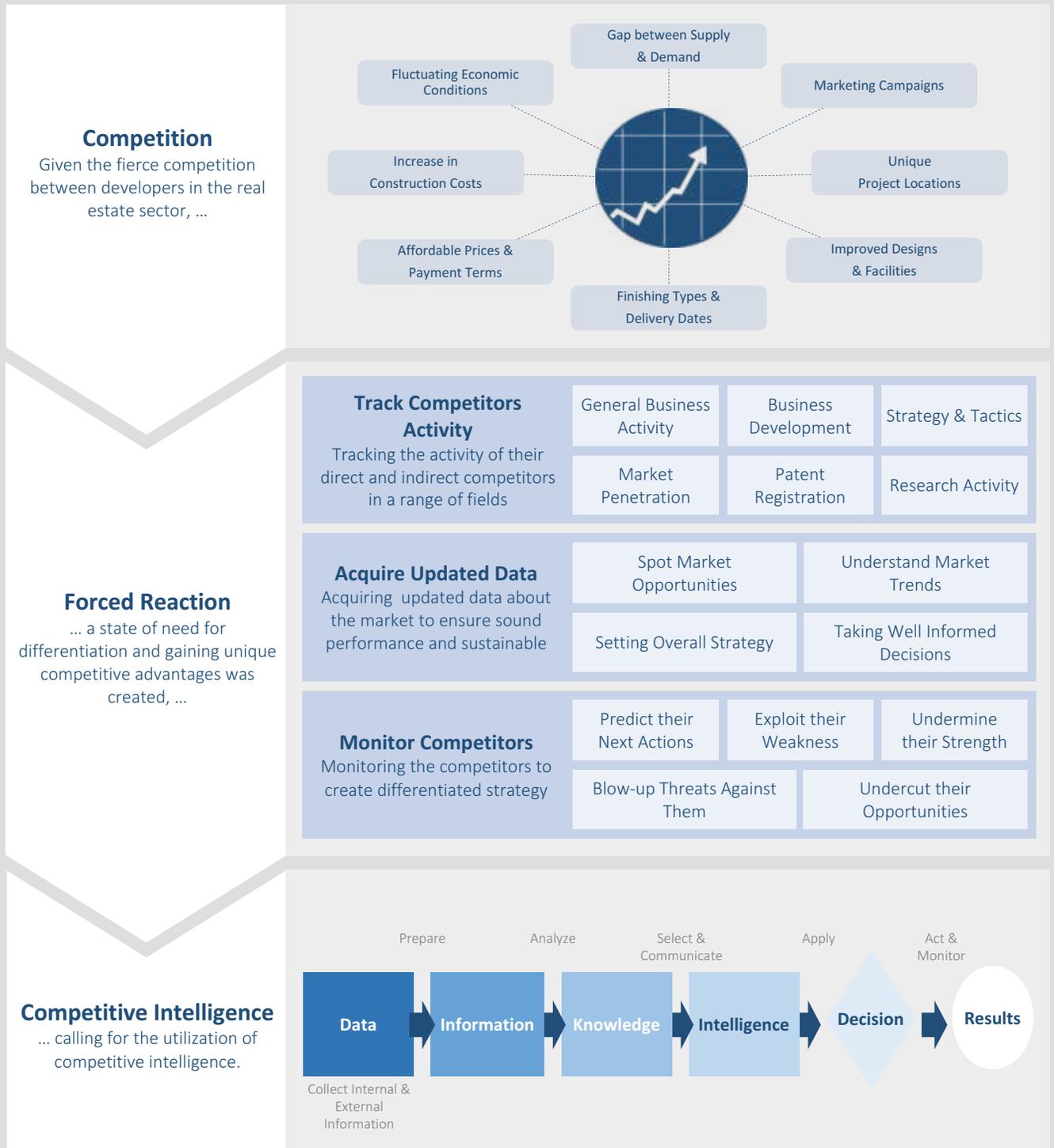


Competitive Intelligence in the Egyptian Real Estate Sector

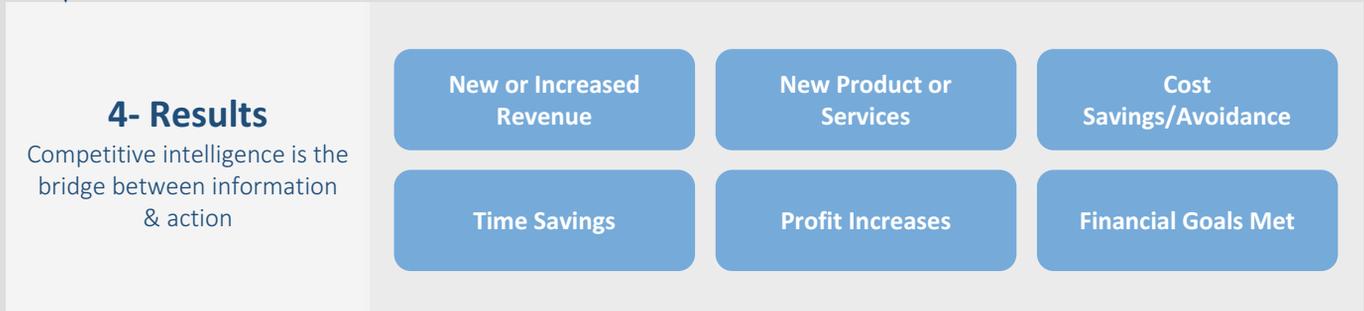
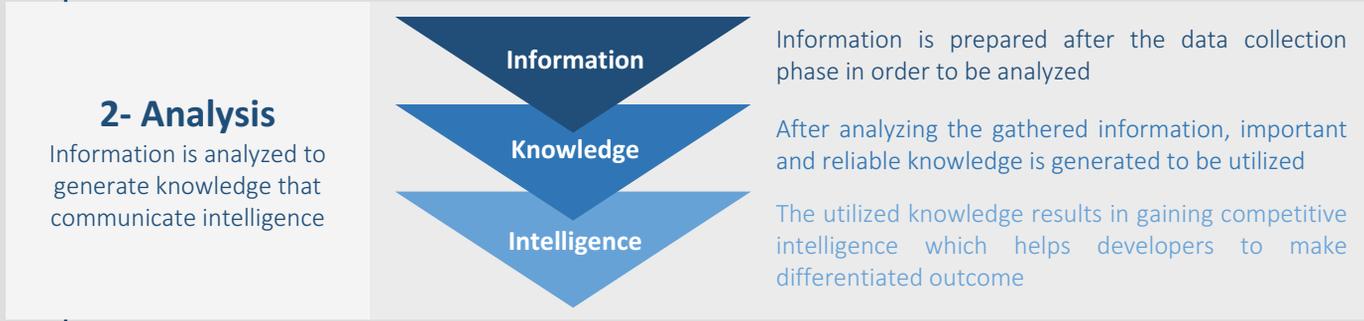
Introduction

The Egyptian Real Estate market is witnessing intense competition between the investment companies related to huge tenders and contracts for the implementation of a wide range of projects. In a highly competitive market with shifting trends and economic obstacles, Real Estate developers need to have a clear and detailed picture on competitive developments in the market. Moreover, the gap between what companies are spending and what they are getting, rises from the combination of not understanding what is possible and not seeing the potential opportunities

Competitive Intelligence Evolution



Competitive Intelligence



As a result for the low demand due to economic obstacles the real estate market faces recently, and high competition; developers should differentiate their products, sales strategies and marketing campaigns through applying state of art real estate tactics and techniques. Here, CBC Advantage guarantees agile solutions with innovative outcome for each project supplying a 360-degree view of the most important business metrics and KPIs in one place and in real time