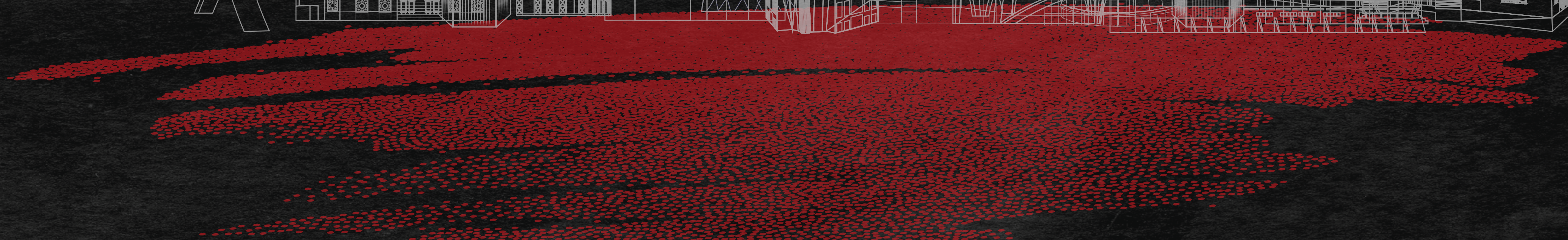


# MARAASM CAPITAL



مرااسم  
MARAASM  
CAPITAL کابیتل



---

# ABOUT COMPANY

MARAASM CAPITAL is the only expert retail real estate advisory in qatar. Specialized in RETAIL shopping centers AND All the REAL ESTATE ACTIVIES. Retail, Residential, Commercial and Mixed-Use. We are the Only Private Expert real estate provider in Qatar, offering holistic real estate services and retail and shopping center Consultancy to individual, Corporate and institutional client.

# OUR SERVICES

MARAASM CAPITAL



REAL ESTATE CONSULTANT



SHOPPING CENTER SPECIALIST



[www.maraasm.com](http://www.maraasm.com)

**FRANCHISE ADVISORY**

**EXPERIENCE**

total peace of mind with

**MARAASM CAPITAL**

Real Estate's Property

**Asset Management Solutions.**



THE ONLY  
**SHOPPING**  
CENTER  
**SPECIALIST**  
IN QATAR

\*RETAIL CONSULTANT

# REAL ESTATE CONSULTANCY

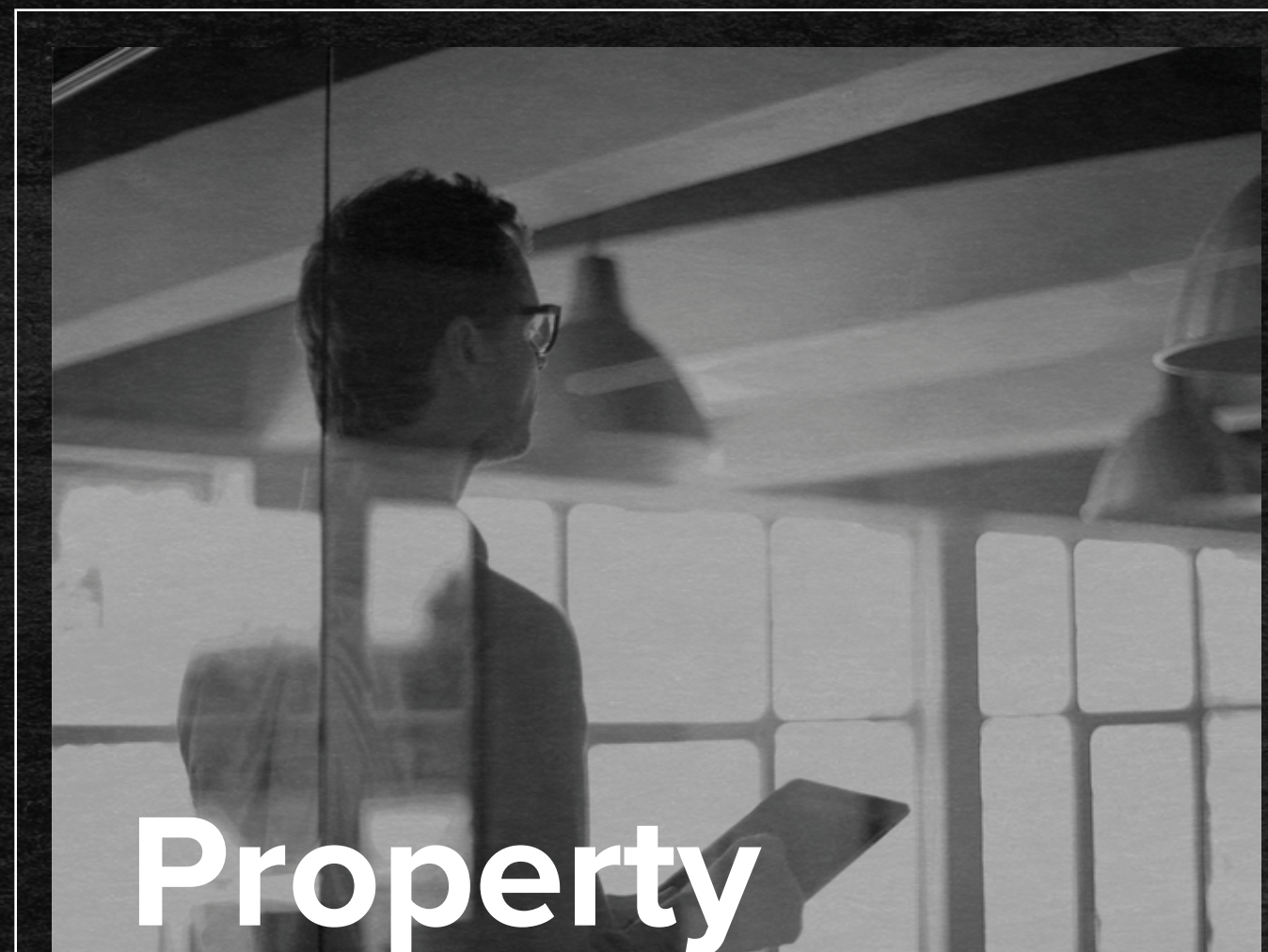
---



**International  
Properties**



**Property  
Management**



**Property  
Evaluation**



**Sales  
& Lease**

---

# Property

**Management** strategies that worked in the past require an overhaul in today's challenging real estate environment.

Managing institutional real estate portfolios in an effective, efficient and innovative manner is our signature.

MARAASM CAPITAL Real Estate Invented by the Mr. Robhi Al Qassas, with more than 24 years' experience in Real Estate and Retail shopping center industry. MARAASM CAPITAL certified by AMINO "American Institute of Real Estate" Virginia USA.

# Property Management **Solutions**



Collect payments. Collecting payments in a timely manner is important to maintaining cash flow. MARAASM CAPITAL Building their professional soft wear system in each premises.

Maintain the property. The appearance the property reflects our abilities as a property management firm, MARAASM CAPITAL expert staff are confirming to ensure residents follow the rules and bylaws, and follow up with residents who do break those rules to make sure they do not continue with disruptive or harmful behaviour. Build the community. You're not just running a community, you're making it better for the people who live within it. Experienced property managers understand how to facilitate communication between residents and landlords,

Maximize efficiencies, minimize costs. Ultimately, landlords hire property managers because they want to increase efficiencies within their community while minimizing the costs that come with managing a community. This could mean streamlining service requests, securing a MARAASM CAPITAL who charges less, or even reducing money spent on printing and mailing documents


# Rental Management

---



Our mission is to make ownership of investment/rental properties profitable & hassle-free. Not only do we anticipate your complete satisfaction, but we also depend on it! We offer a full range of services tailored to you whether you are an investor, homeowner, or landlord. We manage single-family homes, as well as townhomes and Offices in the Qatar. Sleep easy at night knowing your property is

# Sales & Lease



MARAASM Real Estate boasts an award-winning team of marketing, sales and leasing consultants specialized in matching the right properties with the right buyers or tenants in an efficient and effective manner.

# SHOPPING CENTER SPECIALIST

---

**SITE SELECTION  
& ASSESSMENT**

**RETAIL DESIGN  
& DEVELOPMENT**

**RETAIL SECTOR  
RESEARCH**

**MALL  
MANAGEMENT**

**RETAIL LEASING &  
LEASE MARKETING**

**SHOPPING MALL  
MARKETING**

# SITE SELECTION & **ASSESSMENT**

---

Before you start searching for a business space, MARAASM CAPITAL has to give you a clear picture of what you must have, what you would like to have, what you absolutely will not tolerate and how much you are able to pay. Developing that picture can be a time-consuming process that is both exciting and tedious, but it is essential you give it the attention it deserves.



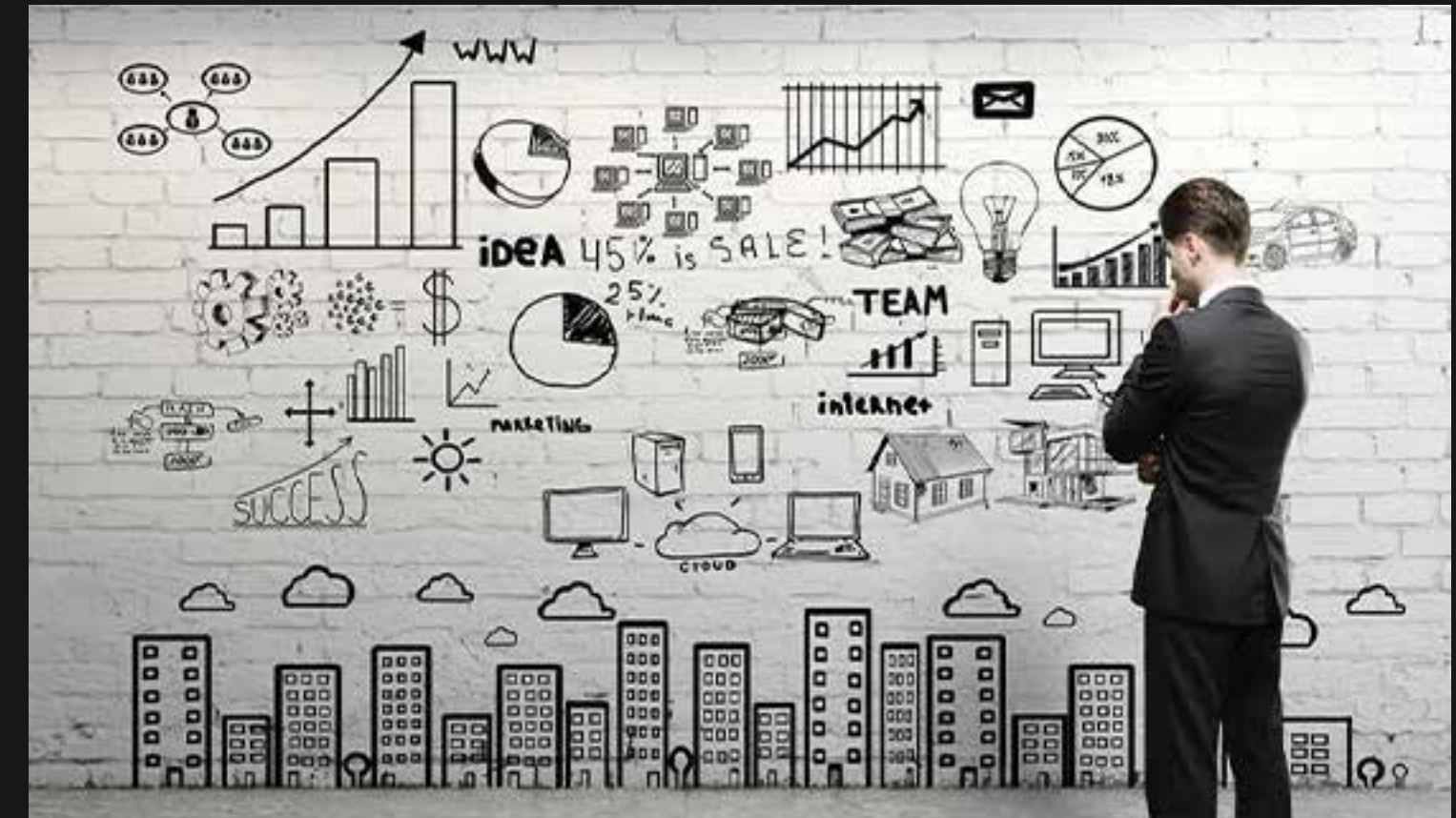
Shopping Centers are distinctly different from downtown and local business strips. The Shopping Center building is pre-planned as a merchandising unit for interplay among tenants. Its site is deliberately selected by the developer for easy access to pull customers from a trade area. It has on-site parking as a common feature of the layout. The amount of parking space is directly related to the retail area. Customers like the shopping center's convenience. They drive in, park and walk to their destination in relative safety and speed. Some shopping centers provide weather protection, and most provide an atmosphere created for shopping comfort. For the customer, the shopping center has great appeal.

While many startup mistakes can be corrected later on, a poor choice of location is sometimes impossible to repair.

# Market Research & Analysis

MARAASM CAPITAL is ready to deliver a market research and a detail analysis of your center which will turn up a wealth of information that can illustrate great changes in the property between the time it was built and the present.

These changes can relate to physical aspect of the center's location, market share and foot traffic, accessibility and geographical location importance, competition and proximity to other businesses and services, Ordinance and history of the site selected, as well as to demographic differences in the market and environments.



## Conceptual Branding & Marketing

In MARAASM CAPITAL The Marketing is both a strategy and a method for bringing a product or service to the attention of prospective customers. When an entire Shopping Mall is the “Product”, MARAASM CAPITAL will offer a variety of successful approaches in creating and preserving an appropriate image to your Shopping Mall to inform and attract much more consumers, to find out “Who your Shoppers are” and what are the objectives of your competitors. Providing an effective marketing plan is the foundation for the successful promotion of any Shopping Mall.

# RETAIL DESIGN & DEVELOPMENT

Once the initial architectural design is completed, MARAASM CAPITAL applies commercial knowledge, experience and analysis that transforms your architectural and design plans into an efficient and profitable retail center.

It's our job to take the architectural design and convert it into a plan that offers the best return on investment by delivering successful malls and retail centers. Through astute decision making, our experienced team can save clients millions of Riyals by eliminating obstacles and preventing uneconomical and excess costs. Most importantly, our careful planning of the retail space creates an optimum environment that promotes spending, customer loyalty and a rewarding relationship between retail tenants and customers.



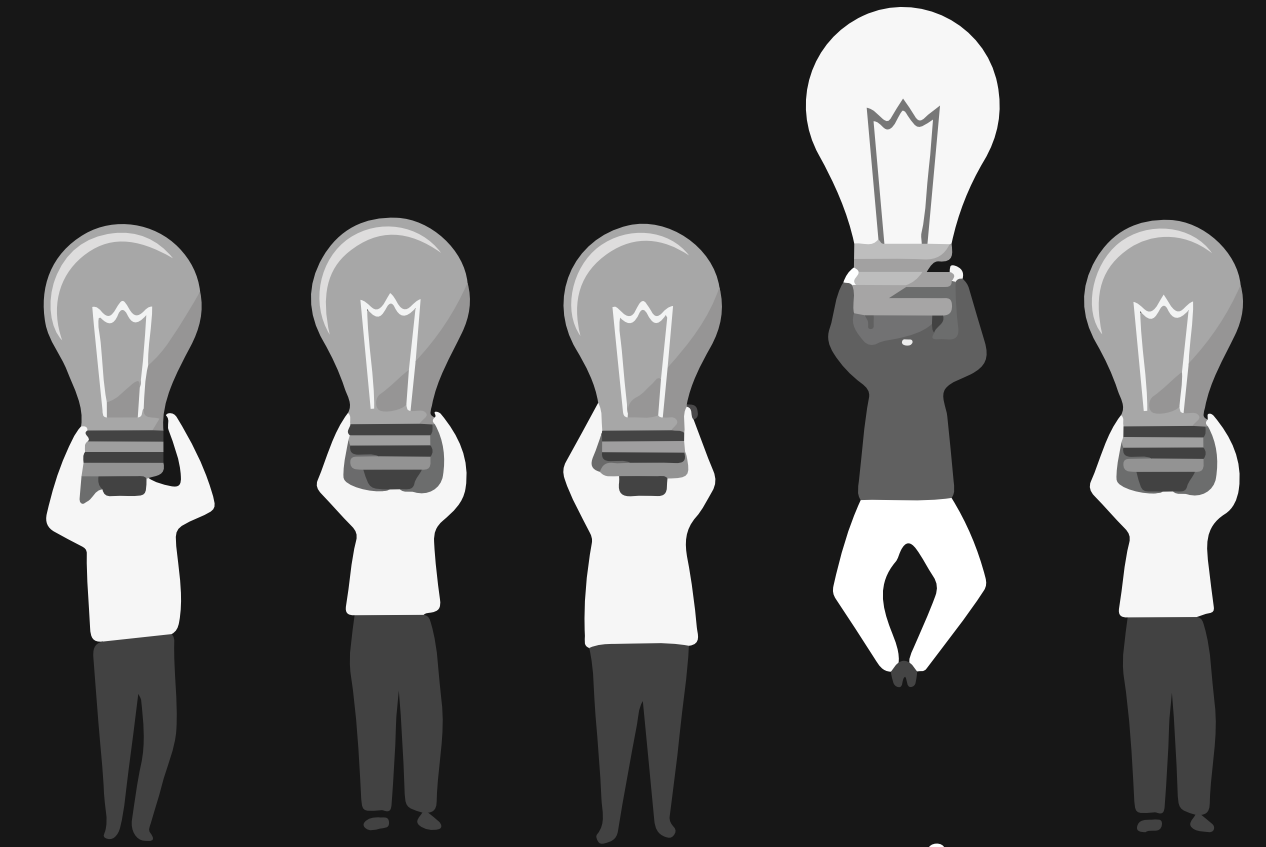
# COMMERCIAL VIABILITY AND **OPTIMISATION**

The damage created by poor targeting can be irreversible, so MARAASM CAPITAL creates the right environment to fit the needs of the surrounding community.



With our market research, we find the evidence to back our retail strategy and apply it to shopping mall design and development. Commercial optimization is critical in the success of your project.

# BRAND POSITIONING AND IDENTITY



**Brand positioning**

A shopping center is much more than a collection of separate retail outlets.

A mall is a cohesive shopping experience meticulously planned to promote spending and customer satisfaction.



The customer journey is choreographed to ensure traffic flows, with particular attention to the retail mix. Every facet of our shopping mall design, development and optimisation strategy is designed to strengthen the mall's identity.

# RETAIL SECTOR

## RESEARCH

### CONSUMER DATA AND RETAIL SURVEY ANALYSIS



When it comes to creating a mall that will become a central hub within a community or district, retail sector research is critical. MARAASM CAPITAL provides an inhouse Central Research Department that is one of the most advanced sources of consumer data and retail survey analysis in Qatar.

We not only find the most relevant data to inform the planning of your development project, but also able to conduct our own surveys. MARAASM CAPITAL analyses existing and original data to find obstacles and opportunities that alter outcomes and give your shopping center a strong foundation for continued growth and profit.

We find the hidden traps, target the right demographic, and finetune a long-term strategy that makes success sustainable and scalable.



# MALL MANAGEMENT

---

Mall Management requires the day-to-day operation, management and oversight of all components required in managing a retail centre. We ensure the retail centre is managed following our high internal standards and the principles and standards of international mall management. Mall management requires the employment of a specialists team and organisation structure as well as on-going training and executive team supervision and oversight. A Professional Retail centre Management Team creates and implements all working systems and procedures for the retail centre.

# MALL MANAGEMENT CONSULTANCY

Mall Management Consultancy consists of work that is essential at the earliest stage of development planning to ensure that Mall Management is well organised, structured and not an afterthought to the development.



Well-structured Mall Management can become a sales tool and unique selling point, as can a well apportioned Management Service Fee, which eliminates financial risk to the developer while offering competitive rates to purchasers. MARAASM CAPITAL Consultancy includes building every role and responsibility into a clear and understandable organisation map.

# RETAIL SPACE

# MANAGEMENT



Our service delivery solutions optimise each retail environment and adapt as the retail space evolves. MARAASM CAPITAL sustainable services are supported by strong technical capabilities and market compliance, which delivers a high-quality service with a strong cultural fit.

Our customers can focus on their core business operations, safe in the knowledge that their retail centres and facilities are in good hands. We help our customers build the right foundations for future growth by optimising their mall infrastructure. Our service minimises interruptions to business and reduces costs while adhering to all statutory compliances.

# RETAIL LEASING & LEASE MARKETING

---

We know the retail industry players, large and small, as well as sector-specific retailers that are looking for new opportunities. Our eyes are always on the market, looking for potential new tenants. Our aim is to be proactive leaders in the retail market and maintain our reputation in the retail real estate sector.



From the moment potential tenants see the marketing collateral prepared by our team, they will know they are receiving much more than space in a new retail development. Your tenants will understand that they are an important part of a project that has a clear vision, theme, identity and defined shopping experience.

## COMMERCIAL REAL ESTATE AND **RETAIL LEASING**

When it comes time to enter into contracts, our attention to detail and commercial real estate experience will ensure fast and reliable outcomes for you and your tenants. The legal suite of documents will be carefully drafted to leave no room for errors or omissions. Lease agreements will be implemented by a team with years of experience in Qatar commercial real estate.



# SHOPPING MALL MARKETING

While other real estate providers limit their services to leasing and management, MARAASM CAPITAL provides additional mall marketing services that make our company the premier mall operator in Qatar.

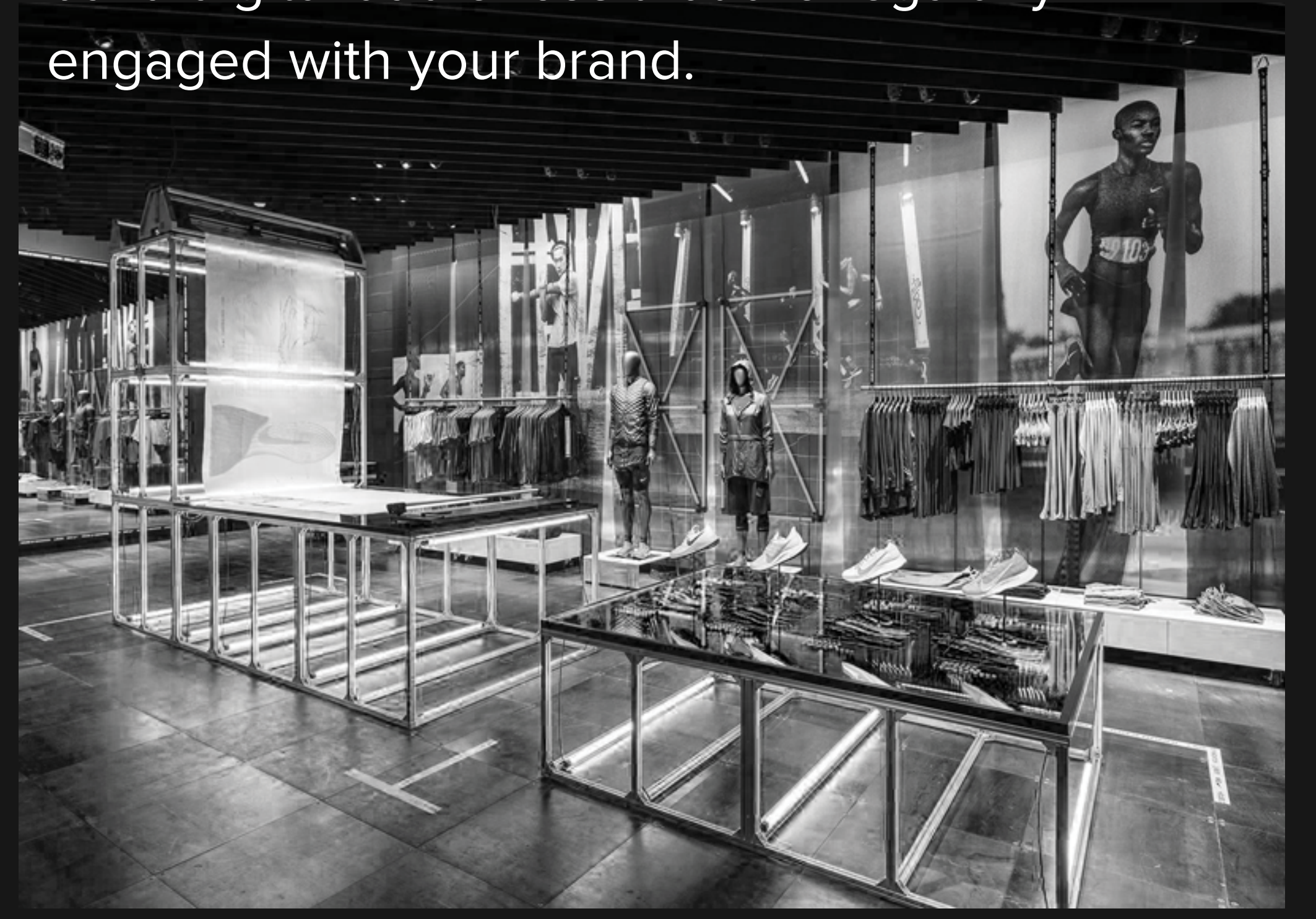
We take an ongoing role in the overall success of the mall by actively developing brand awareness for your shopping mall and retail clients. We drive traffic to your shopping center with social media exposure, themes, events, mall-wide promotions and MARAASM CAPITAL extensive marketing channels and network.



# CREATIVE RETAIL

## M A R K E T I N G

Our marketing team is constantly searching for innovative user experience initiatives, the most effective loyalty programs, and campaigns to build digital audiences that are regularly engaged with your brand.



# MARKETING STRATEGY AND COORDINATION



Using all available mediums including on-site lightboxes, billboards, print material, media and digital channels, MARAASM marketing team increases traffic and brand awareness. We coordinate tenants to participate in combined promotions, loyalty programs and events. Our multi-channel strategies are designed to reach and engage customers, particularly the growing digital audience. Our team creates original concepts, documents strategies and presents actionable plans that demonstrate benefits to retailers, ensuring site-wide participation to ensure success.

# MARKETING COLLATERAL

Using all available mediums including on-site lightboxes, billboards, print material, media and digital channels, MARAASM marketing team increases traffic and brand awareness. We coordinate tenants to participate in combined promotions, loyalty programs and events. Our multi-channel strategies are designed to reach and engage customers, particularly the growing digital audience.



Our team creates original concepts, documents strategies and presents actionable plans that demonstrate benefits to retailers, ensuring site-wide participation to ensure success.

# Graphical Representation



## CENTRAL RETAIL RESEARCH DEPARTMENT

Data acquisition, analytics  
and reporting, retail sales  
strategy

## RETAILASSET, SALES AND LEASING MANAGEMENT

Retail leasing  
and leasing marketing.

## DESIGN AND DEVELOPMENT CONSULTANCY

Optimising your space  
at the design stage of  
the development

## RETAIL CENTRE AND SHOPPING MALL MANAGEMENT

Facility management  
and retail operations.

## RETAIL CENTRE MARKETING DEPARTMENT

Events and promotions,  
digital design/development  
social media and  
advertising.

# FRANCHISE ADVISORY



---

Take your time and invest in the best. Selecting your franchise lawyer and consultant is one place where you cannot afford to make a mistake.

---

start working with knowledgeable franchise advisors. This is most important if you are looking to become a franchisor, because it will be the business determinations that you need to make that will drive the terms of your franchise offering.

# WORLDWIDE PRESENCE



-  QATAR
-  JORDAN

---

# WHY WORK

# WITH US

**170**

TOTAL  
PROJECTS

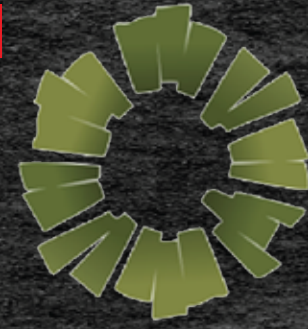
**21K**

TOTAL  
INTERACTION

**150K**

TOTAL  
TRANSACTION

# OUR CLIENT'S



مشيرب العقارية  
MSHEIREB PROPERTIES



ALSHAYA  
GROUP



La Plaza Dome



مدينة الطاقة قطر  
ENERGY CITY QATAR



برادة  
تاون



قطر مول  
MALL OF QATAR



the place to be

الأفينوز  
THE AVENUES



www.maraasm.com

Your  
Trusted

**Real Estate Consultant**



## Our Address:

10th Floor, Al Shumoukh Towers,  
C Ring Road, Al Sadd,  
P.O Box 55896, Doha, State of Qatar

## Contact:

 +97477779276

 [www.maraasm.com](http://www.maraasm.com)

 +97440075058

 [info@maraasm.com](mailto:info@maraasm.com)



مراسم  
MARAASM  
CAPITAL **کابیتل**

THANK  
YOU



[www.maraasm.com](http://www.maraasm.com)