

Retail.International.com Case Studies-Middle East & North Africa

Typical Projects: Middle East & North Africa **Mena Mall Cairo** **Moda Mall, Bahrain**
Tunis Sports City, Tunis **German Business Park Dubai** **Westown Cairo** **Eastown Cairo**
Saraya Aqaba Jordan **Tripoli Mall Libya** **The Lagoon Bahrain** **Lusail City Qatar**
Retailtainment City Bahrain **Dubai Towers Qatar** **Dubai Marina, Marina Walk**
Beirut Impact Study **The Souks Beirut** **Beirut Strategic Study** **GCC Market Study**
Mercato Mall Dubai **Markaz Al Bahja Oman** **Al Ghurair Retail** **Generally** **Images**



Typical Projects

- Moda Mall, Bahrain
- Mena Mall, Cairo
- Tunis Sports City
- German Business Park, Dubai
- Westown, Cairo
- Eastown, Cairo
- Saraya Aqaba, Jordan
- Tripoli Mall, Libya
- Lusail Development, Doha
- The Lagoon, Bahrain
- Dubai Towers, Doha
- Retailtainment City, Bahrain
- Dubai Marina, UAE
- The Souks, Beirut
- Beirut City Centre

Typical Clients

- Havelock AHI
- Mena Holdings KSC
- Sports Cities International
- German Business Park FZCO
- SODIC, Egypt
- SODIC, Egypt
- Saraya Holdings
- International Developer
- Abu Dhabi Investment House
- Abu Dhabi Investment House
- Sama Dubai
- Gulf Finance House/Edifice
- Emaar pjsc
- Solidere sal
- Solidere sal

Typical Projects



The Souks, Beirut



Mercato Mall, Dubai



The Lagoon, Bahrain



Dubai Marina



Westown, Cairo




GBP, Dubai




Mena Mall, Cairo



 Al Bahja Sh. Centre, Oman

 Al Habib & Co LLC

 Mercato Mall, Dubai

 Edifice / Al Zarooni Group

 Al Ghurair Retail, Dubai

 Abdulla Al Ghurair Group

 GCC Market Research

 HSBC Bank

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Typical Projects



The Souks, Beirut



Mercato Mall, Dubai



The Lagoon, Bahrain



Dubai Marina



Westown, Cairo



GBP, Dubai



Tripoli, Libya



Lusail City, Qatar

Mena Mall, Cairo



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Client:
Private Client

Detailed research and report on the retail market in Bahrain having special regard for the subject shopping mall going forward into 21st century.

- * Performance audit and mall management.
- * Market re-positioning & Branding.
- * Redevelopment advice.
- * Merchandise mix .
- * Advice on rental levels, anchor stores, food courts, speciality stores.

Project:

Moda Mall, Bahrain World Trade Centre, Manama, Kingdom of Bahrain.

- * Wide ranging advice to owner's representatives.
- * High end shopping mall comprising some 17,000 sq.m GLA forming part of a multi-million dollar complex comprising 5 star hotel, and offices.

Moda Mall, BWTC, Bahrain



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**Case Study:
Regional Mall, 6th
October, Cairo,
Egypt.**

Client:

Mena Holdings KSC

Detailed research and report on the retail market in Cairo with special emphasis on East Cairo and Sixth October Governorate. Economic conditions and potential for regional mall in East Cairo.

- * Concept advice.
- * Market positioning.
- * Marketing advice.
- * Merchandise mix.
- * Advice on rental levels, anchor stores, food courts, speciality stores.

Project:

Regional Shopping Mall, East Cairo, Egypt.

- * Wide ranging advice to international project team.
- * 100,000 m2 retail , entertainment and mixed use project forming part of a multi-million dollar complex also to include 5 star hotel, offices and entertainment complex close to Giza Pyramids.

Mena Mall, 6th October, Cairo



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Case Study: Regional Mall, Tunis Sports City, Tunis, Tunisia.

Client:
Sports Cities International

Detailed research and report on the retail market in Tunis. Including legal requirements related to franchising, retail tenure and ownership in Tunisia. Economic conditions and potential for regional mall in Tunis.

- * Concept advice.
- * Market positioning.
- * Marketing advice.
- * Merchandise mix.
- * Advice on rental levels, anchor stores, food courts, speciality stores.

Project: Tunis Sports City, Tunis

Regional Shopping Mall, Tunis Sports City, Tunis, Tunisia.

- * Wide ranging advice to international project team.
- * 100,000 m2 retail , entertainment and mixed use project forming part of the multi-billion dollar Tunis Sports City , Tunisia.



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Client:

**German Business Park
FZCO**

- * Critical analysis of shopping centre design
- * Retail configuration.
- * Market positioning.
- * Retail strategic advice.
- * Merchandise mix.
- * Tenant mix of German retail brands.

Project:

**German Business
Park, Dubai.**

- * Mixed use development comprising, shopping centre, offices, and hotel situated in Dubai Silicon Oasis.
- * To accommodate German Centre Dubai, part of a world-wide chain including Beijing, Shanghai, Singapore, Yokohama, Jakarta, and Mexico City.
- * Shopping Centre to provide a show case of German brands in a luxury environment

German Business Park, Dubai



to include world class
retailers, restaurants
and food &
beverages.

German Business Park
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Park FZCO ©

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**Client:
SODIC**

- * Detailed research and report on the retail market in Cairo.
- * Concept advice.
- * Market positioning.
- * Marketing advice.
- * Merchandise mix.
- * Advice on rental levels, anchor stores, food courts, speciality stores.

Project:

Westown, Sheikh Zayed City, Cairo, Egypt.

- * West Cairo’s Hub.
- * Located in the west of Cairo on a 1.2 million sqm site in the 6th of October City, the town centre is aimed at creating a thriving urban and social hub.
- * SODIC joined forces with none other than the creators of Beirut’s town centre, Solidere, ensuring their uncompromising standards of architectural and

Westown, Sheikh Zayed City, Cairo



operational excellence and quality control will be brought forth.

* The town centre embraces everything from luxurious retail outlets, sidewalk cafes, and entertainment facilities to office parks and commercial centres.

* Blessed with Cairo's temperate climate and social ties, the Solidere-designed town centre will offer an open air, pedestrian-urban setting reminiscent of the golden age of Cairo's urban planning and is planned to start operation by 2010.



Westtown, Cairo

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Case Study: Eastown, New Cairo, Cairo.

Client: SODIC

* Detailed research and report on the retail market in Cairo.

* Concept advice.

* Market positioning.

* Marketing advice.

* Merchandise mix.

* Advice on rental levels, anchor stores, food courts, speciality stores.

Project:

Eastown, New Cairo, Egypt.

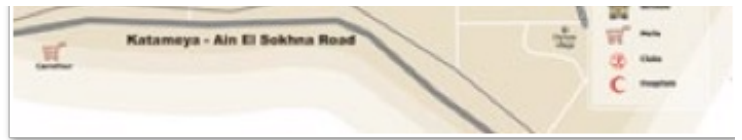
* In the centre of east Cairo.

*The east of Cairo, the centre of all things Not only is it nestled in the heart of the emerging area of New Cairo, Eastown is ideally located near the new campus of the American University of Cairo. Having such a prime location was carefully considered so as to realise the concept of a lively city centre offering a range of high-end services for

Eastown, New Cairo, Cairo



consumers, firms and institutions in its vicinity.



*Covering an area of 860,000 sqm, the east Cairo downtown encompasses everything typically found in a town centre from stores, restaurants and walking areas, to residential neighbourhoods and business amenities.

*Brought together, these all-embracing facilities present an exceptional concept – one that brings the entire east Cairo area to life.



Eastown, New Cairo

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Case Study: Saraya, Aqaba, Jordan.

Client:

**Saraya Holdings,
Amman, Jordan**

* Critical analysis of proposed design.

* Advice & recommendations on proposed shopping centre.

* Retail layout and overall configuration.

* Advice with regard to market positioning and tenant mix.

Project:

**Souk Saraya,
Saraya, Aqaba**

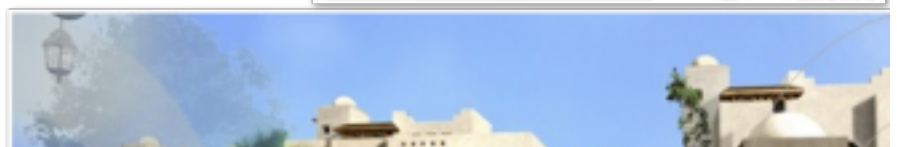
* Situated on the western tip of Aqaba, Saraya Aqaba and its man-made lagoon will commence operations in 2009, adding approximately 1.5km of beachfront to the Gulf of Aqaba .

* The project comprises approximately 610,000 sq.m of master planned development combining shopping, dining, entertainment, freehold accommodation and cultural activities within the context of

Saraya Aqaba



Souk Saraya
Masterplan



an authentically
styled ancient city.



* The total project
cost is estimated over
US\$800 million.

Saraya, Aqaba

Source: Saraya Holdings

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Mercato Mall Dubai Markaz Al Bahja Oman Al Ghurair Retail Generally Images



Client:
Private Client,
International

- * Market research and feasibility study.
- * In depth analysis of existing retail market.
- * Identification of future potential opportunities.
- * Advice & recommendations on proposed shopping centre.
- * Retail layout and overall configuration.
- * Advice with regard to market positioning and

Project:
Tripoli Mall, Libya

- * International style shopping mall - probably the first in Libya.
- * 50,000 m2 Gross Leasable Area.
- * Hypermarket plus over 100 shop units.
- * Family Entertainment Centre.
- * Car parking for over 2,000 cars.

'Old' Tripoli



Tripoli, Libya

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Client:
 Abu Dhabi Investment House

- * Critical analysis of proposed design.
- * Detailed report & recommendations.
- * Advise on legal issues with regard to sales
- * Marketing advice.
- * Three level waterside project surrounding 1km lagoon.
- * 46,000 m2 retail, dining, F&B and entertainment centre

Project:
 The Lagoon, Amwaj Island, Kingdom of Bahrain

- * To be sold on freehold basis to individual operators – the first ever on Bahrain.
- * Amwaj Island is 2.75 million m2 land reclamation project off the north-east coast of Bahrain.
- * Accommodation for over 35,000 people plus commercial districts and hotels.

The Lagoon



British company to develop retail offering

UK's Retail International was commissioned to develop the retail mix for The Lagoon Bahrain, which is up for an opening in September. The blueprint is already done to ensure that the retail offering is both balanced and sustainable on the development located on Amwaj Islands. It also highlighted how best to utilise the large development, with recommendations such as a spacious canopied area for functions and weddings. The use of mobile carts for public to get throughout the area "Car parking, which was already rated on our master-plan as 'the upper end' compared to other Gulf entertainment and leisure venues, was an area tipped for future expansion, with the consultant suggesting the consideration of additional mezzanine parking to ensure maximum convenience is maintained," says Michael Lawrence, Director of Real Estate at Abu Dhabi Investment House, the developer. "From the outset everything has been enhancements to ensure the safest, most productive and enjoyable time at The Lagoon Bahrain." The report also looked at building materials in relation to the Gulf climate, while recommending finishes, such as non-corrosive materials due to the extremes of heat, wind blown sand and high saline content of Bahrain's marine climate. The Lagoon Bahrain is ADIH's third major real estate project, following on from Beirut Gate, a \$600 million project in the centre of

around the development was suggested, as was the addition of 'street' kiosks designed with the customer in mind, however the report has identified certain Lebanon's capital, and the recently-launched \$3 billion Entertainment City in Qatar.

Source: Property Weekly, Dubai



The Lagoon, Bahrain

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Al Ghurair Retail

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Case Study: Qatar Entertainment City.

Client:

Abu Dhabi Investment House

* Detailed research and report on the retail market in Qatar.

* Concept advice.

* Market positioning.

* Marketing advice.

* Merchandise mix.

* Advice on rental levels, anchor stores, food courts, speciality stores.

Project:

Qatar Entertainment City, Lusail City, Doha.

* Wide ranging advice to international project team.

* 100,000 m2 \$3bn retail and entertainment district forming part of the multi-billion dollar Lusail City north of Doha being developed by Qatari Diar.

Qatar Entertainment City



Lusail City, Doha



Lusail City, Doha

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Client:

**Gulf Finance House E.C
 / Edifice Dubai.
 Kingdom of Bahrain**

- * Feasibility study for retail:entertainment city.
- * Market research.
- * Demographic analysis.
- * Key critical factors.
- * Concept and theme.
- * Merchandise mix.
- * Retail sales model.
- * Provisional development appraisal.
- * Development programme.
- * Pre-letting and marketing strategy advice.

Project:

**Retail:Entertainment
 City, Bahrain**

- * Retail : 70,000 m2
- * Shops : 250
- * Anchor stores: 3
- * Multiplex & Cultural centre
- * Leisure: 50,000 m2
- * Parking: 3,500 cars
- * Cost: \$200 million

Retail:Entertainment City, Bahrain



Retail:Entertainment City, Bahrain



Retail:Entertainment City, Bahrain

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Client:

Sama Dubai (a subsidiary of Dubai Holding), Dubai.

- * To undertake a Strategic Retail Study of the Doha market and to provide comprehensive retail advice with regard to the shopping centre forming a key component of Dubai Towers a landmark development of two million square feet on the Corniche in Doha.
- * International research.
- * Retail market study
- * Tenant & merchandise mix
- * Design analysis
- * Rental assessment
- * Marketing advice
- * Management programme

Project:

Dubai Towers, Doha, Qatar

- * 3 level high quality shopping centre forming critical component of iconic development on Doha Corniche.
- * The first overseas project by Dubai International Properties now renamed as Sama Dubai.
- * Total Built Area: approx. 2 million sq. ft
- * Retail Gross Area:

Dubai Towers, Doha, Qatar



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Client:
Emaar PJSC, Dubai.

- * Retail market study
- * Market positioning.
- * Theming.
- * Tenant & merchandise mix.
- * Design analysis.
- * Marketing advice.
- * Leasing and management advice.

Project:
Dubai Marina
Marina Walk
Shopping Boulevard

- * Retail : 5,000 m2
- * Units: 40
- * Supermarket
- * Restaurants : 10
(43% by area)
- * Parking 500 cars
- * Initial residential :
1,500 units

Dubai Marina, Marina Walk, Shopping Boulevard



Dubai Marina, Marina Walk,
Shopping Boulevard

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Client:

**Solidere sal
Beirut, Lebanon.**

* Major Strategic Retail Impact Study of Beirut to examine the impact upon The Souks of:

* Existing and proposed retail development by third parties within the Solidere area.

* Existing and proposed retail development outside Solidere area in central and greater Beirut.

* Proposed adjustments to merchandising plan / anchors retail mix.

Project:

**The Souks, Beirut,
Lebanon - Major
Strategic Retail
Impact Study of
Beirut**

* Subsequent refinements of merchandising plan to take account of study findings.

* Evaluate retail market allocation rate and determine to what extent further retail outside The Souks should be allowed.

* Position of the Beirut City Centre within the region.

The Souks, Beirut, Lebanon



Major Strategic Retail Impact Study of Beirut



* Advise whether the project should proceed and if so in what format.



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Client:
Solidere sal
Beirut, Lebanon.

* To provide a unit by unit merchandise and tenant mix with potential prospective retailers.

* As appropriate identify design changes to enhance tenant mix / leasing potential within design constraints of the approved master plan.

* Retail GLA: 70,000 m2

Project:
The Souks, Beirut, Lebanon - Merchandise & Tenant Mix

* The following are some of the key components of the study completed by Retail International®:

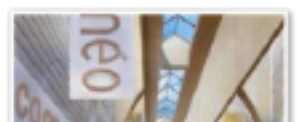
- * Merchandising Mix Strategy
- * Philosophy and Market Positioning
- * Vision
- * Governing effect
- * Fundamental principles
- * Souks specific factors
- * Flexibility
- * Existing configuration
- * Other determinants

The Souks, Beirut, Lebanon



The Souks, Beirut, Lebanon

Images Copyright © Solidere





anchors * Identity *
Added value * Leisure
* Theme * Zones *
Critical Retail
Locations within The
Souks – Anchors, Mini
Anchors and similar. *
Supermarket



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Client:

**Solidere sal
Beirut, Lebanon.**

* To undertake a study in order to:

* Advise on potential growth areas within the retail sector for the city centre including speciality shopping, tourist and entertainment related retail, waterfront, festival shopping

Project:

**Strategic Retail
Monitoring Study,
Beirut, Lebanon**

* Estimate current size and future growth potential of these markets for downtown retail

* Develop a retail monitoring strategy – likely absorption rates and planned rate of release onto the market of retail floor space over 5 to 10 years.

Strategic Retail Monitoring Study, Beirut, Lebanon



Major Strategic Retail Impact Study of Beirut

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Client:
HSBC Bank, Dubai.

Project:
**Report on the
 Market for Shop
 Fitting in the GCC**

Report on the Market for Shop Fitting in the GCC

* To undertake with regard to a corporate buy-out a detailed market research study of all existing and planned shopping centres in the Arabian Gulf.

* Establish potential for shop fitting business through out the region.

* Simultaneously carry out a personal confidential questionnaire of leading retailers and other key retail industry decision-makers on the qualities or otherwise of the twenty leading shop-fitting companies operating in the region



**HSBC Bank Middle East Limited
 Dubai
 Internet City
 United Arab Emirates**



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Case Study: Mercato Mall, Jumeirah, Dubai.

Client:

Edifice Dubai / Zarooni Group, Dubai.

* To examine the market and develop a concept for a new destination shopping mall on land already owned by the client, adjacent to Town Centre shopping centre also owned by the client.

* Carryout a full feasibility and market study.

Project:

Mercato Mall, Jumeirah, Dubai

Mercato Mall, Jumeirah, Dubai

* GBA : 71,000 m2

* GLA : 37,000m2

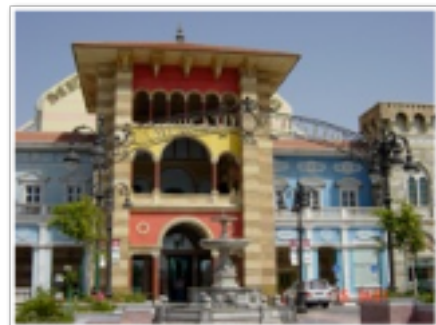
* NLA : 23,000 m2

* 7 screen Century Cinema

* Spinneys Food Store 4,000m2

* Parking 1,000

* Cost \$112m



Retail.International.com Case Studies-Middle East & North Africa

Typical Projects:Middle East & North Africa

Mena Mall Cairo

Moda Mall, Bahrain

Tunis Sports City, Tunis

German Business Park Dubai

Westown Cairo

Eastown Cairo

Saraya Aqaba Jordan

Tripoli Mall Libya

The Lagoon Bahrain

Lusail City Qatar

Retailtainment City Bahrain

Dubai Towers Qatar

Dubai Marina, Marina Walk

Beirut Impact Study

The Souks Beirut

Beirut Strategic Study

GCC Market Study

Mercato Mall Dubai

Markaz Al Bahja Oman

Al Ghurair Retail

Generally

Images

Retail International®



Case Study: Markaz Al Bahja, Seeb, Muscat, Oman.

Client:

Al Habib & Co. (on behalf of the owners)

Project:

Markaz Al Bahja, Muscat

Markaz Al Bahja, Seeb, Muscat, Oman

* To undertake a full market study for the subject shopping centre which was already under construction to include market positioning, theming, merchandise and tenant mix, leasing and management advice.

* The owner had no previous experience of developing and operating a shopping centre.

Description of the development :

* Gross Retail: 33,950 m2

* Rentable: 16,076 m2

* Retail Units: 80

* Anchor store : 1

* Junior anchors : 13

* Cinemas: 2

* The requirement therefore was to provide an as detailed



Markaz Al Bahja Shopping Mall, Muscat

a guide as possible of
all the key stages
critical to achieve
successful leasing of
the project.

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