



I have been a strategy advisory consultant for over two decades, working with TCS, PwC, KPMG, GE Capital and Accenture.

I help clients develop growth strategy through new products/services and market entry initiatives; and execute through change management and program management.

MARKET REVIEW AND FEASIBILITY STUDY DEVELOPMENT OF CITY BEACH RESORT IN OMAN

Client Description

The client was a large Oman-based property development house, with development rights for a large plot area in an upmarket area of Muscat.

Process

The team reviewed the hotel industry in Oman, leisure trends and developed a revenue model. In addition, it created a financial model to assess the project's returns to the developer through a projection of income, profits and cash flows.

Issue/Need

The client wished to develop a four-star Oman-themed resort hotel of 200+ rooms catering to upmarket domestic and international leisure visitors. Le Meridian and Marriott had expressed interest, and so the client needed a detailed market and financials assessment.

Deliverables

1. Economic review and current and future trends in leisure and entertainment.
2. Assessment and modification of the project concept
3. Review the demand and supply of leisure and entertainment facilities; define target customer segments
4. Review of comparable/ competitive facilities and evaluate their strengths and weaknesses
5. Income projections, financial analysis, sensitivity analysis and risk factors