

BENCHMARK ANALYSIS

CHILDREN MUSEUMS



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www.mamilade.net

Source: mamilade

Client: ISA Institut für soziale Arbeit e.V., Münster

Year: 2010

Location: none

Brief Description:

ISA is planning – under certain circumstances – the launching of a city contest for a children museum in Northrhine-Westphalia.

Therefore ISA e.V. commissioned Wenzel Consulting with the benchmark analysis of the facility type children museum.

Within the scope of the investigation the ideal-typical location requirements for a children museum were formulated as a preparing measure for the location scouting. In a next step the competition in the sector children museum in Northrhine-Westphalia was examined for to prevent cannibalization effects in the search for location.



Core of the survey was the investigation of comparable data of reference facilities, which should be used as a basis for the concretization of the business planning.

Tasks:

- Definition Site Requirements of a Children Museum
- Analysis of the Competition
- Benchmark Analysis
 - Visitors
 - Surface Data
 - Income and Expenditure Positions
 - Investment Figures
- Derivation of Success Factors