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EOI REFERENCE: EOI-YBC-2026-001

DATE OF ISSUANCE: 29th of August 2026

CLOSING DATE & TIME: 25th of September 2026

SUBMISSION EMAIL: tender@yatulau.com.fj

1. INTRODUCTION & BACKGROUND

Yatulau Company is seeking expression of interest from qualified, experienced consulting firms, market research agencies, or consortia to conduct a comprehensive Market Survey and Feasibility Assessment for the proposed Yatulau Beach Club

The vision for the Yatulau Beach Club is to establish a premier coastal destination offering high-quality hospitality, entertainment, culinary experiences, and recreational activities. The project aims to blend local cultural heritage with modern, sustainable luxury to appeal to local residents, expatriates, and international tourists.

2. OBJECTIVES OF THE ASSIGNMENT

The primary objective is to evaluate the commercial, financial, and operational viability of developing the Yatulau Beach Club. The assessment will guide investment decisions, project scaling, design concepts, and funding strategies.

3. SCOPE OF WORK

The selected consultant will be expected to deliver a detailed report covering, but not limited to, the following areas.

❖ Market Analysis & Demand Assessment

- Analyse Tourism Trends, visitor demographics, and spending Behaviour
- Conduct consumer surveys and focus groups targeting local and international segments
- Assess market demand for beach club amenities (F&B, wellness, events, water sports)

❖ Competitor & Bench market Analysis

- Identify and evaluate direct and indirect competitors regionally and globally
- Map out competitor pricing, service offerings, unique selling propositions (USPs) and market share



❖ **Site & Technical Evaluation**

- Assess site accessibility, zoning laws, environmental constraints, and infrastructure requirements.
- Evaluate environmental sustainability opportunities(e.g waste management, co-friendly materials)
- Environment impact on shoreline. Drainage and land filling. Land testing.

❖ **Financial Feasibility & Modeling**

- Develop Detailed Capital Expenditure(Capex) and Operational Expenditure(OpEx) estimates
- Create 5-10 years financial projections (Revenue,EBITDA,NPV,IRR,and payback period)
- Perform sensitivity and risk analysis based on fluctuating occupancy and economic shifts.

❖ **Strategic Recommendations**

- Propose optimal sizing, capacity and phase-by-phase development plans
- Define the core positioning, branding strategy, and high-level marketing concepts.

4. ELIGIBILITY & MINIMUM QUALIFICATIONS

Interested firms must demonstrate the following qualifications to be shortlisted:

- Experience: Minimum of 5-7 year of proven experience in hospitality, real estate development, tourism, or leisure-sector feasibility studies.
- Track Record: Successfully completed at least 3 similar assignments for beach clubs, resorts ,or high-end hospitality projects in the past 5 years
- Team Expertise: Access to a multidisciplinary team of experts, including hospitality analysts, financial modelers, and tourism market researchers.
- Legal Compliance: Fully registered corporate entity with up-to-date tax and regulatory compliance certificates.



5. SUBMISSION REQUIREMENTS

Prospective bidders should submit a concise EOI document (Not exceeding 15 pages) containing:

1. **Cover letter:** Expressing interest and signed by an authorized corporate officer
2. **Company Profile:** Overview of corporate structure, core services, and registration documents.
3. **Technical Capability Statement:** Brief description of your methodology and approach of this specific project.
4. **Relevant Experience:** Case studies or a summary table of similar projects completed, including references and contact information.
5. **Key Personnel CVs:** Short profiles of the project manager and lead specialists assigned to this project.

6. EVALUATION CRITERIA

Submission will be evaluated based on the following framework:

- 30%- Core Company experience and alignment/Leisure developments.
- 30%- Qualifications and specialized expertise of the proposed project team
- 20%-Demonstrated understanding of the local tourism and economic landscape
- 20%-Quality, depth, and success of provided reference projects.

7. TERMS & CONDITIONS

- Yatulau reserves the right to accept or reject any submission, or to cancel the entire EOI process without incurring liability
- All costs associated with preparing and submitting the EOI shall be borne solely by the respondent.
 - Information provided by respondents will be treated as strictly confidential.