

# The total cost of Office Ownership.

Take a closer look at the hidden charges and time delays when you set up your Dubai offices.

## A typical leased Office Solution on SZR is more expensive than you think.



For a standard 4 person Office on Sheikh Zayed Road, a leased office solution can work out to be up to twice as expensive as a Sentinel Flexible Office. And that doesn't even take into account the hidden 'project management' time your team will spend making it happen. Or the lost 6 months it typically takes before you can move in.

## A leased office solution represents an inflexible commitment.



All the costs are up front, so unless you have a fully-funded 5-year plan that you are sure about you are taking a gamble. In today's volatile market, it might be more prudent to manage your cash by paying a monthly fee. Don't forget that while you are fitting out your office you are paying rent for an office you cannot use.

## Sentinel offers a single, fixed workstation price.



By contrast, Sentinel offers a single fixed workstation price. It's available straight away. There are no additional or set-up charges, and the contract can be as short and flexible as you need it to be. So you have a modest, manageable monthly fee that you control.

## Locating, designing and fitting out a traditional leased office can take longer than you think.



Leased office solution costs on SZR	AED
'Project management'	20 days
Typical lease for 1000 sq.ft office@AED200/sq.ft	c200,000
Estate agent commission (5%)	10,000
Design and approval	c50,000
Utilities@5,000/mth	60,000
Fit out @280/sq.ft (carpets, partitioning, furniture)	c280,000
Office equipment (PABX, Copier, Internet)	c50,000
Cleaning and maintenance@2,000/mth	24,000
Receptionist@6,000/mth	72,000
Office Insurance (pa)	5,000
Typical set up time for a new office	6 months

*"It wasn't until we sat down and worked through the costs ourselves that we realised just how much our 'supposedly' cheap office solution was costing us. And that's not counting the time we spent personally."*

# Are you business agile?

## Office and Business Solutions



**Express Business Set Up.** We'll get your company incorporated correctly and trading in Dubai, with the least hassle and in the shortest possible time.



**Flexible Offices.** Short-term contracts that allow you to grow, or shrink the office space that you need, when you need it. So you only pay for the space you use.



**Virtual Offices.** With a prestigious P.O.Box, telephone, mail forwarding and email alerts and hot desking, you can be in Dubai, even when you're not.



**Meeting Rooms.** Host from 2 to 12 people for any kind of formal or informal meeting in comfort, with IT, A/V, catering—and attractive views of Sheikh Zayed Road.



**All Inclusive Billing.** We've added a host of free services as standard that would cost extra at other Business Centres. So, there's never any unexpected charges.



**Concierge Services.** When you check in, your personal concierge is on hand to solve any travel, transport, hotel or restaurant issues you might have.

## One, Sheikh Zayed Road



**Prestigious business address.** You'll be sharing offices with some of Dubai's blue-chip companies and able to walk to DIFC, DICEC and The World Trade Centre.



**Central location.** You are in the heart of Dubai's CBD with business hotels and many of the city's top restaurants on your doorstep and minutes from the airport.



**Admin Staff-on-Demand.** We have highly trained administrative staff on hand, so you can delegate as much or a little to us as you like.



**Instant-On IT.** No need to plug in as we have centre-wide WIFI, and our IT Staff can hook you up with your own IP, host your own equipment or address any IT issues.



**Communications.** Stay in touch with your clients and head office, with a direct dial and fax number, your own voice mailbox or have everything routed to your email.



**Dining and refreshments.** Feed your hunger! Enjoy our well-appointed lounge area, and receive complimentary barista quality coffee directly to your desk.

## Complementary Services

When you do business with Sentinel you benefit from over 50 years of combined Middle Eastern experience. Finding, quoting and procuring the services your company needs takes time and can slow you down. We can do all that for you.

We buy on behalf of many of our clients, so whether you need hotel rooms, car rental, warehousing or advertising services, our buying power and experience ensure that you always get the best service at the lowest price.