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BUSINESS AND FEASIBILITY MODEL FOR INITIATING THE LOVIISA – KUNDA ROPAX SERVICE

The aim of the document is to elaborate the issues affecting the feasibility of Loviisa-Kunda roro service based on the prior results in the REFEC project. The report leverages also the shipping company interviews conducted in the project.

The business and feasibility model is constructed on the basis of the building blocks of business model canvas with some additional blocks like market and competitor analysis. Each building block is further evaluated through a SWOT framework. Strengths and weaknesses can be seen directly as an internal qualities of the business model (or company) while opportunities and threats refer rather to the issues in external business environment. Furthermore, the business model is tested against different criteria selected from various sources. Finally, a summary of the shipping company interviews is provided.

The business idea in short is to provide transport service with a ropax vessel between the ports of Loviisa (FI) and Kunda (EE). The cargo would consist mainly of trucks driving between (eastern) Finland and the eastern half of Europe all way down to Turkey including naturally the Baltic states. In addition, the Estonian commuters with car would use the service for their travel to Finland and back to Estonia.

Please download the document [here](#).