



 SMAG

SHOPPING MALL ADVISORY GROUP

WORD FROM THE CEO

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Nothing is more inspiring than to watch a business flourish from being just an abstract idea, to a concrete vision with a successful model as its backbone.

SMAG belief in optimized servicing has evolved to a passion that fuels our business endeavors.

SMAG is proud to be a Lebanese Consulting Firm with Regional Exposure nourished by International Expertise, a team that works hard in silence and let success make the noise...

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Rony Aoun, CSM



Because **SMAG** knows that any concept is obsolete if not complemented with the best action plan to realize it,

SMAG provides end-to-end industry solutions corresponding to the development priorities of its client base.

This process is done by exercising innovative attractions inspired by its expertise in this industry and thorough analysis of the relevant market environment. **SMAG** functions efficiently to meet developer end needs and expectations.



OUR VISION

PARTNERS IN STRATEGY

Due to its believe that **SMAG** strategy is only as solid as its partnership,

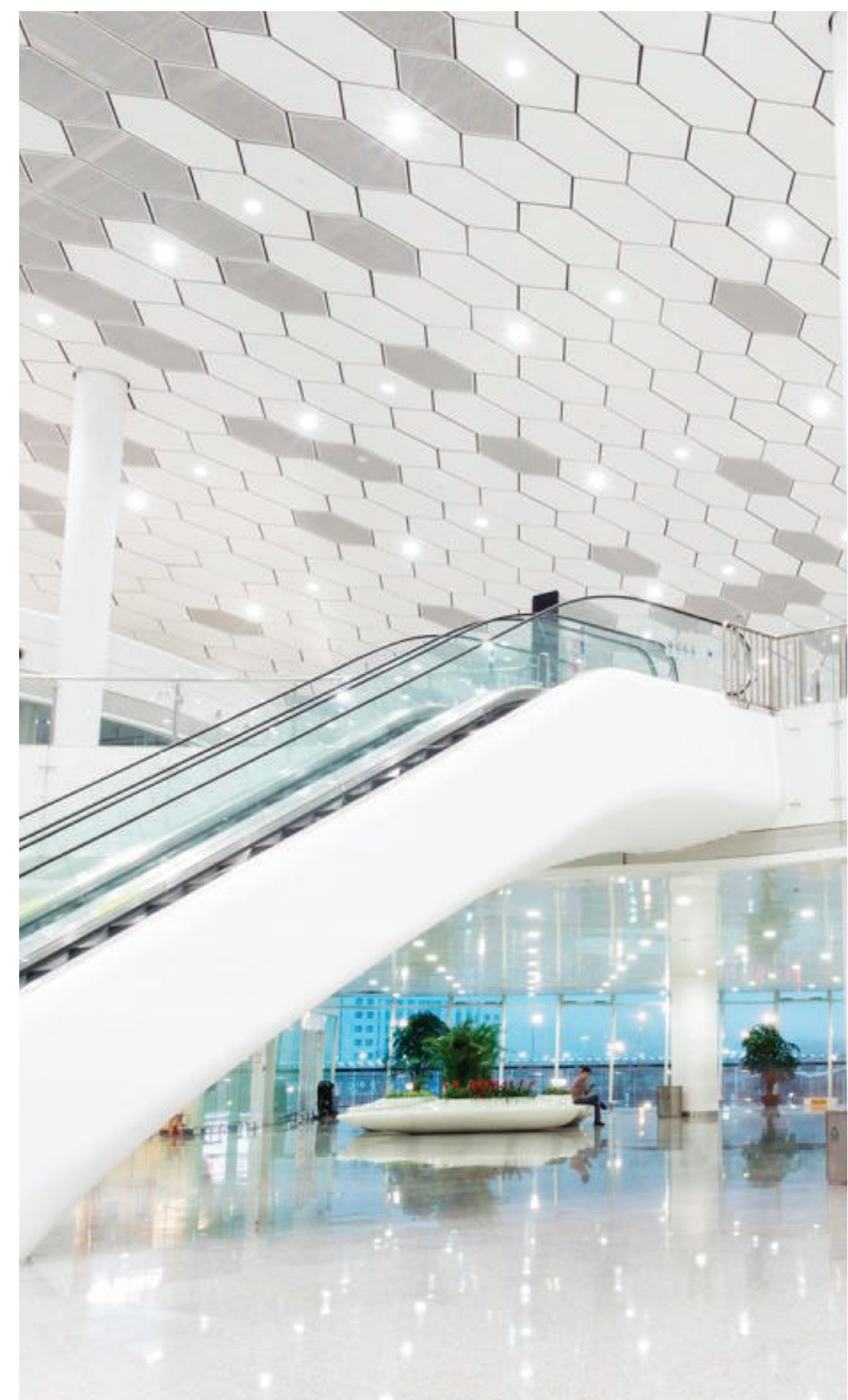
It is **SMAG** practice that strategic partnerships with its clients and colleagues shall only drive business interests and perceptions to skilled results ahead of market achievements.

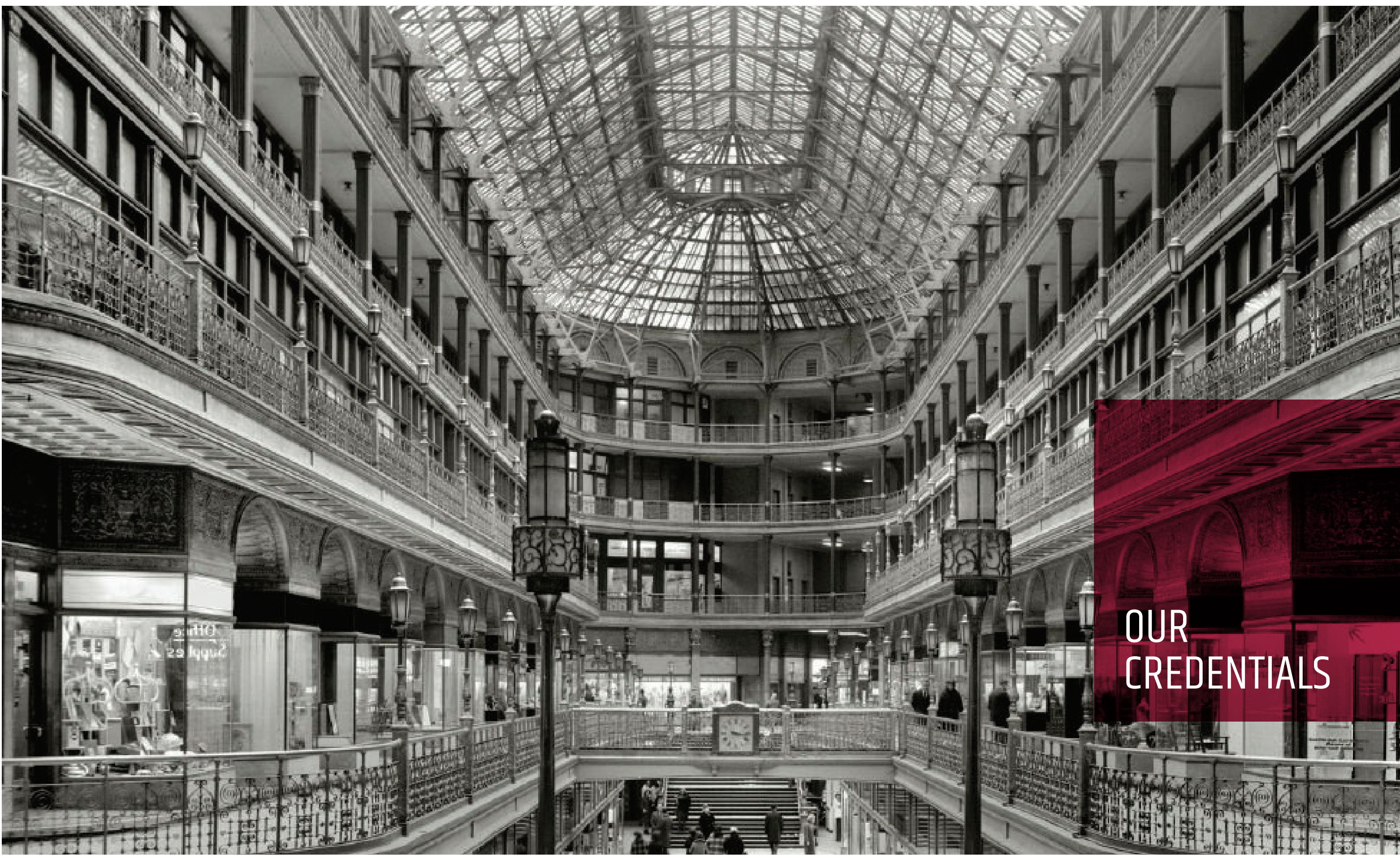


MANAGING YOUR STRUCTURE

SMAG synthesizes the at most efficient processes to run your business smoothly and without hassle.

SMAG provides management support throughout any project development and thereafter insures value success of its consultancy mission.





OUR CREDENTIALS

Rony Aoun is a CSM/ASM “Certified & Accredited Shopping Center Manager”; an official certification from the International Council of Shopping Centers (ICSC) NY, USA, to Develop and Manage Shopping Malls in North America and Abroad.

A former Board Member of the Middle East Council of Shopping Centers (MECSC) in Dubai overlooking its activities for the MENA Region, the CEO of **SMAG** excelled in consulting for Mall Projects from Development through Leasing to Management.

With over 17 years of industry experience in North America, Lebanon, the GCC and the MENA Region, **SMAG** TEAM extended its expertise for the Regional franchising expansion of leading F&B and Retail Brands. **SMAG** is active with IAAPA USA, placing it on the cutting edge of design & build for outdoor and indoor Family Entertainment Centers.



OUR
WORLD
SERVICES

SHOPPING MALL ADVISORY


 Site Selection

 Market Research
& Analysis


 Conceptual Branding
& Marketing


 Business plan
& Feasibility


 Architectural
& Interior Design

 Electro- Mechanical


 Legal

 Category
& Brand Mix

 HR Structure
& Recruitment

 Prospecting
& Leasing

 Business
Development

 Management
& Operation


 Brand Assessment

 Architecture & Interior design applications


 Strategic Support for franchise implementation

 Communication and branding applications

 Recruitment screening

 Follow up on legal issues

 Quality control programs

 Development/ Adaptation of a set of operating manuals



RETAIL & F&B



HOSPITALITY



Food/Beverage/
Banquet Operations



Corporate Treasury
& Centralized Purchasing



Architecture
& Construction



Strategic Business Planning



Management Services



Pre-opening



Market Research



Economic Feasibility Study



Technical Assistance



Brand Standards



Capital Expenditures



Concept Development



Marketing and Sales



Project Accounting



Project Development



ENTERTAINMENT



CINEMA THEATERS

As a key component of the services mix at malls and lifestyle centers, entertainment can drive traffic and increase footfall.



FAMILY ENTERTAINMENT CENTERS

Cutting edge in terms of design and structure for outdoor and indoor amusement parks and centers.

“

MALLS ARE NOT BUILT IN A DAY

SMAG SHALL PAVE THE WAY

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The logo for SMAG (Shopping Mall Advisory Group) is centered at the bottom. It features a stylized 'S' icon composed of a red square and a grey square. To the right of the icon, the letters 'SMAG' are written in a large, white, sans-serif font. Below 'SMAG', the words 'SHOPPING MALL ADVISORY GROUP' are written in a smaller, white, sans-serif font. Two horizontal red lines extend from the left and right sides of the logo box towards the edges of the image.

SMAG
SHOPPING MALL ADVISORY GROUP

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