

# Case Study: Strategic Advisory & Financial Feasibility

CBRE



## The Property

- New master plan community in an emerging location within Dubai.
- Gross Floor Area of 10 million sq ft.
- Mixed use development.

### Key Information

#### Client

Confidential

#### Location

Dubai, UAE

#### Site Details

10 million sqft GFA  
Mixed-use scheme

## The Assignment

CBRE was instructed by the Client to provide market research, strategic advisory and financial feasibility for a new master plan community located in one of Dubai's emerging areas. The CBRE Strategic Advisory team worked closely with the Client and other advisors on the project, providing masterplan programming inputs and development quantum and mix recommendations. Our recommendations focused on the area program, positioning of the projects, value propositions, phasing of the construction and delivery of the masterplan as well as into more details with providing recommended unit mix and sizes for residential buildings.

## The Approach

In order to service the requirement of our Client, CBRE conducted a detailed analysis of the real estate market sectors. This included the assessment of existing supply across different asset classes, characteristics of supply, development pipeline, performance data (rentals, sales, etc.), market trends, demand drivers, key sources of demand, major market players, major projects, impact of infrastructure development, competing building analysis and project benchmarking analysis. This information assisted the Client in determining the future development strategy.