



**Shah Nawaz Associates**  
Architecture - Engineering - Project management

*Since 1981*

[www.shahnawazassociates.com](http://www.shahnawazassociates.com) [info@shahnawazassociates.com](mailto:info@shahnawazassociates.com)

Islamabad - Lahore - Faisalabad - Karachi



Shah Nawaz  
Principle Architect

## OVERVIEW

### SHAH NAWAZ ASSOCIATES:

#### DEDICATION TO BUILDING VALUE

Shah Nawaz Associates, founded in 1976, is one of the nation's leading Consultants, developers and investors in real estate.

Our team is dedicated to building value for all of our clients through creative solutions and highly skilled, locally connected professionals in the major cities of Pakistan.

Shah Nawaz Associate's is known for creating world class facilities for it clients and adding diverse and distinct impressions in the real estate arena.

Our services profit both users and investors in all types of real estate projects. Our detailing in design and utility goes a step further to even enhancing commercial viability of the project. Our successful projects cover all genres i.e. offices, industrial, healthcare, student housing, multi - family residential as well as projects designed for mixed usage.

As of Jan 1st, 2011, Shah Nawaz Associates had over Rs. 150 billion of development and new investments in process and nearly Rs. 20 billion of additional projects in the pipeline.

Shah Nawaz Associates has experienced market leaders in 4 major cities and has access to over 200 professionals within Pakistan's real estate service firms.

We can execute the development or acquisition of facilities tailored to meet any of your real estate needs. For our investor clients, we offer large strategic joint ventures, opportunity funds and other targeted investment options.

Shah Nawaz Associates serves both users and investors in:

- **Office**
- **Industrial**
- **Healthcare**
- **Health fitness (clubs)**
- **Multi-family residential (high street**
- **Residential brand**
- **Shopping centers (power, neighborhood**
- **And lifestyle)**
- **Student housing**
- **Mixed use and land development for all of the above**

Providing services that span development activities, investment funds and joint venture capital programs.



Acacia Resort Karachi – Bird Eye View From East Side  
Client: Quality Golf Private Limited

Acacia Resort Karachi – Golf Course View From Jinnah International Airport Karachi  
Client: Quality Golf Private Limited







Acacia Resort Karachi – View Of Main Club Building  
Client: Quality Golf Private Limited

Acacia Resort Karachi – View Of Main Entrance Gate  
Client: Quality Golf Private Limited



## Shah Nawaz Associates development and investment capability:

- More than 30 years of success in this industry is a testament of our commitment to our clients and a record of leadership in quality and scale
- Offices in 3 major cities of Pakistan. Rs. 20 billion of active projects in process and another nearly Rs. 30 billion in the pipeline, ranks as one of the nation's largest developers / Consultants with extensive activity in:
- Office (high-rise, mid-rise and low-rise projects)
- Industrial (warehouse/distribution, R&D and airport)
- Healthcare (hospitals, medical office buildings and much more)
- Multi-family residential (under high street residential brand)
- Shopping centers (power neighborhood, and lifestyle centers)
- Student housing
- Mixed use

## As a firm, we are committed to and strive for:

- Creation of unique and innovative design solutions that respond to each client's aesthetic and budgetary needs.
- Providing our clients with a growing knowledge base and technical skills that reflect the latest developments in the construction and building industry.
- Prompt and timely delivery of consistently high quality products and services.
- A professional ethic that supports honesty, integrity, accountability and respect among and for our clients, colleagues, community, and environment.







**ACACIA**  
RESORT CONDO HOTEL

## Our values

Our Mission is to provide responsive and accelerated sales and marketing solutions to the Builder/Developer community, while maintaining the highest degree of excellence, professionalism and integrity to our Homeowners and the Real Estate Community through our teamwork concept approach.

Our philosophy has always been client satisfaction, whether that client is the Developer, the Builder, the Homeowner, or the Investor.

Our teamwork concept approach guarantees that customer service is a given, not an after-thought.

## Mission - building value

Our mission is to be the acknowledged benchmark leader in building value for commercial real estate development and investment services and setting the standard for:

- **Providing superior customer service**
- **Striving for operational excellence**
- **Creating a rewarding work environment**
- **Building value creation for all stakeholders**

Acacia Resort Karachi – View Of 5-Star Condo Hotel From Golf Course Side  
Client: 4east Developers



Acacia Resort Karachi – View Of Mini Club Building (Golf Shooting Range)  
Client: Quality Golf Private Limited



Acacia Resort Karachi – View Of Chalets From Golf Course Side  
Client: Quality Golf Private Limited





**Shah Nawaz Associates** is committed to growth, innovation, service and industry leadership. Our team believes in integrity, fairness and uncompromising personal and professional values.

### Our core values:

- Trust and respect one another
- Encourage personal and professional growth
- Take ownership of challenges
- Work hard and play hard
- Do and deliver what we promise to
- Empower our team to make decisions within guidelines
- Understand that our clients are the only reason we are in business

### History

Many of the things that make Shah Nawaz Associates unique today are direct reflections of the man who founded the company over 30 years ago. Known for his creativity, energy, and enthusiasm, Shah Nawaz Associates gave us more than his name ,it gave us his personal signature and an act to follow.

The personal philosophy of Mr. Shah Nawaz stresses on developing spaces that enhance communities. For last 30 years, the company has been following this philosophy by providing innovative designs which meet schedules, budgets and professional expectations of clients and ourselves.

Shah Nawaz Associates is competent to serve all your real estate needs like:

- **Architecture**
- **Planning**
- **Interiors**
- **Sustainability**
- **Future Expansion Needs**
- **Building a Project on lines of Building a Future Asset**



Acacia Resort Karachi – View From The Golf Club Side  
Client: Quality Golf Private Limited



Acacia Resort Karachi – View Of Members Suite Building From Golf Course Side  
Client: Quality Golf Private Limited



## Commercial / Mixed use.

As one of the largest real estate developers of office space, with over 3 offices in Pakistan, Shah Nawaz Associates has the financial resources and the local market expertise to execute projects of virtually any size and complexity. We are specialists in every aspect of the office development and investment sector. Whether your interest in real estate project revolves around personal use or investment, Shah Nawaz Associates can help effectively with all of your commercial / mixed use property development and investment needs.

### **We also serve users of real estate through the following services:**

- Tenant representation
- Project management
- Facilities management
- Outsourcing

### **Investors in real estate can rely on Shah Nawaz Associates for the following services:**

- Investment sales
- Capital markets
- Project leasing
- Property management
- Tenant improvements
- Architecture and engineering consultancy



Lyalpur Country Club – Bird Eye View  
Client: Atlantic Hotels And Condominiums (Pvt) Ltd

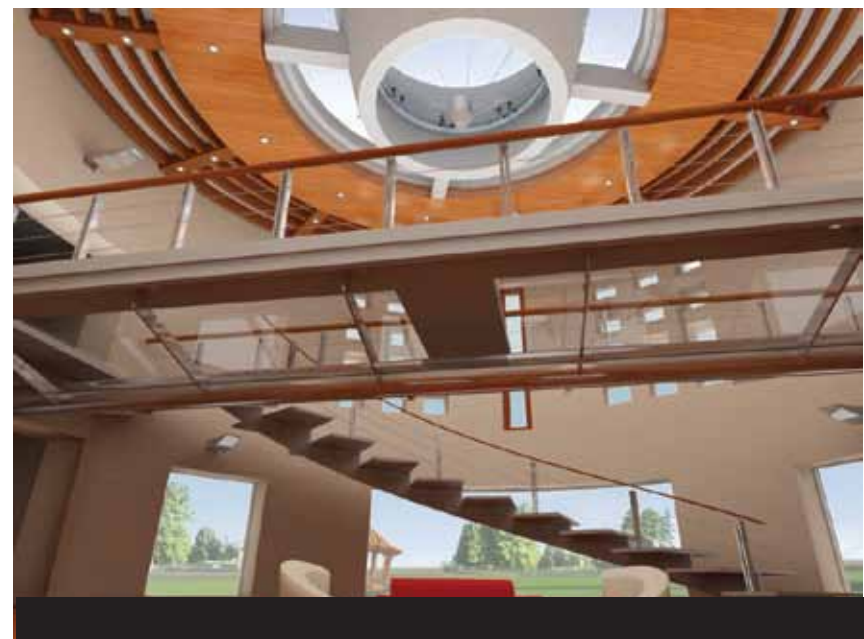


Lyalpur Country Club – Bird Eye View Of Pool Side, Bbq, Billiard Room, Lounge, Coffee Shop, Restaurant, Sports Complex And Other Social Amenities  
Client: Atlantic Hotels And Condominiums (Pvt) Ltd



Lyalpur Country Club – Bird Eye View Of Pool Side, Bbq, Restaurant, Sports Complex And Guest Suites Building  
Client: Atlantic Hotels And Condominiums (Pvt) Ltd





## Residential

Shah Nawaz Associates orchestrates residential development through Multi Commune (pvt) ltd, which is focused on resurrecting old or creating new urban neighborhoods to provide more environmentally sound, user-friendly communities.

We specialize in blending office, retail, housing, and civic venues within organized public gathering spaces through our leading edge, master plan/master developer services and residential development expertise.

With the capability to develop unique mixed-use communities - such as urban infill, edge city, and the adaptive re-use of historic buildings - we apply our strengths in neo-traditional planning, design, and architecture to create these human-scale, immersive districts.

Our ability to leverage Shah Nawaz Associates deep pool of talent and resources in office, retail, and mixed-use disciplines - combined with experienced residential leadership - places us at the forefront of the residential and mixed-use development industry.

## We have the experience needed to:

Effectively blend the art of new urban development with economic strategies derived from lessons learned

Provide value creation opportunities for investors and clients

Enhance and rebuild city neighborhoods

Support smart growth, green buildings, and environmental programs by developing sustainable facilities with human-scale characteristics

By creating more integrated and socially stimulating environments with residential and mixed-use developments, customers experience the following

## Benefits:

Multi-modal, walk able communities with alternative forms of transportation and a hierarchy of streets and public spaces, higher quality public spaces offering opportunities for informal interactions.

Organic connectivity between spaces.

Improved employment options for corporations seeking modern, knowledge based labor, environment-friendly development patterns that conserve resources and reduce pollution, energy and water usage, a sense of community and more convenient lifestyles

Farmhouse At Faisalabad – Views Of Exterior And Interior  
Client: Mian Naeem (CEO) Chen One



Commercial Project At D-Ground People's Colony Faisalabad – Front View  
Client: Mian Waheed



Commercial Complex At Kohinoor City – Front View  
Client: Saigols Group



Center Point Commercial Complex At Kohinoor City Faisalabad – Corner View From Jaranwala Road, Faisalabad  
Client: Arshad Awan

## Shopping Centers:

Shah Nawaz Associate's is active in the development of shopping centers throughout the high growth geographic areas of Pakistan. We have a network of seasoned, talented retail developers that source and execute profitable shopping center investment opportunities through landowners, land brokers, anchor tenant relationships, retail tenant rep brokers, city and state government officials. We provide the following development services to our retail investor partners:

- **Land due diligence**
- **Entitlement procurement**
- **Architectural and engineering coordination**
- **Financial underwriting**
- **Contractor selection and oversight**
- **Procurement of financing**
- **Anchor tenant negotiations**
- **Site plan/ master plan oversight**
- **Disposition strategy**

We have expertise in the following retail product types, both urban and suburban:

- o **Big box power centers**
- o **Grocery anchored neighborhood centers**
- o **Lifestyle centers**
- o **Mixed use projects**
- o **Unanchored strip centers**



Commercial Complex At Kohinoor City, Faisalabad – Corner View  
Client: Yaseen Associates



## Student Housing:

Shah Nawaz Associates student housing practice was developed specifically to provide higher education institutions value-added, strategic and full-service process discipline to meet all of their real estate needs. We have enjoyed great success in meeting and exceeding the real estate needs of our clients, managing a diverse array of capital projects on their behalf.

Our development and construction, transaction and building operations services, as well as our creative financing strategies, benefit all stakeholders within the institutional environment: students, faculty, staff and the general campus community.

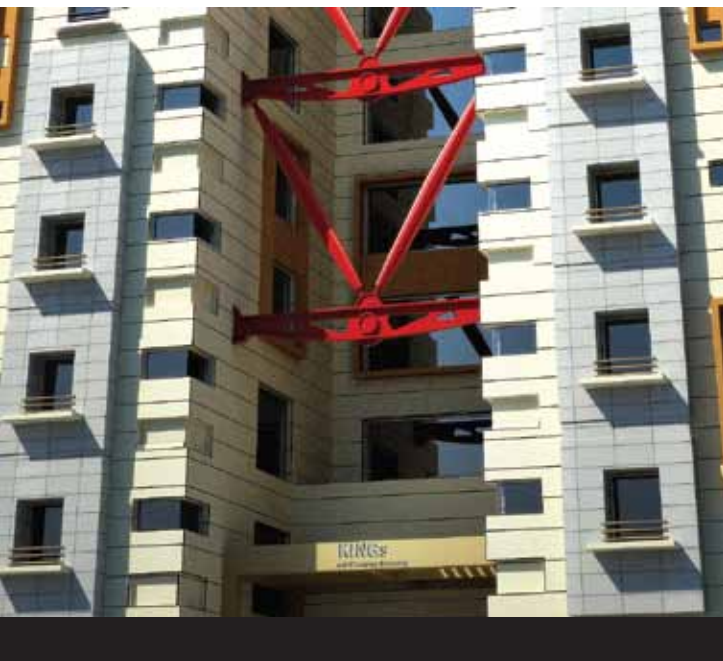
Shah Nawaz Associates acts as the fiduciary to our clients and successfully navigates facilities and project management challenges to identify and achieve an optimal solution.

## Mixed Use and Land Development:

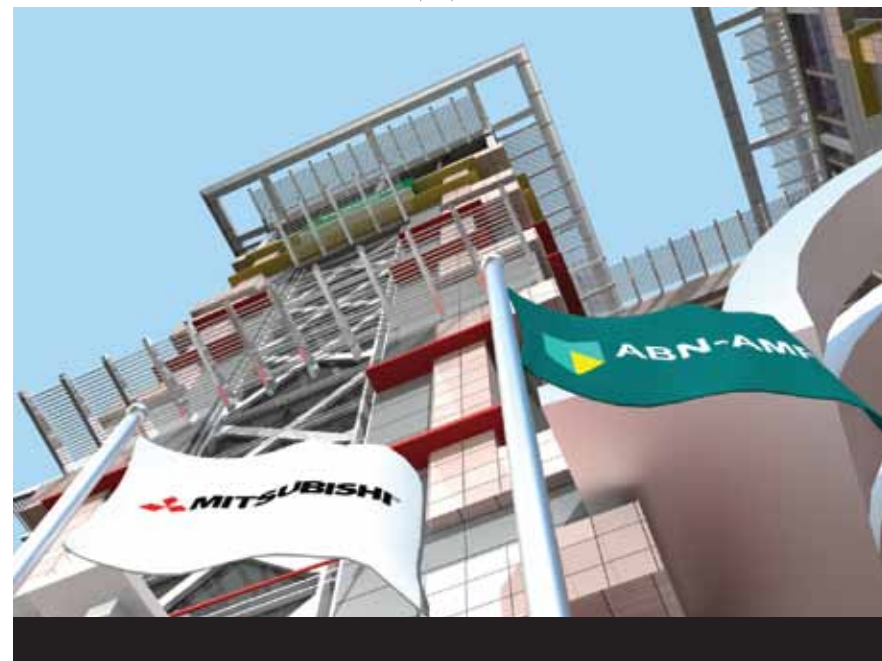
Whether you are looking for help building, buying, selling, leasing, managing, or investing in mixed use property or land development, Shah Nawaz Associates can help. Since 1975, developing and investing in mixed use property and land development have been cornerstones of our business. Today, we continue to be widely regarded as unrivaled experts in this asset class, helping clients of all kinds meet their business, strategic needs.

Shah Nawaz Associates, can operate as a master developer and partner, co-developer and/or consultant providing unparalleled expertise in:

- **Mixed use/master plan development and consulting**
- **Public/private partnership strategies**
- **Entitlement strategies**
- **Economic strategies for mixed-use development**
- **Vertical development**
- **Urban planning coordination**
- **Public space design development/place-making kit of parts**
- **Urban infrastructure planning and value engineering**
- **Residential development expertise**



Holiday Inn Hotel At Faisalabad – Front And Worm-Eye View  
Client: Atlantic Hotels And Condominiums (Pvt) Ltd



Moroccan Hotel Building At Kohinoor City, Faisalabad – Front View  
Client: Atlantic Hotels And Condominiums (Pvt) Ltd.



## Corporate Clients:

Shah Nawaz Associates focuses its expertise, deal origination and value-creation capabilities to serve corporate clients.

We are one of the top developers in Pakistan. Our unmatched geographic coverage and flexible resources enables us to source, underwrite and execute development opportunities on behalf of our customers with a consistent process and risk mitigation perspective.

For our "occupier" clients (i.e. those who lease or own the real estate they occupy), we offer various customized solutions:

Build-to-suit facilities of all types for sale or lease

Buy-to-suit opportunities for sale or lease

development services, on a fee for service basis, for strategic projects

national "roll-out" programs for warehouse distribution and other facilities

specialized development of healthcare facilities including hospitals, medical

office buildings and surgical care centers

Members Suite Building At Karachi – Front View From Golf Course Side  
Client: Arabian Sea Country & Golf Club







Lyalpur Country Club – View Of Watch And Security Tower  
Client: Atlantic Hotels And Condominiums (Pvt) Ltd

## Institutional investors:

For our investor clients, we offer opportunities to join with us in building value through:

- **Individual strategic joint ventures and capital programs - typically targeting one billion in assets of a specific nature over a three to five year period with a single investor partner**
- **Co-mingled value add/opportunity funds**
- **Leveraging existing core capabilities and processes including:**
  - **Sourcing off-market opportunities**
  - **Creative structuring**
  - **Strategic planning**
  - **Defining project objectives**
  - **Programming**
  - **Site analysis**
  - **Securing entitlements**
  - **Planning and design**
  - **Construction and occupancy coordination**
  - **Closeout**
  - **Lease negotiations**



## Property Owners:

We are interested in acquiring land or projects in need of re-development or repositioning. We also offer the opportunity to collaborate in a joint venture to build value together.

Shah Nawaz Associates is seeking value-addition, opportunistic acquisition, redevelopment and development opportunities. We offer fully discretionary capital, and are able to close quickly via internal line capability. We are seeking all property types, including land, office, retail, industrial, multi-family, for-sale housing, hotel, mixed use for short hold period.

## Types of transactions considered:

- Re-development, re-positioning, change in use opportunities, examples of actual transactions are multi-family to retail redevelopment, excess city owned real estate to for-sale residential
- Corporate divestitures, excess real estate, buildings or additional development sites
- Portfolio acquisitions
- Deferred maintenance, vacancy issues, near-term debt maturity which necessitates a sale, opportunity to invest capital, lease-up and sell as a stabilized asset
- Domestic or international investments

## Real Estate Entrepreneurs:

For leading real estate entrepreneurs, we offer the opportunity to join us.

We are looking for seasoned individuals and/or teams with:

Proven records of being able to build material value via the development, redevelopment or opportunistic acquisition of real estate  
a record of living up to our credo of respect, integrity, service and excellence

For such individuals, we can offer great leverage, support and unlimited opportunities.

Apartment Building At Islamabad – View From Front Side  
Client: American Embassy





## Our approach:

Our design approach seeks to create a richness of individual space, while remaining sensitive to the qualities of light and the experience of moving through architecture. It includes recognizing the importance of site and vernacular influences, while not succumbing to them. We bring a modern clarity to a set of ideas, while we honor an individual approach. In addition, we feel that it is important to clearly define the intended function of a place, while still creating a sense of anticipation from one space to another by the manipulation of natural and artificial light, and the careful detailing of materials.

Project commissions are based on a variety of project types and program requirements. We see this as a positive challenge, as we seek consistency in the process of design. An approach used in one project is often further developed or refined in the next. This may also lead to new avenues for exploration. During our firm's 30-year evolution, projects have become larger, more diverse, and have allowed us more flexibility. Nevertheless, as we refine our aesthetic, we remain focused on continuing to develop a functional approach to design.

In all of our work, we select materials to evoke both stability and comfort, as well as maintain compatibility and affordability. We respect the nature of materials as an intrinsic part of architecture. Materials are joined to create architectural forms, in which details are an integral part of the process. Details balance the architectural elements, articulating an individual sense of order in each project. Our overall philosophy recognizes that, while working within the practical confines of assembling an architectural form, architecture should create a safe haven for one's intellect and be a place of comfort. To create that sanctuary, often we find ourselves interpreting a client's experience and criteria into a physical form. The memory of an event or the impression of an important occasion becomes the motivation for a design program. The five senses are critical as well, because through them, a sense of place is experienced and established. We strive to embody these physical experiences in the arrangement of volumetric space.

Porsche Car Show Room And Car Workshop At Main Boulevard Gulberg Lahore – View From The Main Road  
Client: Porsche Distributor





## Firm Profile:

Formal architectural practice was established in 1981 by Shah Nawaz, with projects ranging from residences to high-rise buildings. Although the firm's projects are diverse in type, they reflect a similar approach to resolving specific program requirements with a consistent focus on design, where regardless of project cost or type, there is a modern clarity brought to each design while maintaining a strong client identity and purpose.

Shah Nawaz Associates provides a studio environment, in which an open atmosphere contributes to a spirited exchange of ideas. This atmosphere ensures the quality of all projects, as it encourages collaboration, practical experience, and shared project data. All architects on staff bring with them knowledge and experience from diverse backgrounds and are all capable of working on a variety of project types.

The office has produced documents for over one thousand projects in the past 24 years. Resulting construction has created millions of square feet of architectural space that has inspired workers, inhabitants, and visitors to perform, live and experience design in new and dynamic ways. The firm has accomplished this volume of work, while maintaining its quality and purpose by consistently upgrading its skills and technology, using the same critical examination applied to the design process. Office technology includes the latest hardware and software, with advanced capabilities of 3-D rendering and multimedia programs.

Shah Nawaz (architect) established the consultancy practice in 1981. Now as the chief executive, he is operating consultancy business through 3 main business identities.

1. Multi Commune (pvt) Ltd. established in 1984 – Chief Executive Shah Nawaz , specialization in construction management & architecture.
2. Shah Nawaz Associates. Established in 2004 – Chief Executive Shah Nawaz , specialization in project management, marketing consultancy & management feasibility studies, architectural design, exhibition design & town planning
3. Studio –III established in 2005 – Chief Executive Shah Nawaz , specialization in architecture interior design, graphic design & animated presentations. Besides our own professional skills, we have our associated partners for other engineering disciplines, needed for the execution of all kind of physical developments.



Brochure Pages Of Kohinoor City Commercial Complex At Jaranwala Road, Faisalabad  
Client: Saigols Group



## Mission:

We strive to enhance our culture through the art and practice of architecture.

## Values:

We strive for the optimal solution for every design challenge to create enduring buildings that balance ideals, program, aesthetics and budget.

## Process:

We strive to provide a rewarding architectural experience through the course of design and construction. Our design methodology encourages client participation and collaboration with engineers, consultants, designers and contractors to create the highest quality product.

## Quality:

We strive to maintain an exciting yet controlled environment for project development by utilizing a project checklist that organizes our efforts and provides a qualitative measure of progress.

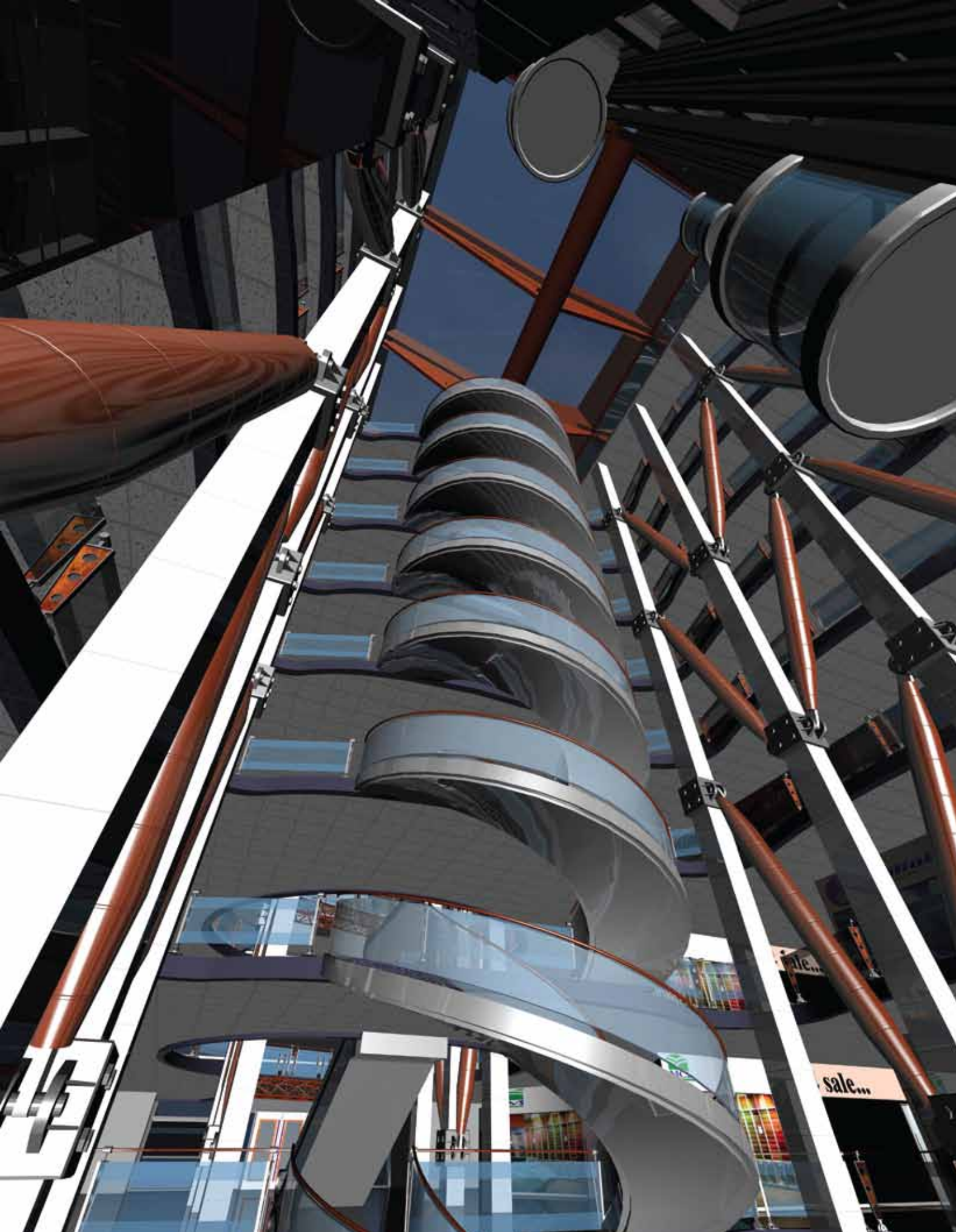
## Professional skills

- **Architecture**
- **Programming**
- **Conceptual Design**
- **Design Feasibility**
- **Space Planning**
- **Design Development**
- **Architectural Production**
- **Construction Documents/Cad**
- **Cost Analysis**
- **Contract Administration**



Brochure Pages Of Kohinoor 1 Commercial Complex At Kohinoor City, Faisalabad  
Client: Zack Investments UK





## Town planning

Site Selection  
Master Planning  
Re-Development  
Zoning Consultation

## Interior design

Interior Planning and Design  
Space Utilization Planning  
Furnishings Selection  
Material Selection

## Specifications/Cost Estimation

Proposal and contract preparations  
Project budget analysis  
Material, equipment and methods  
Bid consultation  
Construction cost analysis

## Exhibition Design

Since 1981 our company, Shah Nawaz Associates, has stood for creative architecture, interior design, textiles displays, merchandising displays, development of promotional materials, advertising, brand image management services, corporate image management services and innovative trade fair stands. Our special focus is on the textile industry. Our architecture department has designed various kinds of textile industries. Our recently completed project is ChenOne chain of stores (specialized in home textiles and garment products). We were responsible for the brand image management, interior design and construction management.

Over the years we have evolved from being a specialist advertising and marketing provider into a modern, flexible service enterprise operating on an international scale.

Interior building work, above all for exhibitions forms the main focus of our work, along with the planning and management of major events.

We always ensure that all of your individual wishes and ideas are realized. So pay us a visit either on this site or in person - to make sure your stand is always in good hands!



## You're in good hands with us

You can depend on personal support from our experienced professionals during every phase of your project.

Highly qualified employees and an array of first-rate partners – all of whom work hand in hand to realize your ideas – are our guarantee for perfect all-round service.

Creativity and flexibility are the driving forces behind our company. We always set the highest standards for ourselves. After all, we know what our clients expect from us.

Our concepts are tailor-made, intelligent, and occasionally – if circumstances dictate – unconventional. We find the solution to match your requirements and your budget.

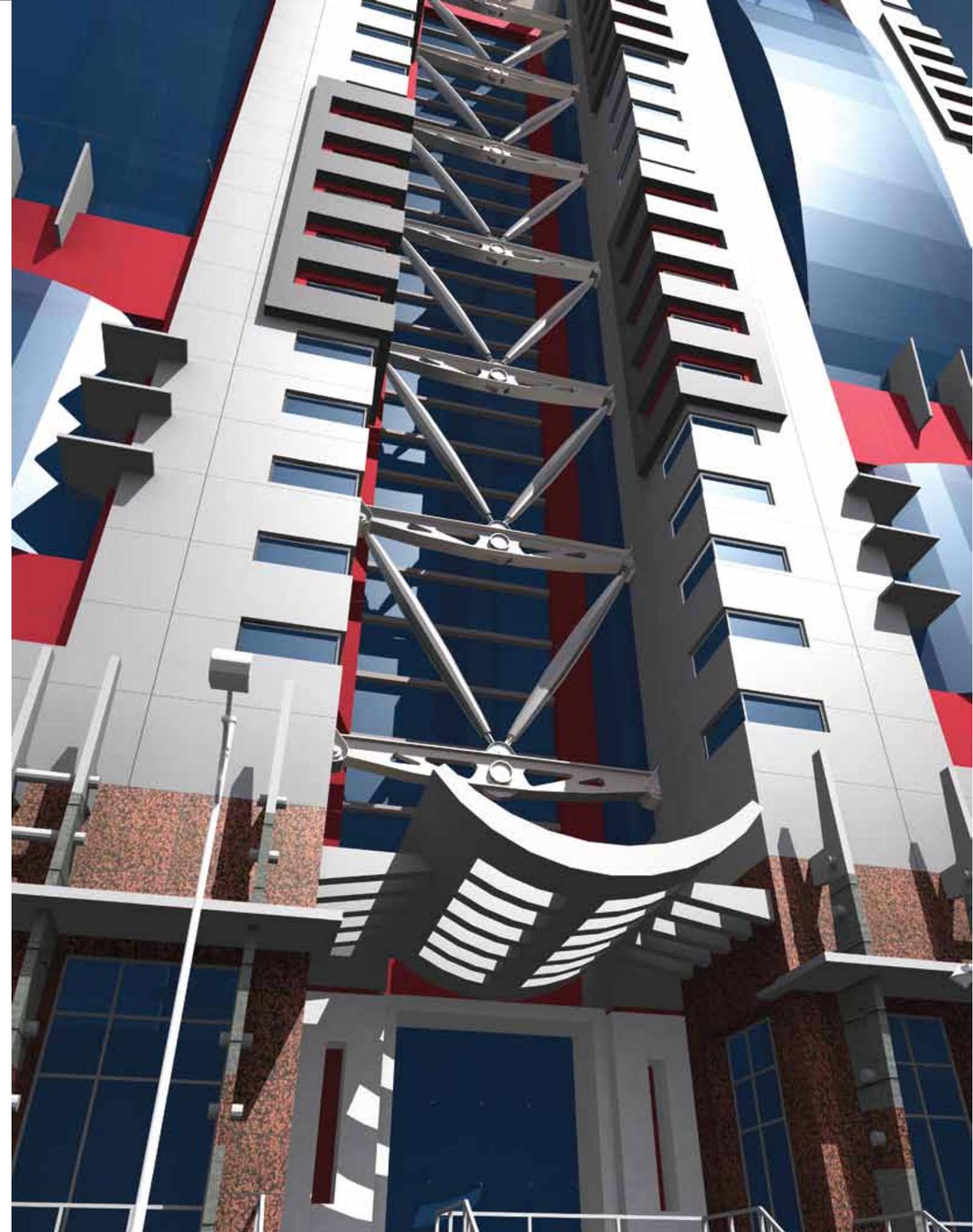
With us, you're in good hands - personally and professionally.

### Interior work:

Conception and production of displays, objects, fittings and furniture

- **Consultation**
- **Site measurement**
- **Conception/design and execution planning (cad)**
- **Production in our own workshops (wood, metal and surface technologies)**
- **Assembly**

Individual shop fittings and high-quality furniture can be produced for your company in our fully equipped joiner's workshop. Here, too, we perform all the preliminary work, such as consulting, basic research, measuring, planning, conception etc.



Apartment Tower At Kohinoor City, Faisalabad – View Of The Main Entrance  
Client: Arshad Awan



## Landscape:

Landscape is a powerful expression of image and identity. Shah Nawaz Associates harnesses the wonderful elements of nature:

Plants, water, stone, light, color, scent and weaves them into cohesive landscapes for commercial, residential and leisure projects.

Our teams are experts in master planning, landscape design and finishes, natural and ornamental planting, water features / pools, landscape buildings, and all aspects of site furnishings and special structures. Art, sculpture, signage and ornamental planting are carefully designed. Site functions such as circulation, access, infrastructure / services, drainage, irrigation and planning requirements are carefully planned. Our horticulturalists ensure all planting is selected suitable for site and climatic conditions.

## Graphics / Signage

With new techniques, materials and awareness, Shah Nawaz Associates explores new areas of graphic design. We design environmental graphics as an art form as well as a fundamental form of communication.

Our aim is to create lasting impressions, feelings and sensory messages that inspire the imaginations of the beholder. From 2 dimensional messages, to 3 dimensional graphic statements, the boundaries between graphics, signage, architecture and sculpture are blurred to the point of total integration and intrigue.

## Retail design:

Enter the new retail bold, new world of lifestyles and experience.

Demands for new lifestyles, activities and entertainment are inspiring a revolutionary new era of retail design. Retailers are aggressively re-imagining and transforming their product into the new millennium.

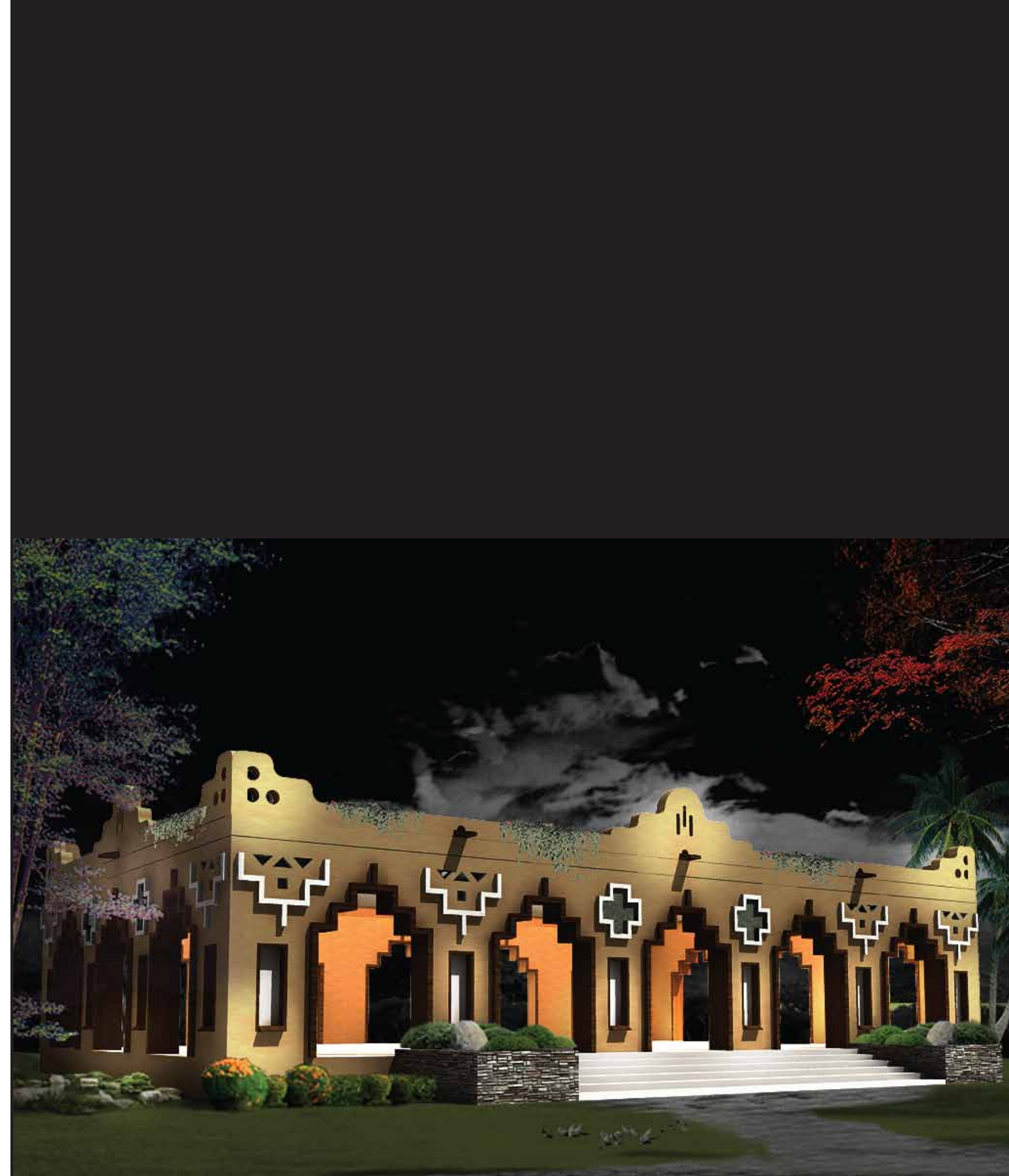
Shah Nawaz Associates responds to these new criteria, conceiving new solutions for fashion environments capable of attracting the most discerning of customers. We focus design on the client core product and business objectives. Our priority is not to forget the shoppers, to make their valuable time more enjoyable and fulfilling. The character of the consumer should shape the retail, not vice versa.

Shah Nawaz Associates conceives shopper's experiences and explores new ideas of mix, image and retail attractions using a full palette of interior, merchandising, graphic, lighting and other specialist design skills.

Shah Nawaz Associates bring entertainment to reality. Our work spans a vast spectrum of places and ways people have fun.

We aim to create market-winning designs using both international and local design influences. Innovative design skills including architecture, interior, and graphics are combined with special sound, light and media effects to impact the human senses in incredible new ways.

However, fun is business! Shah Nawaz Associates work closely with developers to ensure all aspects of visitor capacity, warranted investment and operational objectives are achieved. Projects are carried out to world-class standards within pre-defined budgets, practical time scales and realistic construction techniques.



Chai Khaana At Mini Golf Club, Lahore – Front View  
Client: Shah Sharabeel



Our Important Clients



## MARKETING CONSULTANCY & REAL ESTATE MARKETING MANAGEMENT

### Real estate appraisal & value added feasibility studies

1. Consultant will develop and manage strategies to achieve the following objectives of the marketing Programme.
  - a). To develop salable (Desirable, valuable, feasible from an investor point of view) real estate packages.
    - To design value added real estate unique features of the project (residential & commercial)
    - To design commercial sector as the only project in the vicinity to meet the future parking needs of the retail and office blocks. To meet the size requirements for modern retail concepts
    - To utilize mega scale of the commercial sector as the biggest feature of the project.
    - To project an organized, well-supported infrastructure & utilities back up.
    - To utilize the potential of easy access and public transport as the sales pitch of the project.
    - To advertise project as a unique "only & rare opportunity"
    - To study the target market segmentation in comparison with other commercial and residential areas.
  - b). To get the maximum yield within the limited time constraint
    - Selling at a premium cost as compared to market prices through image marketing & value added factors.
    - Professional marketing management
    - Very elaborated project presentation to explain salient feature of the project
    - Future of this project
    - Impact on future real estate value in the city, being the mega project of unique nature
    - Unique features of the residential area of the project
    - Getting more value by creating an awareness of the benefits of its location in the city.



c) To materialize sales within limited target time from launching date.

- Well managed pre-launch marketing preparations, (supervision)
- Models, site office, banners, hoardings, multimedia presentations, brochures, website, posters, preparations & contracts to start site.
- Planned project public relationing (planning and supervision)
- Informational events management, launching ceremony events, foundation stone laying ceremony, press releases & supplements.
- Comprehensive image building presentations (planning and supervision)
- Site signage system, visuals of developments in hoardings, parking development etc. (co-ordination with advertising agency and development schedule)
- Professional sales management (planning & execution to utilize hype created through media and public relationing)
- Professional team with complete briefing of the project.
- Comprehensive advertising strategy, media campaign and advertising. Complete briefing to advertising agency.
- Programme. Appropriate co-ordination with sale & development activities
- Mass communication with fast pace (planning and supervision)
- Segmented and targeted media strategy (planning and supervision)

d) To manage the timely collection of receipts of sales made

- To co-ordinate for timely completion of development works & strong co-ordination with marketing Programme of the project.
- To plan value appreciation in the sold (booked) properties, through a continuous, ongoing programme of image building and timely fulfillment of commitments made with buyers.
- No reliance on legal contracts.
- To plan a well managed public relationing programme and professional communication with prospects and buyers.
- To plan an appropriate hurdles management programme & advice party about relevant co-ordinate actions.
- To built appropriate business partners network.
- To advice focused and vigilant project management team

e) To reduce risks through well-managed risk management

- Identification & management of possible threats (providing information's for the timely actions)
- Approvals, noc's, environmental impact assessment & solutions, sanction and approvals of utilities, straight legal documentation of records in the board of revenue. Programmed construction management & monitoring system, co-ordination with marketing programme and commitments with buyers. Co-ordination for timely shifting of existing structures, climatic considerations & care in the programme
- To reduce risks though team work and target oriented task management
- Professional vigilant project management.
- Identifications of competition & preparations to compete.
- . Location – pricing & product delivery
- . Image campaign



Commercial Sector Phase-8 Lahore – View Of Main Street  
Client: DHA Lahore



Commercial Complex At Kohinoor City, Faisalabad – Main Entrance View  
Client: Saigols Group



Holiday Inn Resort Hotel At Faisalabad – Side View  
Client: Atlantic Hotels And Condominiums (Pvt) Ltd



## Project & construction management

### INTRODUCTION:

Multi Commune (pvt) ltd. offers an independent and professional project and construction management service to owners, developers, industrialists, contractors, banks, funding agencies, and public sector organizations.

The firm's 'multi-skilled'/'multi-discipline' and experienced personnel well-versed in every aspect of modern management and construction techniques, provide the overall planning, management and coordination of a project from inception, through design and construction to completion and maintenance.

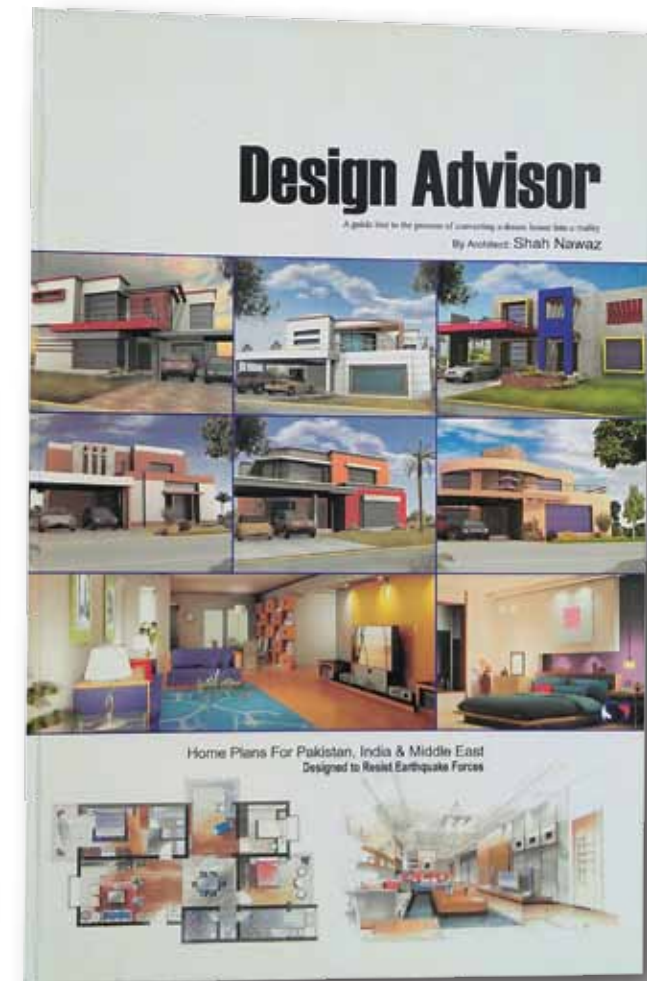
We, acting on behalf of the client have the responsibility of providing a cost-effective and independent service correlating, integrating and managing different disciplines and expertise to satisfy the objectives and provisions of the project brief. The service provided must be to the client's satisfaction.

The discipline and professionalism, contractual expertise and commercial management experience we wish to bring to our task, ensures that the client receives the project they ordered, at the time required, within a controlled budget and to specified quality standards.

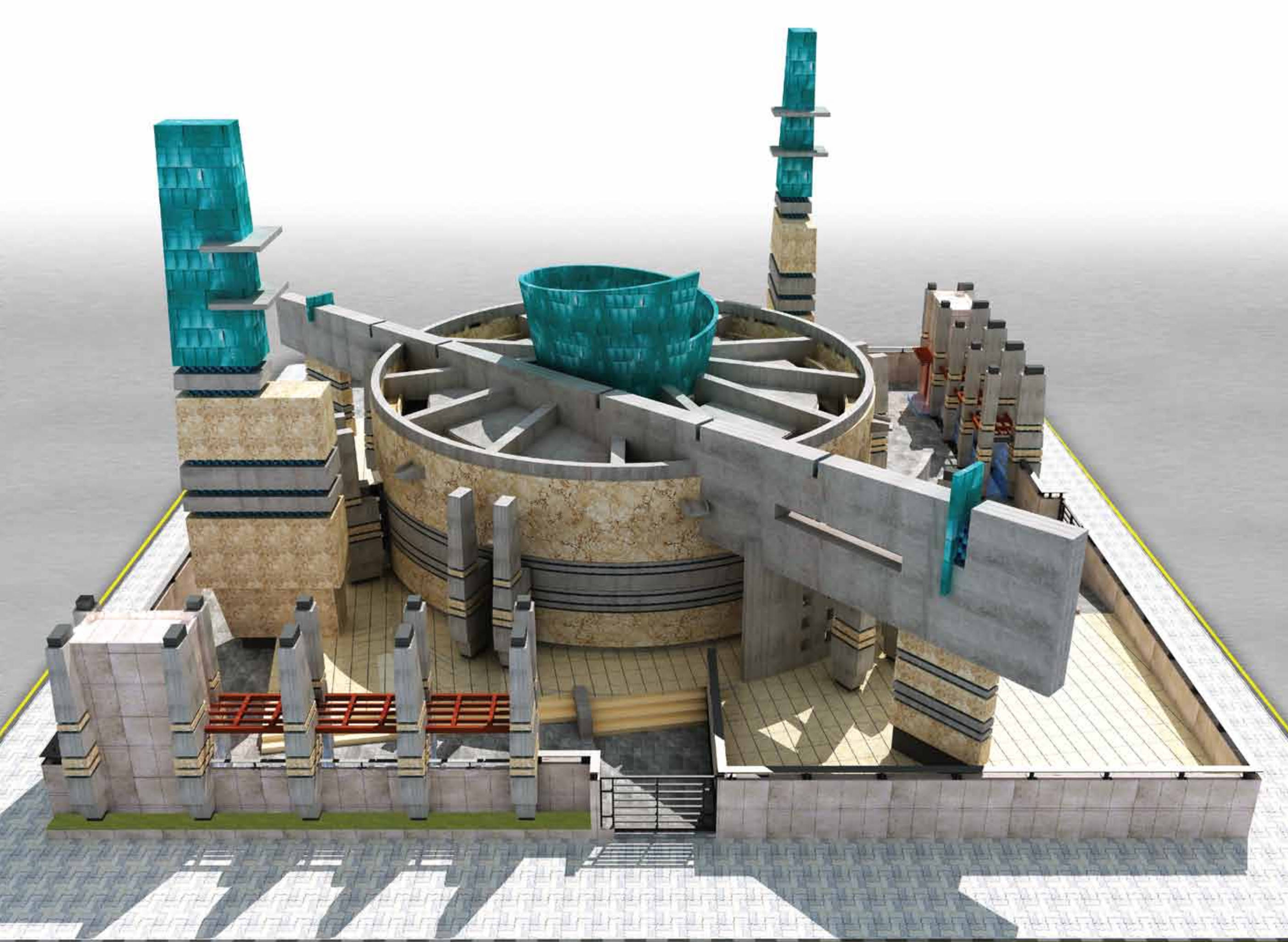
At Shah Nawaz Associates, we understand the kind of problems likely to arise in construction and development. More importantly, after many years of trouble-shooting, we know how to overcome them.

Whilst we do not impose our own 'construction management' system upon clients, we do aim to bring our system to projects for which we have responsibility, in the sincere belief that the continuity of management brings greater certainty and economy.

Front Title Of Book On Architecture By Shah Nawaz Architect, Published In 2004







Central Mosque At Kohinoor City, Faisalabad – Bird Eye View  
Client: Saigols Group



ACACIA RESORT  
Master Plan



Acacia Members Suites Building



Water Park



Acacia Commercial / Cultural Complex



Hotel



Acacia Residency



Acacia Golf Course View From A Point



Mosque



Gate House



Club House



Driving Range Mini Club House



Challeys



Quaid-e-Azam International Airport



Location Map





High School Building At B-17, F-17 Islamabad – Front View,  
Client: Multi-Professionals Co-Operative Housing Society



High School Building At B-17, F-17 Islamabad – Front View,  
Client: Multi-Professionals Co-Operative Housing Society



High School Building At B-17, F-17 Islamabad – Court Yard View  
Client: Multi-Professionals Co-Operative Housing Society



High School Building At B-17, F-17 Islamabad – Bird Eye View  
Client: Multi-Professionals Co-Operative Housing Society

High School Building At B-17, F-17 Islamabad – View Of Central Court Yard  
Client: Multi-Professionals Co-Operative Housing Society





Acacia Resort Karachi – Interior View Of Guest Suite  
Client: Quality Golf Private Limited

Acacia Resort Karachi – Interior View Of Guest Suite For Platinum Members  
Client: Quality Golf Private Limited



Acacia Resort Karachi – Interior View Of Guest Suite For Premium Members  
Client: Quality Golf Private Limited

Acacia Resort Karachi – Interior View Of Presidential Suite In Guest Suites Building  
Client: Quality Golf Private Limited







Acacia Resort Karachi, Acacia Residency –interior view of deluxe room  
Client: 4east Developers

Acacia Resort Karachi, Acacia Residency – interior view of Royal suites  
Client: 4east Developers



Acacia Resort Karachi, Acacia Residency – interior view of Lounge of royal apartment  
Client: 4east Developers

Acacia Resort Karachi, Acacia Residency – Interior View Of Premium Suites  
Client: 4east Developers





Saeed Academic Foundation Of Islamic Studies And Human Development At B-17, Islamabad - View From GT Road  
Client: Chaudary Majeed - Multi-Professionals Co-Operative Housing Society (MPCHS)



Saeed Academic Foundation Of Islamic Studies And Human Development At B-17, Islamabad - View From East Side  
Client: Chaudary Majeed - Multi-Professionals Co-Operative Housing Society (MPCHS)

Saeed Academic Foundation Of Islamic Studies And Human Development At B-17, Islamabad  
View Of Commercial Complex From East Side  
Client: Chaudary Majeed - Multi-Professionals Co-Operative Housing Society (MPCHS)



Saeed Academic Foundation Of Islamic Studies And Human Development At B-17, Islamabad  
Bird-Eye View From GT Road Side  
Client: Chaudary Majeed - Multi-Professionals Co-Operative Housing Society (MPCHS)



Saeed Academic Foundation Of Islamic Studies And Human Development At B-17, Islamabad - View From North Side  
Client: Chaudary Majeed - Multi-Professionals Co-Operative Housing Society (MPCHS)



Saeed Educational Complex B-17 Islamabad