

Master Planning

Successful master planning is the key to creating great places. It can lead to the physical, social and economic revival of an area. A clear, considered master plan is like building a road map into the future. A master plan charts a hopeful course between the present and the intended situation, with clear and achievable milestones along the way.

At RSM Strategic Business Advisors, we provide all stages of preparation for a master plan from the strategic framework, research on baseline data, analysis of development components, project characterization, funding modes and implementation structures.

The Master Plan Development Process

A Master Plan is not only a physical development plan. A Master Plan requires an integrated approach that is also financially, economically and environmentally viable. The execution of a Master Plan will be in the form of realistic, practical and implementable projects or initiatives that will spur development and create the most impact for the local population or region.

The planning process begins with highlighting the basic goals, vision, priorities and directions. A concept plan is then drafted to outline the major programmes and projects through consulting and communicating with the client, master planning team and key stakeholders. The business and strategic plan will test these concepts against the realities of market potentials and conditions. The two plans are then coordinated to form a single integrated and comprehensive Master Plan.

Once the Master Plan has been approved, funding campaigns and early "quick-win" projects can commence while feasibilities and business plans are carried out for project-level detailing. Indeed, a good Master Plan is flexible, adaptable to change, and can serve as a living guideline that continues to evolve and be reviewed over time. We can value-add through a handholding process in terms of:

- Guiding the principles of development
- Evaluation of projects & programmes
- Engaging the relevant stakeholders
- Implementation timeline & strategies
- Fund raising & project financing
- Financial modeling & projections
- Enhancing socio-economic contributions

Objectives & Benefits of a Master Plan

Master Planning in itself is an adventure in communication as well as in design and policy development. It is a process of compromise, collaboration and review in support of valued goals. Besides achieving a wider use of local resources, a good Master Plan will provide consistency in decision making, assist to achieve predictability to make informed decisions and preserve a community's character while produce positive economic development for the public and private sector.

RSM RKT Group Strength In Numbers

30,000 professionals • 730 office • 73 countries

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Development Concepts to Comprehensive Master Plans

Drawing on a range of expertise from across the firm, we can guide and advise on all stages from conceptualization and development of a Master Plan right through the design, review and update process.

We continuously ensure that the planning is carried out in an orderly approach to ensure that the vision and strategies are aligned in accordance to with present and future needs.

Some examples of our recent track record include:

- Advisors to one of the most successful local Government-Linked Company (GLC) in corporate and management advisory roles in a Regional Development Master Plan and implementation. Primary focus on tourism, property development, manufacturing and industrial, oil, gas and petrochemicals, agriculture, education and unlocking land development potential for the Federal and State Government. Part of the project involves business planning and financial modeling for investment from private and public sectors involving four states up to 2020.
- Engaged to carry out the Real Estate Trust (RET) Business Plan and Implementation Study for acquiring development lands for implementing development projects. Structured the Management Corporation, advised on project implementation timeline, investment criteria, development components, funding mode and approaches for development of Malay Reserve Land (MRL). Also advised on the expenditure budget required for submission to the Federal Government, social impact and key economic indicators for implementation of the Real Estate Trust.
- Appointed to prepare the business development strategic plan for an Infrastructure and Industrial Master Plan. Advised on the overall concept and positioning of the development and analyzed financial feasibility of components based on the development plan. Proposed suitable organizational and implementation structure to manage the existing and future components. Identified suitable marketing and promotional programmes and proposed the necessary fiscal and non-fiscal incentives to encourage private sector participation. Estimated investments until 2040.
- Prepared the Concept Plan for a Special Economic Zone (SEZ) to fast track the progress, implementation and investments for strategic projects. Highlighted the role and involvement of the government, private sector, industries, and cluster and trade associations in implementing the SEZ. Also strategized the marketing plan for presentation to the relevant audiences including the incentive and strategic infrastructure to be promoted. In addition to identifying the socio-economic impact of the SEZ in terms of economic contribution and investments by the public and private sector, we had also advised on the launching and implementation timeline of the SEZ by a Regional Development Council.
- Engaged to carry out a cursory review of a Master Plan for understanding and highlighting the strengths, weaknesses, opportunities and threats of the proposed for Catalyst Projects, with an overall commentary on the preliminary financial and investment feasibility. Identification of “quick win” projects for immediate prioritization such as eco-tourism, culture and heritage, agro-based and infrastructure projects.
- Advisory services to a GLC on setting up a Regional Development Council which will be the primary implementing agency of a Regional Master Plan. Addressed the operational setup issues and strategized on the corporate, management and structure of the Development Council including key divisional posts and budget requirements. Prepared the financial model for reporting and obtaining implementation funds from the Federal Government, State Government and government-related agencies.
- Managed a Master Plan for an Education City with property development components with a Gross Development Value (GDV). Guided the business plan preparation, strategy formulation and financial modeling for 1,000 to 2,000 acre education city including private finance initiatives and funding strategies for the 15 year project to reach a population of 30,000 growing to 90,000 students.
- Business and feasibility studies to access market demand and fund raising potential, provide operational analysis and recommendations and test out feasibilities of physical development ideas. Industry assessments include Palm Oil Industrial Cluster (POIC), biodiesel, agriculture value chain, hotel and resort development, commercialization of new products and services for small and medium size enterprises (SMEs) and knowledge-based initiatives.