

Noble Builders: the name to trust

A developer with experience of having completed a number of projects internationally and a renowned name in the housing and construction industry.

Noble prides itself of managing the work with best qualified people in the industry.

They work with the best of the consultants in the industry and their own team consists of highly qualified professional managers who have multiple projects of this type under their belt.

Noble has earned the reputation of being the reliable & quality delivering builders by producing unique and state-of-the-art projects like Agri Auro and PGEHIF Ltd.

They are referred as the "precast-

ing pioneers" and have built more than 3 million square feet.

Noble Project Management is a team of dedicated professionals with vigor to serve the nation zealously.

Reliable and professional team, who are respected in the industry for their knowledge and past work.

COMPLETED PROJECTS OF NOBLE GROUP

- Sohni Chalet
- Sohni View
- Sohni Kasoris
- Sohni Chalet Duplex
- Sohni Center
- Sohni Executive Apartments
- Sohni Apartments
- Sohni Residency

CURRENT PROJECTS (Booking Open)

SOHNI SERENITY APARTMENTS
5 Rooms Luxurious Apartments with covered area of 2,000 square feet, located at VIP Sector 40 of KDA Scheme No. 33. On 200 ft wide road, small project with all luxury facilities of a large project.

Water, Electricity & Gas facilities available. R.O Plant already active for an uninterrupted water supply. Every Apartment corner apartment, community Center equipped with Swimming Pool, Gymnasium, Billiard & Snooker, Table Tennis, Fozz Ball and other indoor games.

SOHNI HAMELT

Scheme of developed Plots of 120

square yards with all the basic amenities, i.e. Roads, Water & Sewerage lines, Electricity.

Located at a gated 2 Km from Khokrapur as a gated community near Falak Naz City.

Option available that if client is interested, we will build house through our professional team.

Or Pay only 20% of the land price and start building your house through your own resources.

SWIFT PROPERTY MANAGEMENT SERVICES (PVT) LTD (SPMSPL)

SPMSPL is a Facilities Management company providing preventive, reactive/proactive maintenance services, hence creating maximum comfort & reliability in every office, factory, outlet and even household for every member of your family/team, whether it's home or office.

SPMSPL was founded in 2003 with a view to provide high quality services to organizations which are in search of one-stop solution to all their Property Care Services and presently providing services to companies like Habib Metropolitan Bank, Lakson Group, Indus Motors, Makro, Bayer, etc.

SPMSPL offers all sorts of Maintenance, Cleaning Services, Renovation and Management Services through professional staff force which includes skilled and unskilled workers for field, Operational Managers and office staff.

The team comprises of around 200 highly motivated team members.

As a part of Preventive Maintenance, our team will visit

client property on a monthly basis, taking care of their valuable assets to prolong their lives, making their life easier and more comfortable and also available on call in case of any maintenance problems that may arise during the month.

Whether you need to hire a contractor to give lift or remove some wrinkles with some creative landscaping, communication with tenants and international industry experience, our carefully-planned and well-designed property management often gives property a better look and a good resale value.

Swift has built its success and reputation on providing excellent service from a friendly and professional staff. Our commitment to customers is to provide them with the optimal level of service at a fair price. In exchange, they will provide us with repeat business and new customers through word-of-mouth advertising.

SWIFT MANAGEMENT SERVICES

Looking for ways to potentially cut costs and provides support to your Human Resources Department? Do you have staff working until six or seven at night? Are your staffs going home each day feeling as if they were never catch up? If so, join the crowd and choose not to join. Outsource instead - Call us.

The team at Swift Management Services has diversified national and international industry experience and are qualified from the best universities of the country and have been working in senior HR positions.



We are passionate about gaining Competitive Advantage from Human Capital and believe in developing the best staffing solutions for our customers and providing the best job opportunities for our employees.

We understand that people respond to people. We believe in quality people who are the billboards of an organization.

- Providing Temporary, Temporary-to-Permanent, Short-Term or Long-Term Staffing
- Payroll Services
- Customized employee and client Screening, Testing, Orientation, Retention
- Reference Checks & Medical checkups Training and development
- Arranging seminars, training sessions/workshops as per requirement.

Scheme of developed Plots of 120 square yards with all the basic amenities, i.e. Roads, Water and Sewerage lines, Electricity. Located at only 2 Km from Khokrapur as a gated community near Falak Naz City. Option available that if client is interested, we will build house through our professional team. Or Pay only 20% of the land price and start building your house through your own resources.

Residential housing overview

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development from all perspectives. With the speed of development in Zone V, people are selling their lands in Zone I to buy their own land or land or bungalows here. Zone I's fully developed vicinity caused the land to be in high demand for both residential and commercial use.

However, with time people started using residential plots for commercial use also making offices and guest houses at a

cheaper cost.

With people and bureaucrats pouring in from everywhere, over-crowded Zone I soon lost its appeal to the consumers. Traffic congestion and noise pollution forced the investors to look elsewhere and Zone V thus, came into picture.

Land in Zone V costs half of what it does in central Islamabad. A bungalow for example may cost around Rs. 20 million which would otherwise be more than Rs. 40-50 million in other developed localities of

Islamabad. Also, most of the land held in Zone I is owned by people since the initiation of Islamabad in 1960s.

Their unwillingness to sell in the face of rising demand has also caused the prices to surge and stabilize at very high floor. Sectors E and F are the most expensive with extremely secured surrounding, planned locality and providing every facility.

Islamabad mostly consists of villas and town houses. However, sector E, F-10 and F-11

in Zone I has apartments.

SWOT (Strength Weakness Opportunities Threats) Analysis

A SWOT analysis of the major cities of Pakistan reveals that despite the slow consumer market, development is still seen in different parts of the country.

One of the strengths of targeting Lahore or Karachi market, e.g. is that, it is home to many projects by foreign developers such as Grand Hyatt, Al-Churair,

Lahore Sports Meadows and local developers such as DHIA, Bahria Town, Eden etc.

Even though the market is slow, progress on these projects is still visible so there is a constant opportunity of further future developments and residential projects once these are handed over to the customers. Also, the national housing crisis in Pakistan makes houses an 17 essential commodity which are required and not a luxury.

So, rising inflations and falling political systems into mythical democratic abyss have witnessed continued construction in different parts of Lahore, Karachi and an ongoing development in Rawalpindi and

Islamabad.

Nir pockets, such construction has some downsides also. The price charged from the consumer is full and final, either paid as one-time or in small instalments.

Consumers buy their apartments in Zone I which is why once the construction work starts, the customer can not be charged any further other than what has been contracted in the agreement signed between the two parties.

If the inflation rate is higher than the expected inflation rate included in the profit margin set by the developers, they would have to pay the extra cost for

material used in construction from their pockets.

This, however, is a different matter if the developer has signed a contract with the vendors for future supplies and fixed the rates, in which case the seller would be bearing further costs due to inflation from his pocket.

Lahore, Islamabad and Karachi have developed tremendously. DHIA has developed from a 4-phase plan to 10-phase in Lahore. It has bought more land near Karachi highway to open and develop new phases.

Similarly, Lemni Town, Bahria Town, Cantt, Model Town, and many other localities have expanded to cater to the rising

demand for residency in Lahore for example.

In Islamabad, foreign developers are working at a fast pace on several projects of their own. With a secure market for house-hold material, many new innovations and ideas are always encouraged and can be brought about in Pakistani market.

China here is an obvious threat as the cost of Chinese products is realistically lower compared to any local-made product. Also, innovation is the key to Chinese success.

So competing in this way with China is the real fear for willpower donors to future research in new household products.

NOBLE GROUP

Noble Group is a renowned name across the business community for its pragmatic approach and integrity towards providing Housing, Property Management & HR solutions for today's dynamic lifestyle. The essence of their unrivalled success is their exceptional vision to deliver quality and the belief in teamwork to transform the vision into a tangible experience. Together with the dedicated force of qualified engineers, architects, town planners and skilled workers, Noble Group is determined to continue making head way to provide modern and quality housing to its valued customer.



SWIFT PROPERTY MANAGEMENT SERVICES (PVT) LTD.
A Facilities Management Company
(Providing Property Maintenance / Cleaning Services / Renovation & Property Management)



NOBLE PROJECT MANAGEMENT
Construction Contractors



NOBLE (PVT.) LTD.
Builders & Developers



SWIFT Management Services
An HR Company
(Providing Recruitment, Payroll Management & HR Services)



Existing Property Maintenance / HR Major Clients



makro Cash & Carry

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Malaysia is truly Asia

growth rate of 6.3%. Its superb economic indicators and high Human Development Index (HDI) have forced economists to re-evaluate Malaysia's status which is constantly on the up. Today, manufacturing constitutes the largest single component of the economy. Being well-endowed with resources such as natural rubber, palm oil, petroleum and timber has enabled the primary commodities to become major contributors to the fast growing economy. The effects of successful economic policy have resulted in a more equitable distribution of income and cash inflows have enabled the government to spend money on the development of a world-class infrastructure which not only supports tourism but also the economy and trade.

to Thailand, Singapore and a few Indonesian islands.

Malaysia is the home of the first low-cost carrier in the region, AirAsia. It has Kuala Lumpur as its hub and maintains flights to Southeast Asia and China as well. Besides public buses and taxis, the Light Rail Transit (LRT) services, KL monorail and the KTM Komuter inter-city rail services offer hassle-free accessibility to landmarks in Kuala Lumpur as well as outlying districts and nearby towns. Almost the entire country is linked nationally and internationally by telephone, facsimile, telegraph, telex and the internet.

Cultural Diversity

The majority of the population is Malay followed by Chinese and Indian. Apart from these three main ethnic groups the country is also inhabited by indigenous ethnic groups which include the Orang Asli, the Dayaks and the Kadazans Dusun. All these communities have been peacefully coexisting as neighbors for decades. This unique blend of cultures makes Malaysians just about the most diverse people one will ever meet.

There is a strong interlink between the country's multi-racial and multi-cultural make-up and its history. Besides the local Malays and the indigenous population, immigrants from China, India, Indonesia and other parts of the world have contributed to the country's long and on going interaction with the outside world. This interesting diversity can be largely attributed to the country's long and on going interaction with the outside world. This interesting diversity can be largely attributed to the country's long and on going interaction with the outside world. This interesting diversity can be largely attributed to the country's long and on going interaction with the outside world.

The evolution of Malaysia into a cultural melting pot is evident in the distinctive blend of religions, languages, food, socio-cultural activities and traditions in Malaysia. Her people have had an interesting past and being a part of the

international spice route many hundreds of years ago, Malaysia has turned into a mosaic of cultures. Everything from its people to its architecture reflects a colorful heritage and an amalgamated culture. Today, the country is host to a multitude of distinct people.

Socio-Political Stability

Malaysians are a peace-loving people and many marvel at how such a multicultural society can live in harmony. A spirit of tolerance and acceptance prevails throughout the country and Malaysians respect their differences and celebrate their similarities. Diversity is what makes them a nation and this is evident to every visitor. Law and order is upheld by both the government and citizens alike, and a stable democratic political climate is maintained. Malaysians enjoy a good standard of living and every precaution is taken to preserve the peace that is every citizen's right.

MM2H

The Malaysia My Second Home program offered to foreigners who allow non-citizen Malaysians to bring their spouse and children, to stay in Malaysia for as long as possible on a social visit pass.

Highlights of this pass include the issuance of a renewable 10 year social visit pass together with a multiple entry visa, the tax free import of a car, tax advantage on offshore income remitted to Malaysia and the option of bringing in a housekeeper from the country of origin. The MM2H program also facilitates the education of the applicants' children.

This program has been initially organized and launched by the Malaysian Government and the Ministry of Home Affairs will continuously seek to improve, to ensure its success.

Education

The emphasis that the government has placed on education is reflected in the fact that various international universities have set up their campuses in Malaysia. The Malaysian campuses of foreign universities are becoming increasingly popular amongst Pakistani students. Monash University, The University of Nottingham, Curtin University and SAE Institute are just a few examples of foreign universities in Malaysia that provide world class education at very affordable rates. Apart from these international universities, Malaysia boasts its own public and private universities that are themselves recognized for academic excellence. An example is the Linkolning University of Creative Technology (LUCT) which caters to thousands of students from over forty countries.

These universities are becoming increasingly popular amongst students since they provide the same quality of education as Western universities at much lower costs.

Furthermore, getting student visas for Malaysia is an easy, hassle-free procedure. Enjoying Malaysia with a diversity of cultures, Malaysia offers a truly Asian experience. Discover a delightful fusion of the ancient wisdom of ancient civilizations - Malay, Chinese and Indian. A potpourri enriched with the indigenous traditions of the various ethnic communities that have been dwelling in Malaysia peacefully for ages. Experience the country's alluring wonders - colorful festivals, breathtaking skyscrapers, charming heritage sites, enchanting islands and beaches as well as a million year old rain-forest system with fascinating flora and fauna.

Meet warm and friendly people while enjoying world class facilities. Marvel at the bewitching beauty of shopping delights and tempt your palate with mouth watering delicacies. Bursting with color and pulsating with life, Malaysia awaits you.

Turkey: gateway to Europe

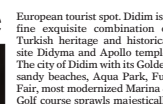
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Europe, Turkey's immense potentials, strong economic and stable political situation has attracted many European tourists to enjoy naturally beautiful cities that are a fine combination of heritage, culture and economic marvel.

Only recently Turkey has allowed a "Free-Hold" area that will allow foreign nationals to own 10% of land and property in Turkey. Out of many wonderful cities in Turkey, Didim is classed as first choice for the Western

European tourist spot. Didim is a fine exquisite combination of Turkish heritage and historical site Didyma and Apollo temple. The city of Didim with its Golden sandy beaches, Aqua Park, Fun Fair, most modernized Marina & Golf course sprawls majestically at the edge of Aegean Sea.

According to a recent survey, there is an immense increase about 40% in the Turkish property market which stands top in the world market. Due to continuous new investments being introduced in Didim in general and Turkey in particular and "Free-hold" properties allowed, Turkey becomes a haven for investor in real estate.



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