



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.

[www.atulvaid.com](http://www.atulvaid.com)  
[atul.vaid@outlook.com](mailto:atul.vaid@outlook.com)

# INTERNATIONAL HOTEL CHAIN

## Hotel Market Review & Feasibility Study for Retail Space

### Client Description

The client was an international hotel chain seeking to enter the Indian market with its own large retail mall property.

### Process

The study reviewed the retail and property market in 4 metro cities, identified high-performing concepts and tested them amongst consumers and retailers, identified target consumers, sized and valued catchment areas, estimated traffic and sales potentials, and developed possible configurations of the retail property wrt scale, tenant mix and number of outlets, and made projections of financial returns based on a market-driven property pricing structure.

### Issue/Need

The client wished to review the retail and property market to create the best concept and optimal configuration for retail properties in major Indian metropolitan cities.

### Deliverables

1. Catchment potential and likely traffic
2. Competing retail malls with retail traffic estimates
3. Retailer revenues
4. Financial projections of the development project with cashflows, capital investments and profitability

The study led to a number of similar follow-on assignments across other major urban centers.