of the Regional Economical Effects