

"The Emergence of Luxury Hotels in Pakistan: An investigation into the effects of political instability on luxury hotels in Islamabad"



BY:

**Saad Farooq
(01-120111-071)**

MBA (2011-2014)

Supervisor:

Mr. Omar Sajid

Department of Management Sciences

Bahria University Islamabad

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investigation into the effects of political instability
on luxury hotels in Islamabad”**



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luxury hotels in Islamabad

Names of Student(s):

Enroll #

Saad Farooq

(01-120111-071)

Class: MBA

Approved by:

(Write name of your own Supervisor here)

Project Supervisor

(Write name of your own internal examiner)

Internal Examiner

(Write name of your own external examiner)

External Examiner

Kashir Asghar

Research Coordinator

Dr M Ali Saeed

Head of Department

Management Sciences

ABSTRACT

After the tragedy of 9/11 in New York City, Pakistan has become an integral part of America's "War on Terror". During recent years, Pakistan has been the epicenter of political turmoil which has had an effect on both its economy and its image on the international level.

Even so, one sees that Pakistanis are thriving as a society and there is a lot of foreign investment coming into the Pakistani market. World renowned brands as well as huge multinational corporations which are synonymous with luxury are investing heavily in Pakistan especially the capital, Islamabad.

There are a lot of joint ventures and partnerships coming into action in the country especially in the hotels industry. Luxury hotels such as Grand Hyatt, Sheraton and Intercontinental are constructing huge complexes and towers for their hotels in Islamabad.

The following project would shed some light on the luxury industry itself and what it entails as well as the Pakistani political and economic situation. It would then try to conduct analysis and research and would try to find out why is there an emergence of luxury brands especially hotels, in Islamabad even after instability.

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