

DIFA-PROJECTS IN FRANKFURT/MAIN AND BERLIN



Source: DIFA AG, www.frankfurter-welle.de, www.neueskranzlereck.de

Client:	DIFA – Deutsche Immobilien Fonds AG, Hamburg
Year:	1999/2000
Location:	- Frankfurt/Main (Hesse), Germany - Berlin, Germany

Brief Description:

The DIFA – Deutsche Immobilien Fonds AG, Hamburg, planned to establish a premium fitness- and wellness facility in the city quarters “Frankfurter Welle” in Frankfurt/Main and at “Neues Kranzler Eck” in Berlin. After a first preselection Wenzel Consulting was hired to evaluate the offers of two operating companies (premium segment) for their marketability with respect to the above mentioned sites.

The analyses also included the assessment of the conceptual components and the profitability of the operators proposals.

Tasks:

- Market Analysis
- Site Assessments
- Potential Analyses
- Competition Analyses
- Visitor/Member Projections
- Plausibility Check of the existing Operator Concepts
- Plausibility Check of the Profitability
- Support for the selection of an adequate Operator