



ADIL GROUP OF COMPANIES

HEAD OFFICE:

93-A, AIBAK BLOCK, NEW
GARDEN TOWN,
LAHORE- PAKISTAN
Tel:+92 (42) 35941571 & 73
Email: info@slcmetal.com

COMPANIES:

ADIL TEXTILE MILLS LIMITED
NETCO RENTAL SERVICES
A & S FOODS
GILGIT BALTISTAN MOUNTAIN SEEDS
HAJIRA BIBI Mem. Wef. Soc.

A.S ENERGY CONSULTANTS
MANDI BAHA-UD-DIN ENERGY LIMITED
SLC METAL & REFINING PVT. LTD.
SC ENTERTAINMENT PVT. LTD.

Royal Palm Golf & Country Club

Pakistan Railways intends to outsource the Club to a third party to run and stabilize its operations. The aim of this assignment was to provide PR with an external expert opinion on the matters of its Operational importance and strategic direction to run the Club in best possible manner in order to reap maximum financial dividends. Thus, the primary purpose was to present best-in-class models to manage the Club's operations to deliver positive financial results which will have a direct bearing on recruiting new members, retaining existing members, and targeting demographics.

Traditionally, a country club is a social and recreational facility that sells memberships and offers its members access to its facilities. Those facilities typically include a golf course, perhaps tennis and swimming facilities, and dining. A country club usually offers social activities for its members. A country club can follow a semi-private model for its golf business, giving its members preferential tee times but also allowing non-members to play the golf course.

Royal Palm Golf & Country Club (the Club) is located at the site of former Pakistan Railways Golf Club which was founded in 1927. Currently the Club is managed and controlled by PR. In order to efficiently operate and manage the Club, PR intends to enter into a lease arrangement whereby specific agreed value additions shall be undertaken.

The Club is developed on an area of 141.17 acres with an 18-hole Par 72 Golf Course and currently has approximately 3,300 members which include corporate members and private individual members. Owing to the management of the Club in disarray, specific renovations, replacements and additions are necessary for continuing operations of the Club.

Considering the PR objectives, financial viability, legal framework & market analysis, appropriate contract modalities were selected as follows:

1. Short Term Model: 5 yrs.- 50 rooms- 1 marquee
2. Medium Term Model: 15 yrs.- 100 rooms- 1 marquee- 2 banquet halls
3. Long Term Model: 25 yrs.- 298 rooms (hotel project)- 159 family apartments- 7banquet halls

Furthermore, PR is in process of inviting bid and the selected bidder will be eligible to expand according to his proposed plan to built hotel/ restaurants chain.