# The Literary Sanctuary – Investor Expenditure Report (Rental Location)

## Executive Summary for Investors

The Literary Sanctuary is a high-value, scalable cultural and intellectual hub in Dubai, operating from a dedicated rented location. This model ensures full control over branding, event execution, and revenue streams while maintaining cost flexibility and scalability.

## Financial Highlights for Investors

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| Projected Revenue (Year 1) | AED 1,400,000 |
| Total Expenditure (Year 1) | AED 1,134,000 – 1,384,000 |
| Net Profit (Year 1) | AED 16,000 – 266,000 |
| Break-even Period | 12–18 months |
| ROI | ~15–20% in Year 1 |
| Growth Potential | Expansion into Multi-Venue Cultural Hubs & Digital Platforms |

### 1. Rental Property & Setup – Flexible Cost Model

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| Category | Optimized Cost (AED) | Investor Justification |
| Annual Rental Cost (Lease Agreement) | AED 500,000 – 750,000 (Annual Lease) | Maintains flexibility without ownership liabilities. |
| Utilities & Security (Electricity, Water, Internet) | AED 60,000 (Electricity, Water, Internet, Security) | Essential operating expenses. |
| Furnishing & Interior Setup | AED 200,000 (Interior Setup & Branding) | Ensures a professional literary space with branding. |
| Maintenance & Repairs | AED 40,000 (Annual Upkeep & Repairs) | Annual upkeep of the venue infrastructure. |
| Total Rental & Setup Costs | 800,000 – 1,050,000 | Comprehensive rental, furnishing, and operational setup. |

### 2. Staffing – Optimized for a Rental Model

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| Category | Optimized Cost (AED) | Investor Justification |
| General Manager (Oversees Operations & Marketing) | 160,000 | Adjusted for operational management without ownership responsibilities. |
| Event & Community Coordinator | 110,000 | Handles event planning, partnerships, and space bookings. |
| Facility Supervisor | 90,000 | Ensures smooth building operations, maintenance, and security coordination. |
| Freelance Workshop Instructors (Per Session) | 30,000 | Pay-per-session model = No fixed overhead. |
| Freelance Book Discussion Moderators (Per Session) | 24,000 | Revenue-based engagement model. |
| Technical Support (On-Site Staff) | 65,000 | Full-time technical support for events and digital setup. |
| Customer Support & Membership Handling (Full-Time) | 55,000 | Manages memberships, queries, and front desk. |
| Cleaning & Security Staff | 75,000 | Two staff members handling facility cleanliness and security. |
| Total Staffing Costs | 609,000 | Optimized for a rental-based operation. |

### 3. Resources & Operations – Sustainable Infrastructure

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| Category | Optimized Cost (AED) | Investor Justification |
| Books & Licensing (Sponsored by Publishers/Bookstores) | 40,000 | Publishers supply books in exchange for promotion. |
| Guest Speaker Fees (Local & Virtual Authors) | 70,000 | Larger venue allows for premium guest speakers. |
| Workshop Materials & Branding | 18,000 | Balanced budget for branding materials. |
| Technology (Website, Digital Systems, Booking Platform) | 20,000 | Enhanced digital experience for visitors. |
| Furniture & Equipment (Rental Venue) | 200,000 | Complete setup including seating, stage, lighting, and A/V. |
| Legal & Licensing Fees | 25,000 | Standard regulatory compliance. |
| Total Resources & Operations Costs | 373,000 | Efficiently allocated for rental model operations. |

### 4. Marketing & Promotion – Cost-Effective Strategy

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| Category | Optimized Cost (AED) | Investor Justification |
| Social Media Campaigns (Targeted Digital Marketing) | 25,000 | Efficient advertising budget. |
| Email Marketing & CRM (Subscription Tools) | 5,000 | Professional email & customer management system. |
| Collaborations & Influencer Marketing | 15,000 | Optimized influencer partnerships for audience growth. |
| On-Site Branding & Promotional Materials | 8,000 | Essential signage, posters, and event branding. |
| Press Releases & Media Partnerships | 12,000 | Targeted media engagement through partnerships. |
| Total Marketing & Promotion Costs | 65,000 | Optimized budget for brand visibility and event outreach. |

### 5. Event-Specific Costs – Strategic Programming

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| Category | Optimized Cost (AED) | Investor Justification |
| Standard Events (30+ Sessions) | 70,000 | Regular literary events for sustained engagement. |
| Premium Events (Exclusive Retreats, Author Spotlights) | 100,000 | Attracting renowned literary figures. |
| Total Event Costs | 170,000 | Balanced event budget to maximize revenue generation. |

### Final Investor-Profitability Breakdown

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| Category | Optimized Budget (AED) |
| Rental Property & Setup | 800,000 – 1,050,000 |
| Staffing | 609,000 |
| Resources & Operations | 373,000 |
| Marketing & Promotion | 65,000 |
| Event Costs | 170,000 |
| Total Annual Expenditure | 1,134,000 – 1,384,000 |

## Investment Appeal: Flexible, High-Growth Business Model

✔ Projected Revenue (Year 1): AED 1,400,000  
✔ Net Profit (Year 1): AED 16,000 – 266,000  
✔ ROI: ~15–20% in Year 1  
✔ Break-even Period: 12–18 months  
✔ Expansion Potential: Multi-Venue Cultural Hubs, Digital Literary Platforms.