

STRATEGIC MARKET AND FINANCIAL FEASIBILITY ANALYSIS AND DEVELOPMENT SERVICES FOR A FIVE-STAR RESORT DEVELOPMENT AT THE WORLD Dubai, United Arab Emirates

RCLCO has been working closely with Northeast Property Development, LLC, in the predevelopment stages of a planned resort that will include a hotel and residential development opportunity consisting of two islands at The World; in Dubai, United Arab Emirates. The current business plan as designed by RCLCO calls for a mix of condominium units, deluxe villas, and a luxury hotel delivered at a five-star, or higher, level of quality. One of the key questions is whether the for-sale residential component will be tied to the potential hotel branding onsite.

The objective of RCLCO's involvement has been to conduct a high-level strategic market feasibility analysis, designed to ensure that the product planned and the effort to bring it to market is informed by an understanding of the supply/demand fundamentals in the hotel and residential marketplace; a nuanced understanding of the optimal target audience and a sustainable price positioning hypothesis; a product and amenity criteria that will maximize the product's market penetration; and a thorough understanding of the project economics from a development and operational perspective.



To conduct this engagement, RCLCO worked closely with a team of local consultants. This relationship has been a productive one in that it enabled RCLCO to leverage local market information together with our global perspective.

RCLCO has subsequently developed a detailed financial model, including the direct supervision of cost estimating, and detailed land and vertical planning by the architectural team. This model was used to help structure the joint venture partnership between the existing land owner and Northeast.

As the project transitions to an implementation phase, RCLCO continues to be involved as a strategic advisor addressing all questions relative to likely market response to the project, and the financial implications of key business decisions.

