

Case Study: Market Research & Financial Feasibility



The Property

- New sub-community in an emerging location within Dubai.
- Gross Floor Area of 1.6 million sq ft.
- Mixed use development.

Key Information

Client

Confidential

Location

Dubai, UAE

Site Details

1.6 million sqft GFA
Mixed-use scheme

The Assignment

CBRE was instructed by the Client to provide market research and financial feasibility for a sub-community located in one of Dubai's new and emerging areas. The CBRE Strategic Advisory team conducted a detailed review of the Client's proposed area program and provided recommendations on the development positioning, business strategy (Build to Lease vs. Build to Sell models) as well as a detailed feasibility model to assess the financial returns and implications of the proposed development.

The Approach

In order to determine appropriate inputs for the proposed developments, the team undertook a benchmarking and analysis exercise of other comparable sub-markets in Dubai. The final deliverable included a site analysis, review of the current and upcoming pipeline supply, demand and absorption assessment and the review of the Client's proposed development concept and area program, etc.