

DEVELOPMENT PROPOSAL

GmbH - Confidential

...Gateway to a Piece of Paradise





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Project Concept

- The gateway to the beautiful and infinite life at a global spotlight of the tourism industry
- A five-star friendly resort, both luxurious and affordable at the same time
- Introduction of a newly phrased island-culture tourism-project
- The mission is to fulfill dreams while offering the very essence of the Maldives with all-inclusive affordability
- Differentiation and quality are key elements of product positioning and development





The island

Size: 5 Hectars (48.000 m²)
Beach: White sandy beaches all around the island
Lagoon: Crystal-clear lagoon all around the island

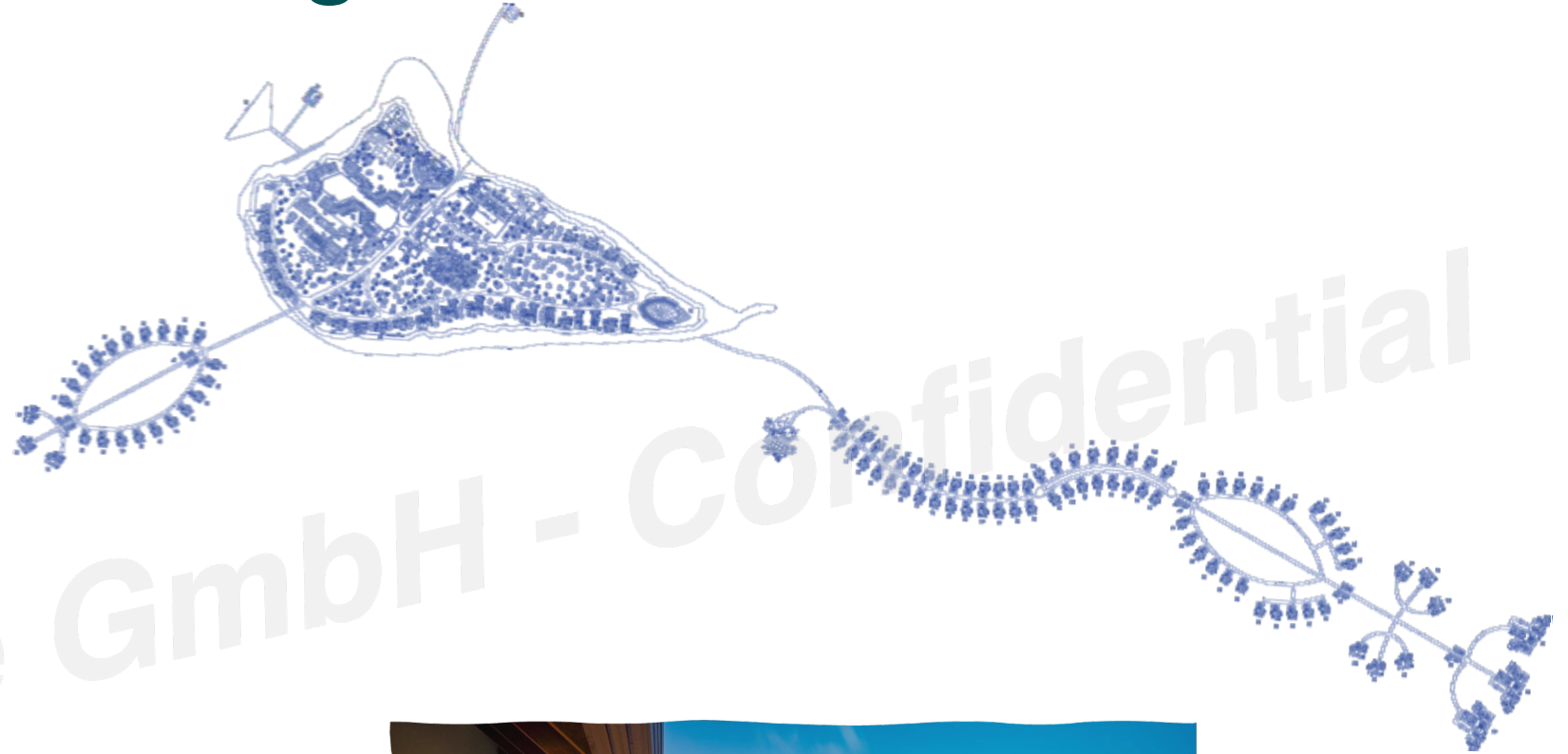
The island landscape consists of white sandy beaches and a crystal-clear lagoon with abounding marine life, various types of inhabitant birds, coconut trees, iron wood and other tropical trees and plants.

- **Ground Area:** 90.278 m²
- **Buildup Area:** 20.436 m²
- **Buildup area %:** 22,15%

Guest services

- Arrival Pavilion
- Reception
- Main Restaurant
- Pool with Bar
- Bar & Cafe
- Overwater Restaurant
- Teppanyaki Grill
- Shopping area
- Daycare
- Spa
- Gym
- Scuba & Watersport Center

Design



75 Water villas

- 65 villas
- 7 deluxe villas
- 3 presidential suites



25 Beach villas

- 20 villas
- 5 deluxe villas



Business Plan

Revenue Generated

- The running the resort returns the investment within 9 years
- Final budgeting and financial assessment will be done once the plans are finalized
- The required initial investment be about 48,8 million dollars

The Marketing plan

- Growing need to increase the high rated businesses
- Increasing the market share
- Segment-wise in depth analysis to gain competitors' businesses
- Channel-wise in depth analysis to gain competitors' businesses
- Laying down the processes to ensure the customer satisfaction



SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">- Value for money- The only resort on the atoll offering all-inclusive services in affordable price range to mid-range clients- Fits into the growing budget-hotel demand	<ul style="list-style-type: none">- Distance from Male International Airport (MLE), 45 min transfer by seaplane- Lack of existing infrastructure, resort has to be built from scratch
Opportunities	Threats
<ul style="list-style-type: none">- Introducing a brand new Concept- Cost effective management	<ul style="list-style-type: none">- Nearby mid-range resort with 4-star services



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Please note that the images shown in this presentation are for illustration purposes only.

The actual architectural elements of the project may vary due to eventual project-plan modifications and are subject to change.