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DAMAC PROPERTIES SWOT & PESTLE ANALYSIS

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Company Name : DAMAC Properties

Company Sector : Real Estate, Property Development

Operating Geography : Middle East, Global

About the Company :

Based in Dubai, United Arab Emirates, DAMAC Properties is an Emirati real estate development firm. The business was established on January 28, 2002, and it is a member of the DAMAC Group, which was founded in 1982 by the company's owner and chairman, Hussain Sajwani. It focuses on building residential properties, including luxury villas and apartments, as well as recreational, mixed-use, commercial, and hotel assets. Luxury residential apartments, hotel apartments, hotel rooms, villas, offices, and retail assets are all included in the company's portfolio. Additionally, it offers services for structural design, emergency planning, fire prevention, mechanical, plumbing, and electrical maintenance, master community planning, and design, design and project management, facilities and strata management, and interior decorating. In association with Paramount Hotels & Resorts, DAMAC manages and operates hotel apartments. Vantage, the Drive AKOYA, Majesty Allure, Burj DAMAC Waterfront, AKOYA by DAMAC, AKOYA Oxygen, the Jewels, Prive, the Distinction, Celestia, Bay's Edge, NAIA, Jebel Ali, Burj DAMAC Marina, Lincoln Park, Madison Residences, Emirates Gardens, Lakeside, and Emirates Gardens 2 are just a few of the company's projects. The company is present in the United Arab Emirates, Saudi Arabia, Qatar, Jordan, Lebanon, Iran, Oman, and the United Kingdom. As of early 2023, the company employed over 2000 people.

The unique selling proposition of DAMAC Properties is that it is at the top of the Middle Eastern luxury real estate market and has solidified its position as the top developer of luxurious properties in the area, offering iconic design and the highest level of excellence. The mission statement of DAMAC Properties reads, "DAMAC Properties, as a leading luxury real estate developer, strives to provide dream homes and unique living concepts to customers from all over the world".

Revenue :

AED'000 2,967,132 - Year ended 31st December 2021

AED'000 4,678,484 - Year ended 31st December 2020

SWOT Analysis :

The SWOT Analysis for DAMAC Properties is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.DAMAC Properties has a huge market base spanning various continent. 2.A tried and tested business strategy that generates high profit margins and lucrative returns. 3.In-house teams to work seamlessly within the firm. 	<ul style="list-style-type: none"> 1.Hierarchical structure in the company. 2.Highly restrictive labour laws. 3.Concentration of DAMAC's projects in a single location.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Entry into the US Markets. 2.Expansion of business in Europe. 3. Exploring brand image via brand collaborations with other industry leaders. 	<ul style="list-style-type: none"> 1.Due to the unstable nature of Politics in the Middle East, the impact of lower oil prices has heightened social, economic and geo-political risks. 2.Increasing sales in newer regions can prove to be difficult as a result of misunderstanding the culture and the state of the nation's economy and markets. 3.Running low on Land bank poses a great threat to the company.

PESTLE Analysis :

The PESTLE Analysis for DAMAC Properties is given below:

Political	Economical
1.UAE's Real Estate market is experiencing a boom.	1.Dubai's Property market stays strong regardless of the inflation rates and bounces back after the pandemic. 2.Dubai's Property market benefits from the recession elsewhere in the world.
Social	Technological
1.Increased shift in the consumer market of the Real Estate industry from renting to buying.	1. Increase in use of cryptocurrency for payments 2. Expansion of real estate industry into the NFT market as well as the Metaverse
Legal	Environmental
1.New Real Estate laws in the UAE allow for increased foreign investments. 2.Major Construction companies in Dubai fined for not enforcing the workplace safety laws properly.	1.New Environment laws in the UAE mandate construction companies to include green options in their projects.

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