

FEASIBILITY STUDY

VISITOR CENTER FELDSCHLÖSSCHEN



Source: www.feldschloessen.com

Client: Steiner Sarnen Schweiz AG, Sarnen/
Feldschlösschen AG, Rheinfelden
(both Switzerland)

Year: 2003

Location: Rheinfelden, Switzerland

Brief Description:

The Feldschlösschen Getränke AG Schweiz is the leading brewery of Switzerland and offers a sight-seeing-tour at the brewery with the possibility of testing the products directly at the production location Rheinfelden since years. In the context of the advancement of these offers the implementation of a new visitor center, the "experience world Feldschlösschen" had to be discussed.

Beside the authentic representation at the location, Feldschlösschen wants the visitors to experience the brand Feldschlösschen as well as they want to promote the further brands of the enterprise. At the same time the aspects crm (cus-



tomor relationship management) and winning new clients were the focus during the concept development.

In a team with Steiner Sarnen Schweiz Wenzel Consulting analyzed the feasibility of the project as well as the market conditions and provided input to the concept optimization regarding a gradual implementation.

Tasks:

- Market Analysis of Reference Projects
- Market- and Demand Analysis
- Target Group Analysis
- Visitor Projection
- Economic Feasibility
- Concept Optimization