

# PROPOSAL TO DEVELOP AND MANAGE A MULTI-TENATED DEVELOPMENT IN XXX BUSINESS PARK

Date



**logo**

Prepared for:  
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# EXECUTIVE SUMMARY

## Proposal to Develop and Manage a Multi-tenanted Development Business Park

1. JTC's vision is to develop CBP into a premier business park and a vibrant industrial ecosystem for high-technology, high-knowledge businesses and talents. This proposal shows how XXX's plan to develop and manage XXX at XXX Business Park supports this vision. This summary will highlight six key areas in developing this vision into a reality: Business Vision, Development Concept, Marketing Strategies, Track Record, Project Team, and Project Financing.

### 2. **Business Vision: A vibrant industrial-business ecosystem**

2.1 The vision is to develop into

a) *a multi-industry tenanted hub* for high tier knowledge-intensive and high-technology services

b) *a magnet for high-tech, high-end knowledge workers*

2.2 It will offer competitive rentals of not more than \$XXXX psf. This is comparable to rentals of similar high quality industrial space in Singapore.

2.3 The development will take about 15 months from the start of piling to completion of construction. It is expected to be ready by July 2007 to welcome its first tenant.

### 3. **Development Concept: Flexible Form In Pleasing Landscape**

3.1 Good architectural design creates and shapes social interactions. XXX will stand out from existing buildings in the business park because of its unique building form

– a single complex with two convex-shaped massing blocks connected by a four-tier suspension bridge and a perforated glass atrium in the centre. The form gives tenants the flexibility of choice, to either rent one block exclusively or different office units from two blocks according to their requirements.

The two blocks create a welcoming space in the centre, and facilitates easy pedestrian movement across the complex. Perforations in the form of a cheese pattern on the atrium skin will be a visually arresting feature that will draw people to come and walk through it. The atrium's white space will be used for common amenities such as a gourmet and cafe corner, thus creating a hub for people to meet, interact and exchange ideas.

3.2 Landscape features such as atmospheric lighting, reflective ponds, sky garden, roof top gardens, and quality internal and external finishes such as granite, marble or designer homogenous tiles will add to a sophisticated yet pleasing work environment. It is envisaged that EighTrium will be a highly stimulating workplace where passion drives the work, and where energy and chaos ferment new ideas and technologies.

#### 4. **Marketing Strategies: Targeted at high-tech high-knowledge firms**

An international agent with extensive global network will be appointed to market the development's unique selling points: its convenient location, regional gateway, existing cluster of high tech firms in CBP, flexible leasing space, competitive rentals and security.

Examples of targeted tenants: aerospace, high end digital film, motion picture and video post production, high end microchip production, software designers and publishers, research and development, regional and corporate training centres.

5. **Proven Track Record: Efficient Construction, Innovative Design**

XXX has XX years of solid building and construction experience in a wide range of projects, including residential, industrial, institutional, religious and markets.

In 2004, it won 4<sup>th</sup> place in the Enterprise 50 Award for Singapore’s 50 most promising private companies, two SME500 Awards, and two design awards at the 7<sup>th</sup> SIA Design Award. Efficient use of construction technologies has enabled Soilbuild to deliver projects ahead of schedule. For example, Kranji No-Frills Factories was completed three months ahead of schedule.

6. **Project Team: Award-winning with international experience**

A project team comprising two design architects, a landscape architect, an interior designer, a project architect, M & E engineers, structural engineers and contractors has been assembled. The expertise includes:

- Design Concept by Architect Axis Architects Planners
- Landscape Design by L-Landarch Co ltd
- Construction by Soil-Build Pte Ltd, wholly-owned subsidiary of Soilbuild Group Holdings

Architect Axis Architects Planners has won several architectural awards, including BCA’s Best Buildable Design award for Changi Rise Condominium, and the Green Mark Award for Savannah CondoPark (Gold) and The Pier @ Robertson Quay (Merit). Its reputation for good architectural and interior design services has helped it to clinch international projects in London and China.

7. **Project financing:**

Funding will be from internally generated funds and bank borrowings. Principal bankers are **XXXXXXXXXXXXXXXXXXXXXXXXXX**.

## 8. **Conclusion**

As a multi-industry, multi-tenanted industrial building, XXX will be a unique development vis-à-vis mostly single user tenanted buildings in the business park . The building's distinctive form, proposed common amenities in the glass atrium, and tropical and garden landscape will make it an attractive business-industrial hub for people in business park to congregate, network and exchange ideas. ABC Holdings and its award-winning project team has the proven experience and expertise to develop XXX into a premium high-tech industrial space.