



**MISR DUBAI**<sup>®</sup>  
Real Estate & Construction

# Properties Management

# About Us

Misr Dubai is a leading company in project management and real estate development, with years of extensive experience in executing and managing mega projects. This solid expertise has established Misr Dubai as a trusted name in both the Egyptian and Emirati real estate markets.

With a proven track record of successful real estate projects in Egypt and the UAE, Misr Dubai delivers comprehensive real estate solutions tailored to the needs of investors and individuals seeking residential, commercial, and administrative units built to world-class standards. The company leverages the latest construction and development technologies to ensure high-quality, innovative designs that meet modern living expectations and offer lucrative investment opportunities.

At Misr Dubai, we follow a clear strategic vision focused on achieving the highest quality standards and adhering to strict timelines, making us the preferred choice for those looking to invest in properties with prime locations, integrated services, and guaranteed returns.

Whether you're searching for apartments, villas, commercial spaces, or administrative units, Misr Dubai offers a diverse selection with flexible payment plans, unique designs, and smart spaces that align with the demands of today's real estate market.

Choose Misr Dubai for a secure investment and a promising real estate future with a company dedicated to creating opportunities and turning aspirations into reality.



## Our Mission

At Misr Dubai, collaborating with us is an investment in the future, That's why we are committed to delivering integrated projects that blend luxury, innovation, and sustainability, creating vibrant communities that meet the aspirations of individuals and businesses alike.

في مصر دبي، يُعد التعاون معنا استثمارًا في المستقبل، ولذلك نلتزم بتقديم مشاريع متكاملة تجمع بين الفخامة والابتكار والاستدامة، مما يُسهم في بناء مجتمعات نابضة بالحياة تُلبي تطلعات الأفراد والشركات على حد سواء.

## Our Vision

Expanding locally and globally to lead the mega projects development sector experts by owning and executing them.

التوسع محليا وعالميا لقيادة قطاع تطوير المشاريع الكبرى من خلال امتلاك وتنفيذ تلك المشاريع .



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## Strategic Goals:

- 01** Leadership in Project Management & Real Estate Development.  
الريادة في إدارة المشاريع والتطوير العقاري.
- 03** Delivering Comprehensive Construction Solutions to the Highest Quality Standards.  
تعزيز الابتكار والاستدامة في جميع مراحل التخطيط والتنفيذ.

## أهدافنا الاستراتيجية:

- 02** Driving Innovation & Sustainability Across All Planning & Execution Stages.  
تقديم حلول إنشائية متكاملة بأعلى معايير الجودة.
- 04** Expanding in Local & Global Markets with a Focus on Mega Projects.  
التوسع في الأسواق المحلية والعالمية، مع التركيز على المشروعات الضخمة (Mega Projects).

## Our Values - قيمنا

Value Creation & Smart Investment  
تحقيق القيمة والاستثمار الذكي



Innovation & Sustainable Development  
الابتكار والتطوير المستدام



Quality & Excellence  
الجودة والتميز



Commitment & Trust  
الالتزام والثقة





## OUR SERVICES خدماتنا

At Misr Dubai, we offer a comprehensive range of services in the construction and real estate development sector, designed to meet the needs of clients and investors in Egypt and the UAE. With a strong focus on quality, sustainability, and innovation, and backed by extensive experience in managing mega projects, we provide integrated real estate solutions that adhere to the highest global standards while delivering real investment value.

في مصر دبي، نقدم مجموعة متكاملة من الخدمات في قطاع الإنشاءات والتطوير العقاري، مصممة لتلبية احتياجات العملاء والمستثمرين في مصر والإمارات، مع التركيز على الجودة، الاستدامة، والابتكار، وذلك بفضل خبرتنا الطويلة في إدارة المشروعات الضخمة (Mega Projects)، نحرص على تقديم حلول عقارية متكاملة تلبي أعلى المعايير العالمية وتحقق قيمة استثمارية حقيقية.



# Mall Management – Introduction



Mall management is defined as an overall operation and maintenance of the entire building infrastructure, including the services and utilities.



Mall management includes operations, facilities management, security, accounts, common area maintenance, marketing, leasing and all the other functions even remotely related to a mall.



In the past, several malls were constructed without doing any feasibility study or rigorous market research.



Though initially they were successful in attracting people, they soon went out of competition because they failed to convert visitors into potential buyers.





# Management stages

## IDEATION

A prime location in the heart of the city, within proximity to key service hub

## DESIGN

Engaging architectural design experts to ensure the layout facilitates smooth and effortless movement

## CONSTRUCTION

Appointing a supervisory firm with a strong track record in commercial centers construction to ensure cost efficiency and on-time delivery

## LEASING

Securing top-tier and well-known brands to position the mall as a premier destination and center of attraction

## MANAGEMENT

Engaging a skilled and experienced team to handle the mall's management and operations professionally

## POSITIONING & MARKETING STAGE

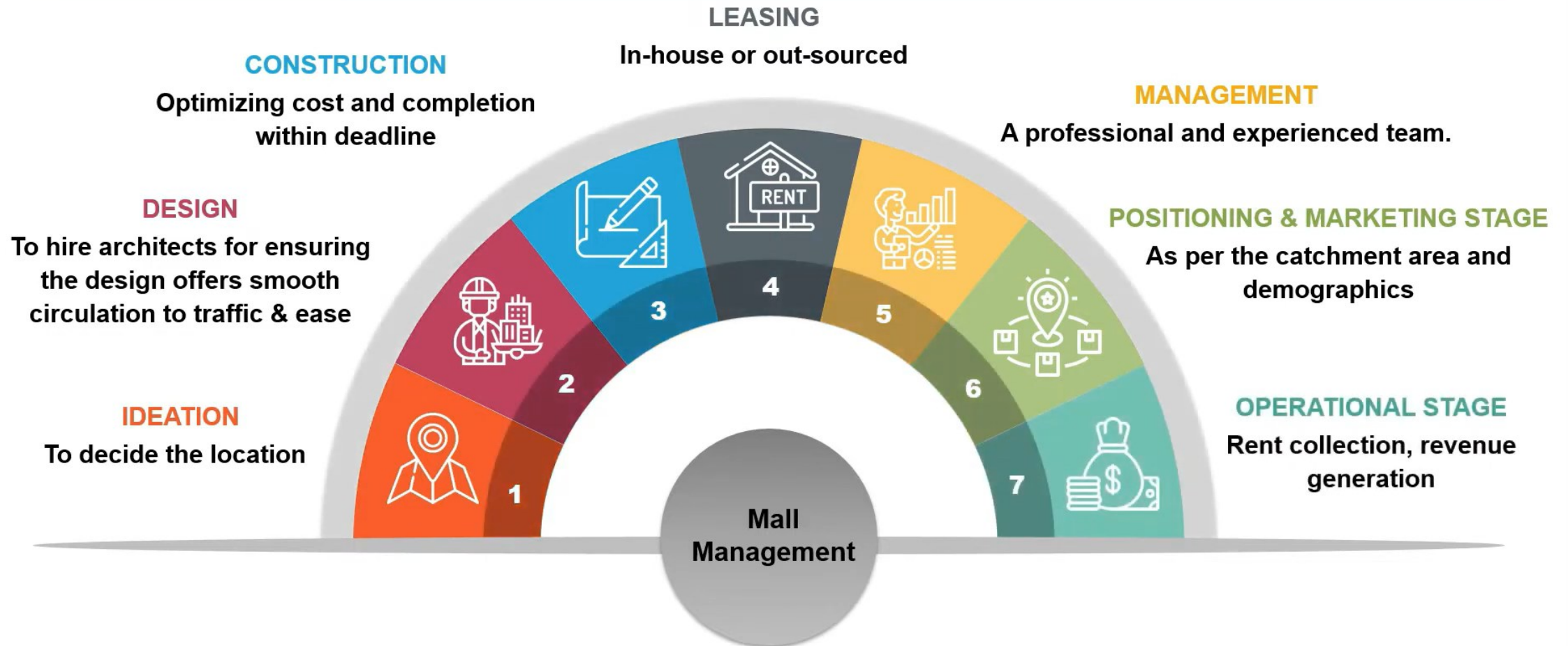
Situated in a new city with a population possessing strong purchasing power, the project ensures vibrant commercial activity throughout all sections of the mall

## Operational Stage

Adhering to these well-planned and strategic foundations leads to increased revenue generation and effective cost MANAGEMENT



# Stages in Mall Management





# Our Malls' Management Components

POSITIONING

ZONING

PROMOTIONS AND MARKETING

FACILITY MANAGEMENT

FINANCING

TENANT MANAGEMENT



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# Mall Management Components

Mall Management includes the following components





# Positioning the Mall



The role of this stage is to determine the category of services offered by the shopping center.

Its main objective is to create a distinctive image of the shopping center in the minds of consumers.

This forms the basis for differentiating the shopping center from its competitors.

Positioning helps create a unique image and ensures the shopping center remains memorable to the public.



# Mall Management Components – Positioning a Mall



It refers to defining the category of services offered by a mall.



The primary objective of positioning is to create a distinguished image of a mall among consumers.



It forms the basis for differentiating a mall from its competitors.

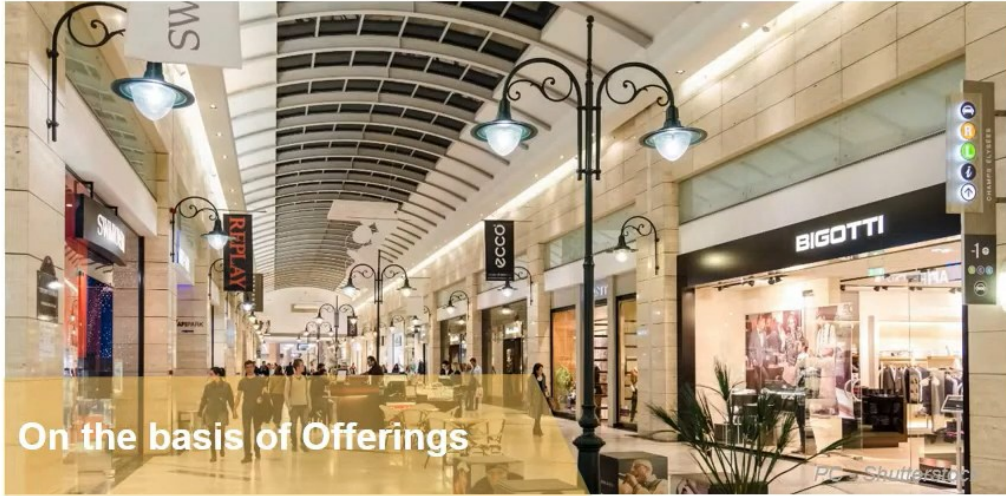


Positioning assists in creating a distinctive image and 'top of mind' recall for the masses when they think of a mall.



For example, when a customer thinks of purchasing a handycam or digital cameras, the Sony or Canon brands come to top of their mind.

# Mall Management Components – Positioning a Mall



- As the name suggests, these malls are positioned primarily on the basis of its offerings which should be reflected throughout its retail mix.
- Offerings further can be classified under several notions such as: Luxury, Value for Money and Economy



- Under this type of positioning, malls are positioned on the basis of anchors.
- These are classified as under: Entertainment Based, Hypermarket/Value Driven, and Specialty Based.



# Zoning

In the world of retailing, customers can be broadly divided into two categories, namely focused buyers and impulse buyers.

Focused buyers are those buyers who know what their requirements are and how to fulfil them. Therefore, they go to mall with the intention of buying and carry proper money.

On the other hand, impulse buyers are those buyers who visit a mall with no intention of buying but if something appeals them, then they buy.

The main question is how retailers should entertain them and increase revenues. Zoning is the solution of this problem that helps retailers attract both types of consumers.

It is the mall space allocation or division of mall store through which mall developers find the right tenant mix (retailer mix) to attract both types of customers, especially the impulse buyers.

Allows the smooth movement of shoppers in the mall, avoiding clusters and bottlenecks

- Creates a distinct image in the minds of the customers
- Assists in formulating the right tenant mix and the placement of these tenants within the mall
- Helps in the selection of right anchor tenant
- Helps retailers attract both types of consumers, especially the impulse buyers.





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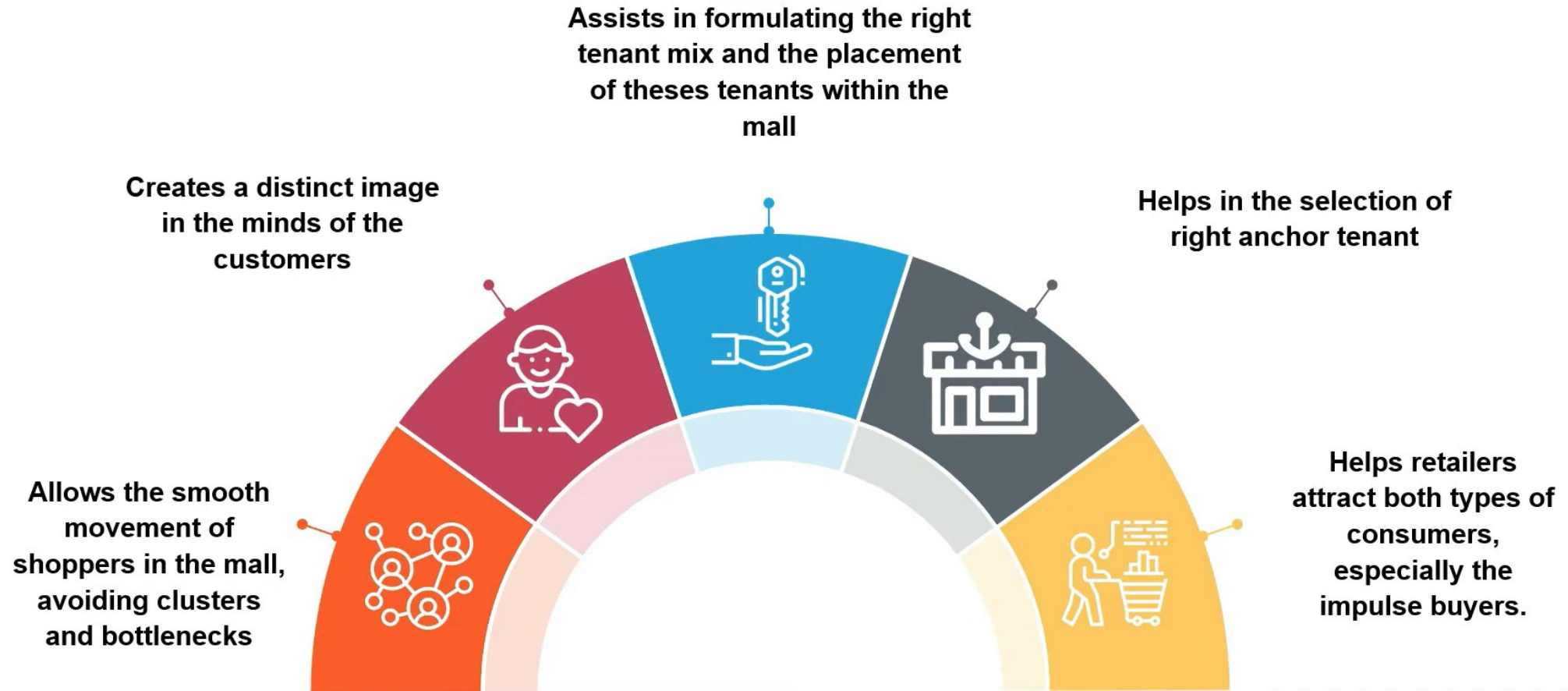


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# Mall Management Components – Zoning





# Promotion & Marketing



Promotional events that help promote brands are an essential part of mall management. Some of the most effective promotional events include celebrity visits, food festivals, and talk shows, which increase footfalls and as a result, increase revenues. The common example of promotions and events organized in involve: Fashion shows, Exhibitions, Book fairs, Travel fairs, Music contest, Auditions, Talk shows.



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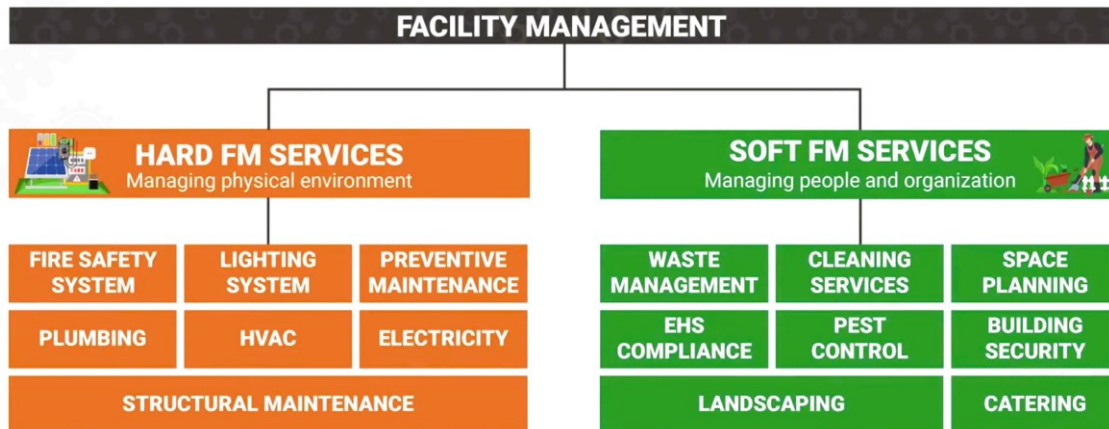


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# Facility Management

## HARD FM AND SOFT FM



## THE SCOPE OF FACILITIES MANAGEMENT

Real estate management

Occupancy management

Maintenance management

Asset management

Financial and performance management

Building systems

## IN-HOUSE FM VS OUTSOURCED FM

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### **In-house advantages:**

Oversight, cost control, planning ahead, collaboration

### **In-house disadvantages:**

Specialized skills, waste, lots of management

### **Outsourcing advantages:**

Cost savings, less risk, flexibility

### **Outsourcing disadvantages:**

Can still be expensive and still requires internal management

## SOFTWARE SOLUTIONS FOR FM

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CMMS (Computerized Maintenance Management System)

CAFM (Computer-aided Facilities Management)

EAM software (Enterprise Asset Management)

IWMS software (Integrated Workplace Management System)

BMS (Building Management System)

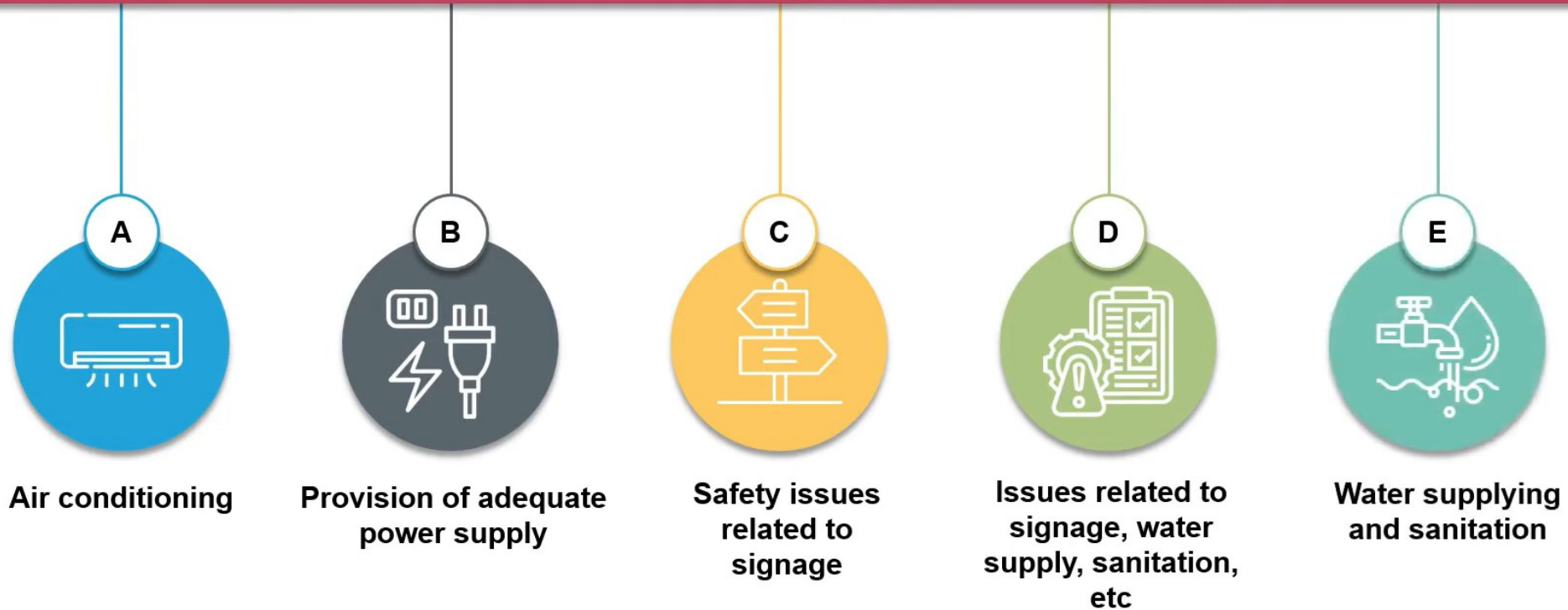
BSS (Building Security System)





# Mall Management Components – Facility Management

## 1. INFRASTRUCTURE MANAGEMENT



Facility management companies provide specialized services to malls ranging from parking and security to housekeeping and cash management.

Few of facility management companies also provide soft services like pest control, cleaning, and physical and security surveillance, concierge services, and administration services.

### 1. INFRASTRUCTURE MANAGEMENT

- Air conditioning
- Provision of adequate power supply
- Safety issues related to signage
- Issues related to signage, water supply, sanitation, etc.
- Water supply and sanitation

### 2. AMBIENCE MANAGEMENT

- Management of parks
- Management of fountains
- Taking care of staircase
- Overall look of lifts and escalators
- Music and overall look of the mall



# Mall Management Components – Facility Management

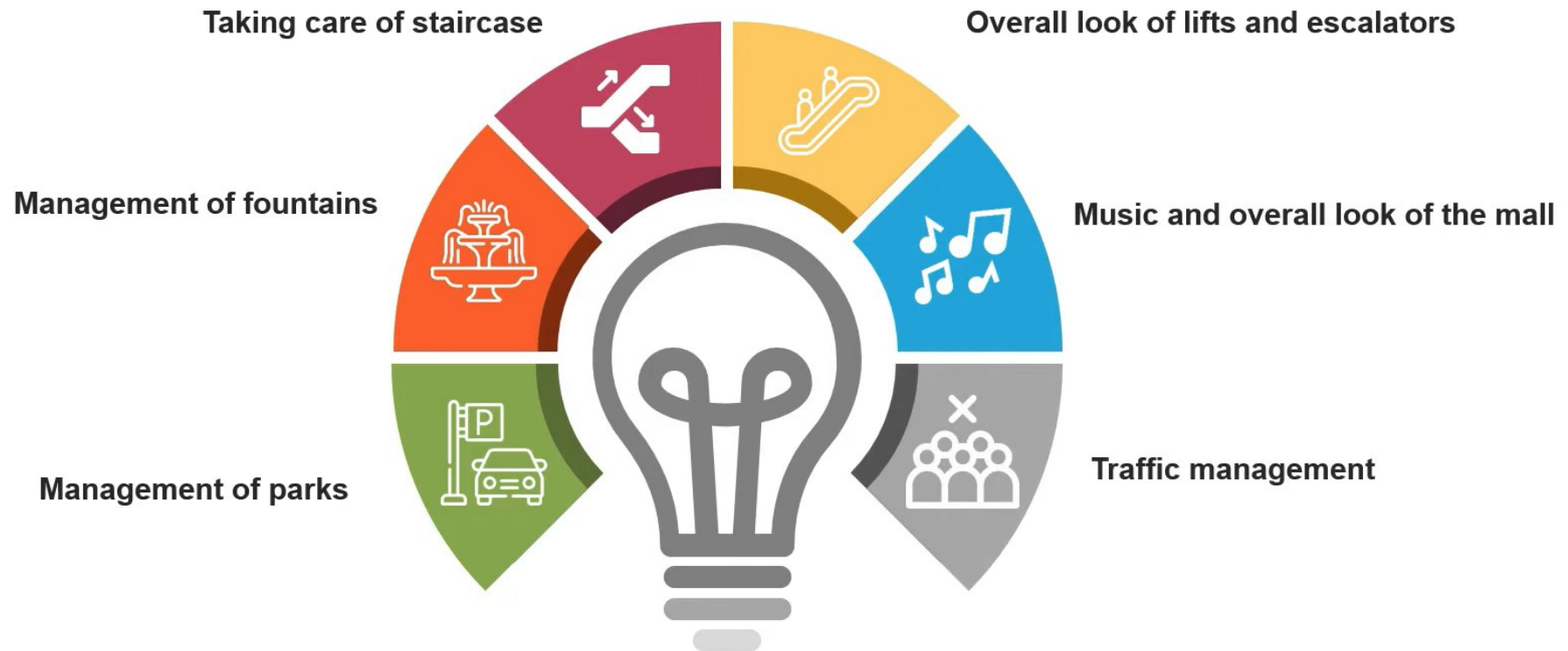


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# Mall Management Components – Facility Management



## 2. AMBIENCE MANAGEMENT

# Mall Management Components – Facility Management

## 3. TRAFFIC MANAGEMENT



It includes managing foot traffic into the mall and parking areas. Foot traffic management involves crowd management inside the operational area of a mall.

Under traffic management, facilities are offered to malls pertain to the effective managing of crowds, both within the premises and in the parking zone.

A star-shaped mall is attractive but will have a crowding problem in the centre of the mall, as everyone has to pass through the central area while moving from one side to the other.

Circular malls on the other hand, may not face such problems of clogging as they tend to have better pedestrian flow and less congestion.



Financial management is concerned with the acquisition, financing, and management of assets with some overall goal in mind. Accounting system to track the debt and invoices. Cash receipts and collection of income Organizing resources to deliver an efficient and effective annual audit. Preparation of annual property budget.



# Mall Management Components – Finance Management



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Cash receipts and collection of income



Organizing resources to deliver an efficient and effective annual audit.



Preparation of annual property budget.

# Tenant Engagement

This exercise involves close cooperation between mall management and tenants. Both parties need to find a common ground whilst they plan upcoming activities in the mall.

Tenants need to be engaged to contribute to the different activities planned by mall management. One part of any successful cooperation is the capability to analyze and learn from the results together with the tenants.





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# كلمة الإدارة

نرحب بكم في شركة مصر دبي للتطوير العقاري، حيث نؤمن بأن التطوير العقاري ليس مجرد بناء منشآت، بل هو بناء مستقبل مستدام يرتقي بحياة الأفراد والمجتمعات، ومنذ تأسيس شركتنا، وضعنا نصب أعيننا هدفًا واضحًا يتمثل في تقديم مشروعات عقارية متكاملة، عصرية، وذات قيمة مضافة حقيقية، تجمع بين الجودة، الابتكار، والاستدامة.

نحن في مصر دبي نفخر بسجلنا الحافل من المشروعات الناجحة في مصر والإمارات، والتي تعكس رؤيتنا الطموحة وخبرتنا العميقة في إدارة وتطوير المشروعات الضخمة (Mega Projects)، حيث نعتمد على فريق من الخبراء والمتخصصين في مجالات التخطيط والهندسة والتطوير، لضمان تقديم حلول عقارية تتجاوز توقعات عملائنا، سواء في القطاع السكني، التجاري، أو الفندقي.

نسعى دائمًا إلى الابتكار والتطوير المستمر، مع الالتزام بأعلى معايير الجودة والشفافية في كل مرحلة من مراحل العمل، كما نؤمن بأهمية بناء علاقات قوية ومستدامة مع عملائنا، مبنية على الثقة، الالتزام، والمصداقية، حيث لا نعتبر عملاءنا مجرد مستثمرين أو مشترين، بل شركاء في النجاح.

نتطلع إلى أن نكون الخيار الأول لكل من يبحث عن عقارات استثنائية تلبي احتياجات المستقبل، وندعوكم لاكتشاف مشروعاتنا التي تعكس رؤيتنا ونهجنا الفريد في عالم التطوير العقاري.

مع خالص التقدير،  
إدارة شركة مصر دبي

مصر دبي



MISR DUBAI  
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# Thank you



**MISR DUBAI®**  
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