

Client case study 6: Entertainment City, Lusail, Doha

Wide-ranging **pre-feasibility study** for 100 hectare mixed-use development

Client: Top regional investment house

Tasks:

- Research & analysis of existing & future supply & demand in the following Doha 9 real estate sectors – hotels, serviced and residential apartments, timeshare, offices, shopping centres, marinas, convention centres and entertainment attractions
- Master planning and property development recommendations with reference to 15 international development case studies
- Financial analysis by Viability involved creation of 10 interrelated models
- Viability's role was as editor and main author of the report & project manager for the 4 study partners
- Input provided to master planners, architects, traffic consultants, etc & assistance with client's resulting Private Placement Memorandum

