

Business Development

Scope of Work

Business & Product Development consist of development process in four categories as follow.

1. **Marketing Overview** Marketing overview is achieved through these operations :
 - 1.1. **Local Market Outlook** Focus on overall information in the vicinity of the area of interest such as size of land, demographic, income, highly populated zone, income, places of importance, transportation, major route to the project, predict the target group and any information that may involve in development of the project.
 - 1.2. **Major Competitors and Market Survey** Focus on target market and nearby projects to assess and compare differences in location, position, pricing, size, promotion, infrastructure, amenities, construction period and credibility of the developers in order to discover business advantage and improve competitiveness of your project.
 - 1.3. **SWOT Analysis** Analytic of strong and weak points of your project comparing with your competitors drawing from fundamental factors within your project and overall prospect and obstruction of the project drawing from outside factors.
 - 1.4. **Project Guideline** Use acquired information to analyze and form guidelines for the project for a better picture, including construction design works, marketing direction, selling strategy, timeframe and clearly define your target market.
2. **Feasibility Study** Study in initial cost and profit of the operation :
 - 2.1. **Financial Assumption** Business planning for all aspects including project management cost, project development cost, construction period, pricing, profit ratio of the project.
 - 2.2. **Estimate on Assumption** Financial controlling of the project by professional financial managers through estimating expenses in construction, marketing, sales, office expenses etc.
 - 2.3. **Financial Factor** Pointing out factors that affect budgeting of your project and provide know-how for budget controlling by highly experienced property development budget controller.
3. **Physical Feasibility** Study direction and concept of the project based on following topics :
 - 3.1. **Project Regulation** Study of regulations designated by city planning laws, building control laws and municipal laws involved in the project regarding project area and site analysis.
 - 3.2. **Optional Development Concept** Portray the project in many possibilities and advising the most suitable choice which shows unique, interesting and clear difference from competing projects.
 - 3.3. **Project Conceptual** Provide development concept of the project which leads to most appropriate concept with identity matching that of the target customer, clearly differentiate itself from competitors and fall in line with marketing direction of the project.
 - 3.4. **Project Guideline** Uses study of the project to analyze and improve on the concept for better clarity on project outlook.
 - 3.4.1. Master Plan works
 - 3.4.2. Primary architectural and landscape draft in 3D
 - 3.4.3. Summarize details and project area
 - 3.5. **Mood & Tone for Develop** Recommend and assist in considering project concepts from designer, be it concept, architectural design, landscape design, project name, color tone, design and decoration etc.
4. **Design & Develop Product** Start of product development
 - 4.1. **Brief Conceptual to all Party** Designate details of design and development work explaining form and identity of the project and essentials, timetable and budget for each work.
 - 4.2. **Develop with Designer Involve In project development** in designing interior and exterior architectural works to comply with main concept and outstanding identity of the project.