



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.

# CONCEPT, LAND USE, TENANT STRATEGY LARGE MALL REDEVELOPMENT IN OMAN

## Client Description

The client was the owners/management of one of the largest malls in Oman, who owned large parcels of land around the current mall development.

## Process

- As-is review of land parcel with respect to zoning rules, access, visibility and surrounding land uses
- Market assessment to define trends and characteristics in relevant segments – hotels, furnished apartments, commercial space, Residential accommodation, retail, and leisure/entertainment.
- Identification of appropriate project concept for the proposed site with Site evaluation, consumer and trade feedback, analysis of financial returns based on ballpark construction costs and standard industry ratios

## Issue/Need

The client wished to redevelop and reposition the mall complex into an integrated multi-use concept and wished to define the concept with the most appeal to investors.

## Deliverables

1. Competitive position relative to planned projects in the area
2. Project concept recommendations including components of the project and land-usage for each of the components
3. Tenant mix, organization structure, market and leasing strategy