

# REAL ESTATE STRATEGY

## WHAT IS YOUR POSITION?



Real estate is not just one industry but a whole major sector of the Egyptian economy.

It is composed of many distinct businesses, each of which is an industry of itself.

From developing business complexes, shopping malls, residential compounds and new cities.

Each of these industries has a different economic logic in terms of its fundamental attractiveness.

How every company is going to compete and how to position themselves to be a superior performer is the persistence question.

Some companies do a lot better than others, simply because they have found exactly the right position.

### STRATEGIC THINKING INVOLVES CRUCIAL ELEMENTS

- External Orientation
- Analyze Data
- Question Assumption
- Generate New Ideas
- Managerial Actions
- Strategy Evaluation
- Cost Reduction Intelligence
- Asset Value Increase
- Innovation Rise
- Increase Employees' Satisfaction
- Promote Marketing & Sales

### DEVELOPMENT PROCESS FOR ANY PROJECT





At some point in time there was an explosion in the demand for retail space over the last twenty years. Nowadays, a tremendous amount of retail and office space are being built and thus new retail concepts are all over East and West Cairo. An ever-increasing rate due to the demographic shift in the population and governmental expansion plans. Changes in where people want to work and where they want to shop shaped a great demand for new buildings with new features.

To compete in future needs of buyers and making proper decisions, strategic thinking is not a choice. Taking your business and how to do it in a constructive way involves Strategy. To understand your industry and your competitive environment and how to position your company within this environment? How to create new conceptions in the project and get higher revenue per square meter? How to utilize the land better and keep costs in line?

***ALL DIFFERENTIATION WILL LEAD TO  
SUPERIOR PERFORMANCE***


## CATCH THE BALL AND THROW IT FIRST ★ SET YOURSELF APART


- ❑ What is your business scope and which line of competitive advantage you want to pursue.
- ❑ Superior market intelligence: Going through all critical determinants of whether the project is going to be profitable or not.
- ❑ Don't Imitate other real estate projects because the market is saturated with similar projects and it will end to a less profitable project.
- ❑ Differentiate yourself in terms of products, tenants and geography types you will serve. Not just to be different, but to be differentiated with unique skills and resources that allow the project to command a premium price.
- ❑ Cost effective is not lowering your market price but to lower your cost which will allow for a better higher margin.
- ❑ Great knowledge of the geographic region and where to build the project and why.



Lets conclude that knowledge is the key for competitive advantage in real estate and without proper strategy to any new project means failure in a saturated market. Strategy means saying no to certain kinds of things, certain kinds of deals, certain types of tenants that you are not really interested in. Real estate developers can take advantage of future innovation, better customer relationship to complement their growth strategies. Strategy means making some people unhappy because developers must find unique ways to differentiate themselves from other competitors on the market. If you are willing to do anything that looks economic, that's a danger signal. The shift for strategic thinking is the only way not to drift from the success path and making revenues. Going forward command substantial and sustained dedicated practice.

For more details, please contact:

 [Info.advantage@cb-egypt.com](mailto:Info.advantage@cb-egypt.com)

 +2012 270 36790

 CBCAdvantage

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