

### **Section 1 - Real estate & Commercial Real Estate overview / analysis**

- Number of local / multinationals in Karachi
- Assessment of accumulative area these companies are operating in
- Customer behavior towards commercial real estate
- Market practice / trend (Payment plans / mortgage facilities, project completion timelines, quality of building etc)
- Investors' interest (Quantitative)
- Joint venture opportunities

### **Section 2 - Target market**

- Definition
- Prospective clients for commercial land
- Prospective clients for commercial office space
- Market segmentation
- Size of the market
- Current situation analysis / need of good quality office space

### **Section 3 - Supply**

- Details of commercial office projects in City
- Selling price + rental value + maintenance charges
- Features
- Total net saleable area in square feet of each project
- Size range of office
- Area sold / available
- Supply forecast for next 5 years (Quantitative)

### **Section 4 - Demand Estimation**

#### ***Demand for Commercial Land @ KCIP***

- Why would people buy / not buy land in Business District
- Proposed price and / or Price Validation @ Rs.85M / Acre
- Demand of commercial land for office towers (next 5-10 years)

#### ***Demand for Office Space @ KCIP***

- Why would people buy / not buy in Business District
- Proposed price + Payment terms
- Market absorption capability for next 5 -10 years

### **Section 5 - Conclusion & Recommendations**

- KCIP – Business District SWOT Analysis
- Optimum land utilization
- If Business District to be developed;
  - Pricing structure
  - Timelines for commercial office / commercial land
  - Development phases
  - Limitations
- Recommendation / Proposal
- Summary / Major findings