

**Business Development Unit
Specializers Office**

Case Study: Strategic Partnership with KC* Real Estate Development Co.

Overview:

KC* Co., with a capital exceeding SAR 1.5 billion, is a prominent investment entity in the real estate market. Partnering with them presented an opportunity to elevate their strategies to a new level of excellence.

Strategic Methodology:

We began with an in-depth analysis that included on-site visits to KC's projects, photography, and a detailed study of the target audience. We identified that the primary segment was B and B+, and we developed a deep understanding of their preferences and decision-making patterns.

Using data from previous sales, we demonstrated that this segment represented the majority, and we mapped out their needs as well as the market's strengths and gaps.

Delivering Distinctive Solutions:

We crafted a unique value proposition (UVP) for KC*, focused on offering high-quality real estate at fair prices, with strategic locations across Jeddah. This approach positioned KC* as a brand that combines reasonable pricing with prime locations.

With a profit margin capped at 40%, this ensured sustainable growth and enabled projects to be completed in less than two years.

Asset Optimization and Strategic Direction:

One of our key recommendations was to enhance asset value through short-term rental investments, capitalizing on Jeddah's growing tourism potential driven by upcoming events like the AFC Asian Cup and Expo.

This direction positions Kayan to generate additional revenue and maximize asset utilization.

Brand Architecture:

We proposed transforming KC* into a House of Brands, retaining clear sub-brands such as KC* Smart, KC* Hayat, and KC* Invest under a separate holding group (M*).

This ensures strategic independence for each brand and mitigates conflicts of interest with competitors.

Transparency and Governance:

We established internal governance frameworks, introduced an ERP system, enhanced organizational capabilities, and proposed the formation of an independent board of directors.

These steps aim to prepare the company for a potential public listing within five years.

Diversity and Excellence:

Our team included academic consultants, marketing experts, project managers, and photographers.

This multidisciplinary structure enabled us to diagnose challenges precisely and deliver tailored strategies. Our work was not limited to generic solutions; we designed bespoke strategies, ensured performance tracking, and concluded the engagement only after achieving sustainability.

Recognition:

Due to the quality and impact of the work delivered, two of the “Specializers” members were invited to join the advisory board to support the company’s restructuring.