

OUR APPROACH

Our aim is to support stakeholders in the property sector by providing expertise cutting across all aspects of property development which include site acquisition management, funding, project feasibility and viability, master-planning, design, planning, pre-letting/pre-selling, letting management, procurement and property life cycle asset management.

In our approach we follow the Royal Institute of British Architects (RIBA) Work Plan Stages



- ❖ 1- 5. Strategic Advice: Advising on all aspects of property development.
- ❖ 1- 5. Development Management: Supporting and executing Client vision.
- ❖ 3- 4. Development Funding: Securing third party debt and equity.
- ❖ 3- 5. Project Management / Monitoring: Ensure project is delivered on time and to budget.
- ❖ 6. Asset & Letting Management: Maximize asset value

OUR APPROACH: STAGE 0 – STRATEGIC DIRECTION

In this stage, we work with our client to develop a clear definition of goals and objectives, testing and verifying work to-date, as well as, strategically appraising the site as a precursor to the formulation of a Development Brief in the next stage.

This Stage includes:

- ❖ Developing clear understanding of the client's strategic objectives
- ❖ Developing highest and best use analysis of the site based on detailed market research
- ❖ Selecting and appointing the professional team.
- ❖ Undertaking a site analysis with the project architects and engineers, to determine the site's development opportunities and constraints in terms of location, access, planning, topography, adjacent developments, soil conditions, etc
- ❖ Developing an initial high-level financial appraisal against benchmarked cost estimates for similar developments.

STAGE 0 DELIVERABLES

Strategic definition and direction setting out:

- ❖ Development Objectives and Strategy
- ❖ Situational analysis based on the site analysis
- ❖ Highest and Best Use Analysis
- ❖ Procurement of project team
- ❖ RIBA Stage 1-2 Programme

OUR APPROACH: STAGE 1 – DEVELOPMENT BRIEF

The primary objective during this stage is to finalise the Development Brief.

The Brief sets out the development vision, goals and objectives, positioning, branding, proposed development structure, development data (space requirements, parking, access, etc) and marketing strategy.

In addition, the following are also developed and finalized in Stage 1:

- ❖ The Development Guidelines, that guide the development process and decision-making process.
- ❖ A preliminary financial appraisal based on preliminary, benchmarked cost estimates
- ❖ Massing studies with design team input

STAGE 1 DELIVERABLES

Strategic definition and direction setting out:

- ❖ Development Brief
- ❖ Development Guidelines
- ❖ Preliminary Financial Appraisal
- ❖ Massing studies

OUR APPROACH: STAGE 2 , CONCEPTS & BUSINESS PLAN

This Stage involves the following:

- ❖ Preparation of detailed and coordinated concept designs (architectural, civil and structural, MEP)
- ❖ Development cost plan
- ❖ Preparation of a financial appraisal
- ❖ Preparation of a preliminary programme
- ❖ Risk analysis – highlighting key development risks
- ❖ Preliminary Contracting Strategy
- ❖ Occupier and operator analysis
- ❖ Proposed property management plan
- ❖ Proposed development structure
- ❖ Business Plan

STAGE 2 DELIVERABLES

Strategic definition and direction setting out:

- Detailed Market Study
- Concept Designs
- Detailed Project Financial Model
- Business Plan/ Investment Case/Investment Memorandum
- Recommendations on next stages and programme

METHODOLOGY: STAGE 0-2 BUSINESS PLANNING

STAGE 6: Completion

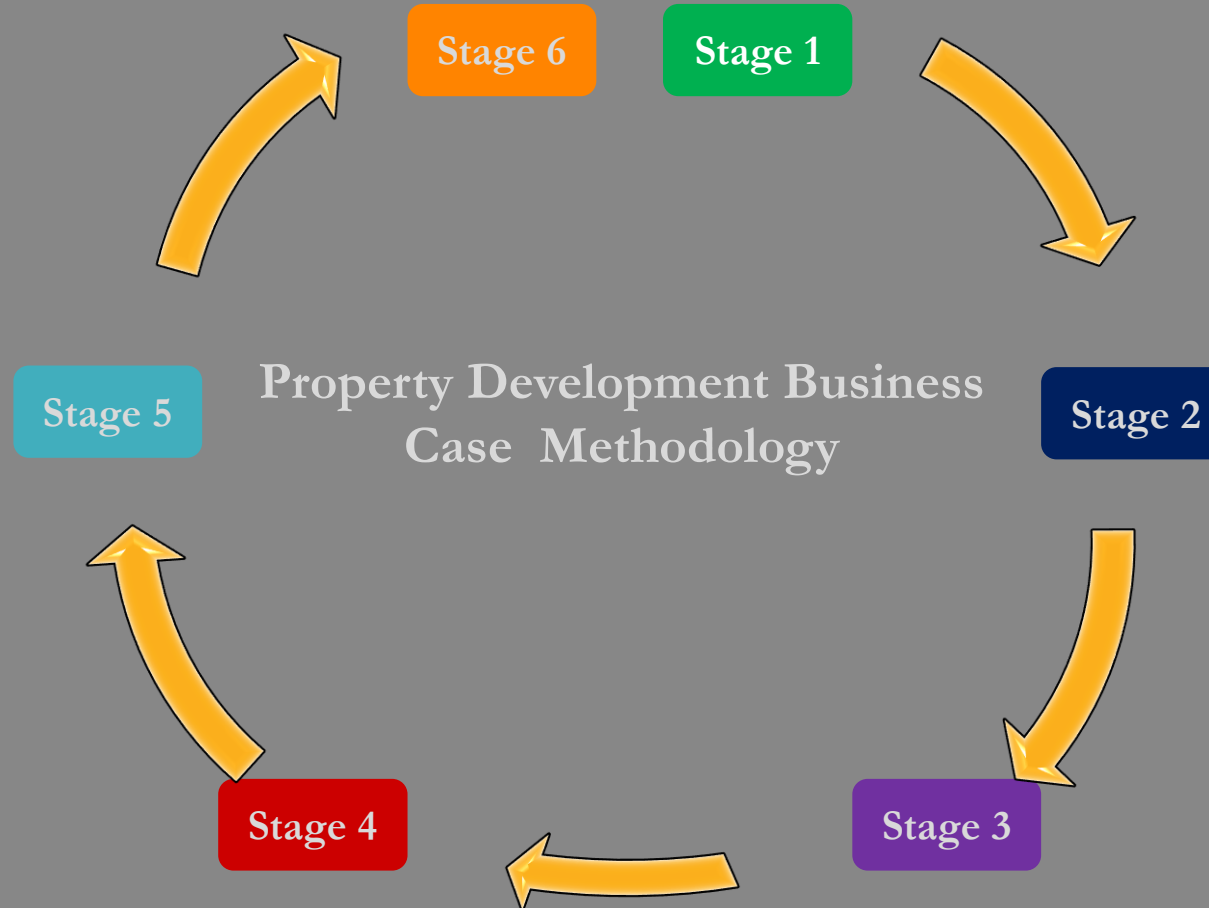
- Compilation of final report
- Submission of final report

STAGE 5: Financial modelling

- Refine cost and revenue assumptions from data collected.
- Review project funding requirements.
- Preparation of development cash flows and final financial model
- Preparation of project returns matrix with sensitivity analysis

STAGE 4: Data Analysis

- Data Cleaning
- Data Verification



STAGE 1- Mobilization

- Contract negotiations & closure

STAGE 2- Primary data collection

- Selection of developments to be surveyed
- Design of a simple data collection instrument to be used in collection of data
- Collection of data
- Carry out interviews with property developers and agents.

STAGE 3- Secondary data collection

- Collection of data from real estate publications.
- Analysis of past market research reports
- Review of property listings by various agents.

OUR APPROACH: STAGES 3 - 6 – PROJECT DELIVERY

Once a decision to proceed has been made, as Development Managers we will continue to manage the development in accordance with the RIBA stages applied to each phase.

STAGE 3: DESIGN DEVELOPMENT

- ❖ Full developed designs.
- ❖ Applications lodged for planning, NEMA and highways.
- ❖ Developed cost plan from QS and development budget.
- ❖ Complete development structuring.

STAGE 4: TECHNICAL DESIGN

- ❖ Agreed Stage pre-let and pre-sales targets met
- ❖ Detailed technical drawings and full BQ produced.
- ❖ Detailed cost plan.
- ❖ Tender completed.
- ❖ Contractor appointed.

STAGES 5 - 6: CONSTRUCTION TO COMMISSIONING)

- ❖ Build-out of development.
- ❖ Letting and sales effort to achieve commitment for most of the development.
- ❖ Establishment and actioning of property management plan.
- ❖ Intensive budget control and payment management
- ❖ Handover and commissioning of development

OUR APPROACH: LETTING MANAGEMENT & ADVISORY

- ❖ We work with developers in the Industry to provide letting management services and offer market sounding advisory services.
- ❖ These services range from design layouts and aesthetics, best tenant mixes and unit sizes, achievable sales and rental rates, best brands to onboard based on their reputation and positioning in the market (for retail developments) and developing marketing plans for the proposed developments.
- ❖ Our specialty in this has been in the Commercial Retail sector where we have partnered with both Developers of top-tier malls/ centres and retail brands (both local and international brands).

OUR SERVICES

- ❖ Design advisory based on market needs/gaps to achieve design functionality and efficient floor plates.
- ❖ Market sounding of proposed retail developments by securing in advance Expressions of Interest from the target retailers.
- ❖ Strategic letting advice on optimal tenant mix, unit size and placement of retailers.
- ❖ Advice on achievable rents based on Amber's market intelligence.
- ❖ Oversee commercial negotiations between the developer and occupiers upto execution of Heads of Terms and Lease agreements with legal input.
- ❖ Advice on suitable brands for a development based on their performance in other retail centres.
- ❖ Manage the tenant co-ordination exercise during handover to fit- out of the premises by the tenant.
- ❖ Customize with developers and tenants actionable marketing strategies to ensure brand success.

OUR APPROACH: LETTING MANAGEMENT & ADVISORY

- ❖ Our main objective in letting management and advisory is to enable developers achieve high and sustainable occupancy levels, as well as high footfall numbers/customer traffic at their developments.
- ❖ Additionally, our experience in research and in representing both developers and retailers in letting management enables us to negotiate on the best terms for both parties to ensure that among other things, the best returns and occupancy levels are achieved by the developer, while ensuring achievable rents charged to the tenants for sustainability of their business within these premises.
- ❖ We have worked on projects, both completed and pipeline projects, in various locations across Kenya.

GOALS

- ❖ Better returns on investments
- ❖ Top Tier tenant mixes
- ❖ High Occupancy Rates
- ❖ High Footfall traffic
- ❖ High quality designs and aesthetics which work for both retailers and customers.
- ❖ Brand positioning of the retail developments as Top-Tier.

PROJECT LOCATIONS

- ❖ Kitisuru, Nairobi
- ❖ Mombasa Road, Nairobi
- ❖ Embakasi, Nairobi
- ❖ Karen, Nairobi
- ❖ Upper Hill, Nairobi
- ❖ Kitengela, Nairobi
- ❖ Nyali and Shanzu, Mombasa
- ❖ Eldoret
- ❖ Naivasha
- ❖ Makutano (Sagana)