



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 & PROJECT CONFIGURATION MIXED-USE PROPERTY DEVELOPMENT IN OMAN

Client Description

The client was a development house in Oman specializing in tourism-related property developments.

Process

The assignment required a review of the various development options in terms of retail, commercial, and residential space (hotel as well as non-commercial options such as apartments, villas, etc). The team reviewed the entire market in each of these segments, explored consumer preferences and made recommendations regarding possible concepts and usages.

Issue/Need

The client needed to develop the most commercially viable mix of usages and facilities to attract investors, residents and retailers.

Deliverables

1. Market assessment in terms of success of similar/competing multi-use developments
2. Consumer-driven features, facilities, commercials.
3. Recommendations regarding possible concepts and land-use breakup.