

# KPDA HALF DAY WORKSHOP



## THEME: 'The Financial Model and Market Research Training for Determining Project Feasibility'

**DATE:** Tuesday, 25th June 2019

**VENUE:** Park Inn by Radisson, Westlands, Nairobi

**TIME:** 8.00am – 1.00pm

**TARGET GROUP:** Developers (Middle to High Level Management Representatives)

### Overview

A successful Project Feasibility Study will drive the success or failure of the project. The goal of a feasibility study is to understand all aspects of a project, concept, or plan, be aware of any potential problems that could occur while implementing the project, and determine if, after considering all significant factors, the project is viable that is worth undertaking.

KPDA will hold a half day workshop on **Tuesday, 25th June 2019** from **8.00am to 1.00pm**. The theme of the workshop will be '**The Financial Model and Market Research Training for Determining Project Feasibility**' and shall be held at the **Park Inn by Radisson**, Westlands, Nairobi.

The focus of this training therefore will be on creating a successful financial model as well as carry out training on market research. Both of these come together in helping a developer

develop a basic feasibility study for a project and create more bankable projects.

### Workshop Objectives

1. Carrying out feasibility studies and market research on supply and demand
2. Exploring market pricing
3. Financial modeling
4. Making the pitch, reviewing partnership and team structure
5. Evaluation of consultants, streamlining the land purchase process and land joint ventures.

### Facilitator and Moderator:

- **Zoravar Singh** - Chairman, The KPDA Affordable Housing Taskforce

### Charges:

- **KPDA Members** – Kshs.5,220 (VAT Inclusive)
- **Non - Members** – Kshs.7,540 (VAT Inclusive)

**PLEASE NOTE THAT THIS EVENT IS LIMITED AND WILL BE ALLOCATED ON A FIRST COME - FIRST SERVE BASIS.**

## ABOUT THE FACILITATOR



### Zoravar Singh

Zoravar Singh is a Managing Director of iJenga Ventures Ltd, an integrated real estate development company. Previously, Zoravar served as General Manager at Equity Group Foundation, CEO of Community Lab, a social enterprise at The Earth Institute at Columbia University, and a real estate investment banker at Merrill Lynch in New York. Zoravar started his career as a management and technology consultant at Accenture. Zoravar received a Bachelor's of Commerce in Operations Management from the University of Alberta and a Masters of Business Administration in Real Estate Finance from the Kellogg School of Management at Northwestern University.

He is currently heading the KPDA Affordable Housing Task Force

## ABOUT THE KPDA AFFORDABLE HOUSING TASK FORCE

The KPDA Affordable Housing Task Force was established in 2016 to:

1. Define the opportunity and investment cases in affordable housing for private developers;
2. Work with government to develop an efficient package of interventions that will increase the supply and demand of housing;
3. Support the growth and development of the private sector by providing capacity building and tools; and
4. Attract capital to invest in affordable housing, improving access to capital for projects and developers, and improving access to finance for home buyers.

## ACTION PLAN FOR 2019

To resolve bottlenecks identified in 2018 by:

1. Developing thematic sub-committees and recruit members
2. Finalizing on its list of challenges
3. Defining solutions to these challenges
4. Building Capacity in Developers to Enable Investment in Affordable Housing
5. Selecting key case study developments
6. Holding engagement meetings with government and private sector
7. Developing policy briefs on interventions'
8. Monitoring policy interventions and report

## KPDA AFFORDABLE HOUSING TASK FORCE MEMBERS

CHIGWELL  
A better quality of life



iJenga

Lantana Homes

kZanaka

KCB BANK

KARIBU HOMES  
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