

REAL ESTATE FEASIBILITY STUDIES

■ As a leading real estate consultancy firm PSM Co. carry out Feasibility Studies by combining Market Study and Financial Analysis to analyze the changing aspects of the market, the most important players in the market and the key trends and developments. We combine this knowledge base with a pragmatic and fully independent perspective, fact-based projections, creativity and the capacity to recognize opportunities and develop new real estate and location concepts. Based on PSM Co. market and feasibility analysis, investors, developers and public authorities are making successful investment decisions. Our feasibility studies show the level of finance required and for how long and also allows us to convey ideas to clients, to bankers and potential investors, and help them to understand and appreciate the reasoning behind these ideas.

■ Investors need to give particular attention to feasibility studies prior to launching their projects and initiatives. The feasibility study is an important prerequisite to the initiative as it highlights the background and approach over which the decision can be taken to proceed with the investment or reject it, or differentiate between different investment decisions. A Feasibility study that is based on knowledge and systematic approach, regardless of its purpose (a new project or vertical/horizontal expansion of an existing one) can minimize the risk profile and protect the investor's wealth.

■ PSM Co. paves the way to help investors make relevant investment decisions based on accurate market studies and financial analysis through a carefully designed methodology that accommodates the rapid changes at work environment.