

Client case study 2: Proposed Beach Hotel, Jebel Ali, Dubai

Market and financial feasibility study for a 4-star hotel and serviced residence

Client: International property developer

Tasks:

- Supply and demand analysis – twin focuses on demand from tourists & industrial areas
- Site characteristics/SWOT assessment
- Positioning/facilities recommendations, with focus on letting unit mix
- Projections of estimated Profit & Loss/Cash Flow to determine return on investment



...when diligence is due

www.viability.ae