

Feasibility Study for Establishing a Real Estate Development and Marketing Company

Brief Overview:

This study evaluates the feasibility of establishing a real estate development and marketing company, aimed at addressing the growing demand for residential, commercial, and mixed-use properties. The company will focus on the development, acquisition, and sale of high-quality properties, combined with effective marketing strategies to attract buyers and investors.

The study includes market research to assess demand trends, identify profitable investment opportunities, and evaluate the competitive landscape. It also examines the operational requirements, including project management, construction, marketing, and sales strategies, as well as financial projections for the company.

The company aims to contribute to the real estate sector by providing innovative, well-planned developments that meet the needs of modern consumers. It will focus on delivering high-quality properties, optimizing investment returns, and supporting urban growth. The project seeks to establish a sustainable business model with long-term profitability and a strong market presence.

First: Details of Services Provided

1. Administrative Consultancy Session

- **Project Analysis:** A detailed discussion of the project idea and definition of strategic objectives.
- **Administrative Strategies:**
 - Development of a human resource management plan.
 - Structuring the organizational chart and key hospital roles.
 - Strategies to enhance operational efficiency.
- **Risk Management:** A comprehensive plan to address potential risks during the initial stages of establishment and operation.

2. Comprehensive Feasibility Study

A. Market Study

- Analysis of the local market and demand for specialized medical services.
- Demographic analysis of the target area to identify beneficiaries.
- Competitor evaluation and identification of market gaps.

B. Financial Study

- Development of a detailed financial plan, including:

- **Investment Costs:**
 - Land purchase and hospital construction (including medical departments, operating rooms, patient rooms, and other facilities).
 - Procurement of medical equipment and tools.
 - Initial costs such as advertising and licensing.
- **Operating Costs:**
 - Staff salaries.
 - Medical supplies and support services.
 - Maintenance of equipment and infrastructure.
- **Expected Revenues:**
 - From primary medical departments (outpatient clinics, operating rooms, emergency departments).
 - From additional services (pharmacy, laboratory, radiology).
- Sensitivity analysis to assess the impact of changes in costs or revenues.
- Break-even analysis and return on investment (ROI).

C. Technical Study

- Preliminary design of medical and administrative departments.
- Specification of technical requirements such as Hospital Information Systems (HIS) and support systems like safety and security.
- Recommendations for advanced medical equipment and required technologies.

D. Legal and Regulatory Study

- Assessment of licensing requirements as per Oman's Ministry of Health.
- A compliance plan to meet healthcare regulations and international standards.
- Analysis of health insurance systems and collaboration with insurance companies.

E. Environmental and Social Feasibility

- Evaluation of the project's environmental impact and a plan for medical waste management.
- Study of the project's social impact in terms of job creation and enhancement of healthcare services.

F. Marketing and Management Plan

- Development of an effective marketing strategy, including:

- Digital and traditional marketing approaches.
 - Building a strong medical reputation and public relations.
 - Operational planning with a detailed timeline for project launch and expansion.
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Costs

1. **Administrative Consultancy Session:** OMR 500
2. **Comprehensive Feasibility Study:** OMR 54,500

Total Cost: OMR 55,000

Implementation Timeline

- **Consultancy Session:** Scheduled in coordination with the client.
 - **Comprehensive Feasibility Study:** Delivered within 8-10 weeks from the date of contract signing and receipt of the initial payment.
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Payment Terms

- 65% advance payment upon contract signing.
- 35% upon submission of the preliminary report.
- 5% upon submission of the final report.