

SI AHMED SI AHMED
Project initiator, Fund manager
Algiers-Algeria
Whatsapp +213-554-82-24-22



*****Project : BUILDING OF 50 APARTHOTELS OF 52 ROOMS EACH ACROSS ALGERIA**

*****Introduction**

I graduated in management and statistical data from the London school of economics in 1976.

Back home i took high position management before retiring in 2003.

I opened my own consultancy office in 2004.

Over the time i got very well impregnated with the world of real estate.

I therefore supervised a luxury 40 flats residential compound in Algiers getting very familiar with all the steps of such an undertaking.

This led to the setting of a team of site manager, architect, concrete engineer ,land supervisor, construction company with whom i have been doing business AS A PROJECT INITIATOR for the last 15 years.

When attending various conferences in the hospitality investment i came to the conclusion that a good part of society was always looking for a cheapest accomodation.

So the idea of providing such a struture shaped In my mind.

To comfort it i conducted a survey as shown in my marketing approach described underneath.

So i initiated a project of 50 aparthotels as per follows.

TECHNICAL SHEET FOR BUILDING AN APARTHOTEL

- *Land area 300 sqm**
- *4 storeys**
- *Ground floor :**
 - Manager's office**
 - Reception desk**
 - Laundry**
 - Vending machine for drinks and snacks**
- *Breakfast room**
- Technical equipment room**
- Emergency exit**
- *13 Rooms on each storey with TV and satellite connection**
- *16 Sqm for each room including shower , toilet and kitchenette with fridge and microwave**
- *Remaining 92sqm for corridors,meeting point and emergency exit.**
- *Central heating and air conditioning**
- *Maximum capacity water tanker and booster**
- *Tile roof**
- Good but not flashy materials to allow low and attractive renting prices**

*****COST ; 1 , 2 Millions euros**

*****Timing.**

1/ From time funds are received it will take 3 months to get layouts, engineering and execution plans done in order to receive building permission while negotiations are closed with the builder(s)

2/Works will last 16 months.

3/Conformity, safety and operating certificates in 2 months after all equipment testing by relevant authorities.

4/1 month to train managing personnel and advertise.

5/ 22 Months from receiving funds renting will start

*****Profitability**

***Yearly turnover 759 200 Euros**

***Yearly expenses 159 200 Euros**

***Profit 600 000 Euros**

*****Recovery of investment funds in 2 years from start of renting.**

*****Market study**

-We asked 5000 persons (100 in each one of 50 states of Algeria) at their respective bus /train /taxi station why they were returning home and spending more money as they did not finish what they had to do, the answer was the same they could not afford the prices of classical hotels
So the idea shapped in my mind why not built aparthotels with minimum commodities for commuters just to shelter for the night

*****Marketing strategy**

-As thousand of commuters move around the country daily combined to the attractive renting prices we expect a full 365 days booking.
-To build customer loyalty as time goes one a rental charter will be set up with reduced renting prices according to the number of monthly nights spent in the aparthotel by a given customer and/or families ou group of persons.

*****Construction location strategy**

1/ Within the town near all commodities
2/ Outside the town when there is an opportunity to settle next to a petrol station where thousands of car and lorry drivers commute daily through the 1200 km east west motorway

*****50 aparthotels building efficiency and profitability**

In the case the 60 000 000 euros are received at once we will launch the 50 aparthotels (7 aparthotels in each region of east ,west,south,south east,south west and far south of algeria as the center of country will receive 8 aparthotels), as procedures and building standards are the same across the country.

Moreover for the efficiency in construction time and control prices of raw materials and other equipments each building site will have its own manager,concrete engineer,land supervisor,architect,work force and financially independant (as soon as funds are received each building site bank account will receive its share), while a project engineer will be affected to each site for supervising and negotiating materials prices with wholesalers to have the best possible prices.

In the same ligne of conduct if two sites of more are within reasonable distance from the materials wholesaler(s) the said project engineers will join their orders to get even better buying prices.

***A GENERAL MANAGER WILL SUPERVISE THE WHOLE PROJECT BEING
IN DAILY TOUCH WITH EACH SITE'S TEAM***

In the case the 50 aparthotels are built at the same time, 24 months from the start of renting the 60 000 000 euros invested will be recovered .

And from the third year onwards yearly profit will soar to 30 000 000 euros

As your disposal for any other information needed

Best Regards

**SI Ahmed
CEO**