

Business Plan for the Mountain Resort Borzhava Ukraine



Short project description

Kohl & Partner was assigned by the project initiators to prepare a business plan for the development of the Mountain Resort Borzhava.

The analysis section of the report will include a detailed market analysis, an analysis of the Ukrainian Mountain Resorts, an analysis of the current situation in and around Borzhava and a SWOT-analysis.

Based on the results of the analysis section, three potential development options will be defined and their economic potential will be determined. Furthermore recommendations regarding the marketing will be provided.



About Borzhava

Borzhava is situated in the Western part of the Ukraine, in close proximity to the main motorway connecting Lviv with the Ukrainian boarder.

The mountains reach an altitude of approximately 1.500 metres and provide a real mountain feeling.

Currently one old chairlift, a few t-bar lifts and a few (mainly smaller) accommodation facilities exist in Borzhava, but there are no artificial snow-making facilities, the slopes are not maintained during the winter season and there is hardly any summer tourism attraction.

