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Adrar Hotel Partnership Outline



Prepared for :
Potential Investor

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**Engineering & Architecture
Technical Control Bureau**



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Investor Relations & Transparency

Construction Transparency & Project Oversight

- Documenting all construction sites for investor monitoring
- Weekly construction progress reports with photo documentation
- Monthly video updates from site engineers and project managers
- Direct access to construction milestones and quality control checkpoints

Financial Oversight:

- Quarterly financial statements and operational reports
- Annual investor meetings with management presentations
- Monthly dashboard reports covering occupancy rates, revenue, and key metrics
- Independent audit access and third-party financial verification

Operational Transparency:

- Investor portal access to key performance indicators
- Regular site visits and facility tours
- Direct communication channels with hotel management
- Access to guest satisfaction surveys and operational feedback

Governance Structure:

- Investor advisory board representation
- Clear reporting hierarchy and management accountability
- Defined decision-making processes for major operational changes

Market Position & Occupancy Strategy

Target Occupancy Projections

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- Year 1:** 25-35% occupancy (realistic ramp-up period)
 - Year 2:** 40-55% occupancy (established operations)
 - Year 3+:** 55-70% occupancy (mature market position)

Tourism Market

- Partnership** development with international tour operators
 - Desert tourism** and cultural experience packages
 - Adventure tourism** and eco-tourism segments
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Corporate Market Development

Outreach to major companies operating in Mauritania:

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- Kinross Tasiast (gold mining)
 - Kosmos Energy (oil & gas)
 - British Petroleum Mauritania
 - SNIM (national mining company)
 - Development of corporate rates and service packages
 - Executive accommodation and meeting facility services

Strategic Partnerships & Institutional Relations

International Organizations

- Relationship building with UN agencies, USAID, and EU delegations**
- Conference and workshop hosting capabilities**
- Meeting and event space rental services**
- Accommodation for visiting delegations and consultants**

Local Partnerships

- Integration with existing T'Ore Mauritania tour operations**
- Collaboration with local cultural sites and attractions**
- Community engagement and local employment initiatives**



Marketing & Brand Development

Brand Positioning:

Premium desert lodge and cultural destination

Corporate retreat and conference venue

Unique Mauritanian hospitality experience

Sustainable tourism and cultural preservation

Marketing Channels:

Digital marketing campaigns targeting corporate and leisure travelers

Partnership with international booking platforms

Collaboration with travel writers and hospitality influencers

Participation in regional and international tourism trade shows

Target Markets:

Business travelers and corporate clients

Cultural and adventure tourists

International organizations and NGOs

Retreat and event organizers



Growth Strategy & Expansion

Phase 1: Adrar Hotel Establishment

Focus on operational excellence and market establishment

Build brand recognition and client relationships

Achieve financial sustainability and profitability

Phase 2: Regional Expansion (Years 3-5)

Evaluate expansion opportunities in Ouadane and Atar

Develop regional luxury desert circuit concept

Leverage successful Adrar model for additional properties

Expansion Criteria:

Proven profitability and operational success at Adrar

Secured financing and investment partnerships

Market demand validation in target locations



Risk Management & Mitigation

Market Risks:

Economic conditions (Mauritania & West Africa): We use conservative forecasts, maintain cost buffers, and adapt pricing and marketing to demand.

Political stability & security: We engage local stakeholders, maintain an emergency/security plan, and rely on insurance to protect against covered disruptions.

Competition: We differentiate with unique desert experiences, offer targeted corporate packages, and run focused sales and loyalty efforts.

Operational Risks:

Staff recruitment & training: We run local recruitment, provide clear onboarding, and offer retention incentives to build a skilled team.

Supply chain & logistics (remote): We secure multiple suppliers, hold critical inventory buffers, and contract reliable logistics.

Seasonal demand fluctuations: We diversify revenue (corporate, events, retreats), offer off-season packages, and apply dynamic pricing.

Mitigation Strategies:

- Diversified target market approach
- Strong local partnerships and relationships
- Flexible operational model and cost structure
- Comprehensive insurance coverage



Investment Terms

Due Diligence Process:

Site visits and market analysis

Financial projections review and validation

Legal structure and regulatory compliance verification

Partnership agreement negotiations

Proposed Timeline:

Investor commitment and funding: 15-12-2025

Construction and development: 15-01-2026

Pre-opening and staff training: 01-11-2026

Grand opening and operations: 28-11-2026

This represents preliminary concepts and projections. All partnerships, occupancy rates, and financial projections are subject to market conditions, regulatory approvals, and successful contract negotiations.
Detailed feasibility studies and market analysis are available upon request.



Thank You

We appreciate your time

