

FEASIBILITY STUDY

BMW WELT, MUNICH



Source: www.coop-himmelblau.at

Client:	Bayerische Motorenwerke Aktiengesellschaft (BMW), Munich
Year:	2000/2002
Location:	Munich (Bavaria), Germany

Brief Description:

BMW AG planned to realize the new Experience and Delivery Center “BMW Welt” directly adjoined to the company headquarters and the museum in Munich.

The goal is to provide an authentic on-site representation of BMW, and to deliver a tangible experience of the myth that is BMW. At the same time the Experience and Delivery Center is intended to promote customer loyalty and to encourage visitors and customers to participate enthusiastically in the whole BMW experience in the long term. The main targets of BMW Welt are potential and existing BMW clients, who should be attracted with a high-quality offer.

The Grand Opening of the new delivery center and experience world “BMW Welt” took part at October 17th, 2007. The facility opened for the public at October 20th, 2007.



Up to summer 2008 the museum will be attracted and enlarged and the plant tours are new designed. The total invest for those three components is about 500 Mio. Euro.

Tasks:

- Target Group Analysis
- Market and Demand Analysis
- Competition Analysis
- Representation of similar Sites as Reference Points
- Potential Estimation
- Visitor Prognosis
- Determination of Area to be used and Funds to be invested
- Profitability Analysis

Additional information can be found at: www.bmw-welt.de