

Assignment - 1

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PROJECT NAME :- HOUSING DEVELOPMENT AND PLOTTING BUSINESS EXPANSION

Vision History

Version	Approved by	Revision date	Description of change	Author
0.0	Ayusha Rajput	2024-08-04	Initial draft / Project Initial	Ayusha Rajput

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1) EXECUTIVE SUMMARY

The Housing Development and plotting business expansion project aims to capitalize on the rising demand for residential properties in both urban and suburban regions. By strategically acquiring land plots and transforming them into modern residential areas, the project will deliver high quality housing solutions tailored to our target market. This initiative is expected to significantly increase market share while generating substantial returns on investment. We create website to promote this project.

2) PROJECT DESCRIPTION

This project involves a comprehensive process of land acquisition, planning and designing residential areas, followed by the construction of homes and necessary infrastructure. It also includes the execution of marketing strategies designed to attract potential buyers. The development will feature modern amenities such as parks, community centers and shopping areas, creating a desirable living environment. Website will serve as central hub for project.

3) PROJECT SCOPE

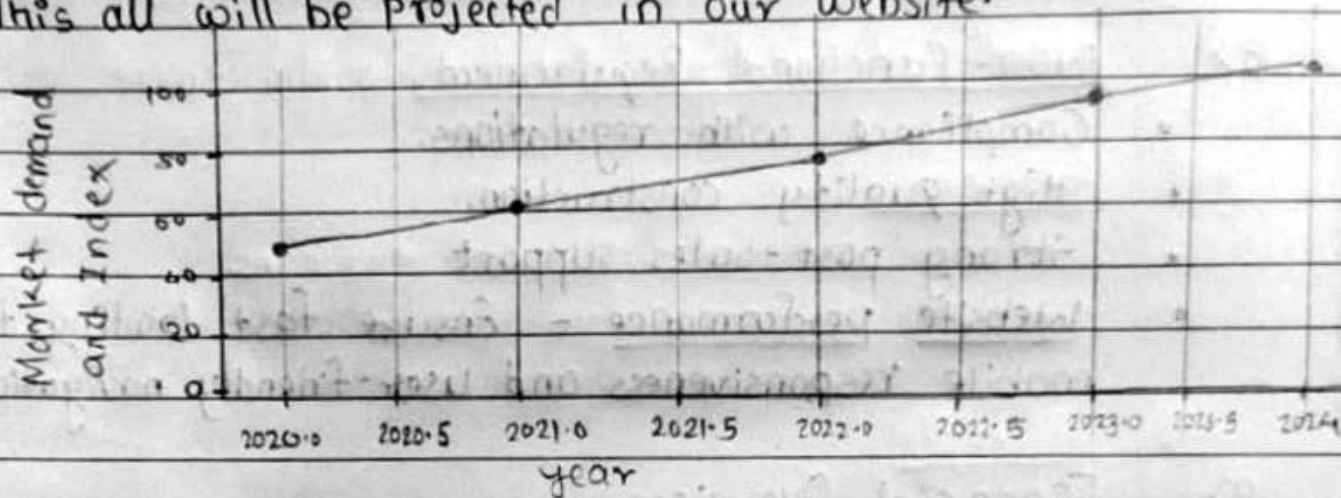
Project scope includes the following key areas:

- Land Acquisition: Identifying and acquiring suitable plots of land for development.
- Planning and design: Creating detailed plans and designs for the residential areas, ensuring compliance with local regulations.
- Construction - Building high quality homes and essential infrastructure, including roads, utilities and amenities.
- Marketing and Sales - Implementing targeted marketing campaigns to attract potential buyers and manage sales through a robust CRM system.

4) Business R- Drivers

- Rising Demand - Increasing urbanization and population growth are driving demand for residential properties.
- High ROI - Real estate remains a lucrative sector, offering substantial returns on investment.
- Housing Needs - The project addresses the housing needs of a growing population, fostering community growth and development.

This all will be projected in our website



5) Current Process

Currently, the business operates on a small scale, relying on manual processes for land acquisition and development. Limited marketing efforts have resulted in slower sales and lower market penetration. The existing process is time-consuming and lacks efficiency, leading to missed opportunities in a competitive market.

6) Proposed Process

- Automated Land Acquisition : Implemented technology to streamline the land acquisition process.
- Modern Construction techniques
- enhanced marketing strategies
- Professional website to increase visibility and reach.

7> Functional Requirement

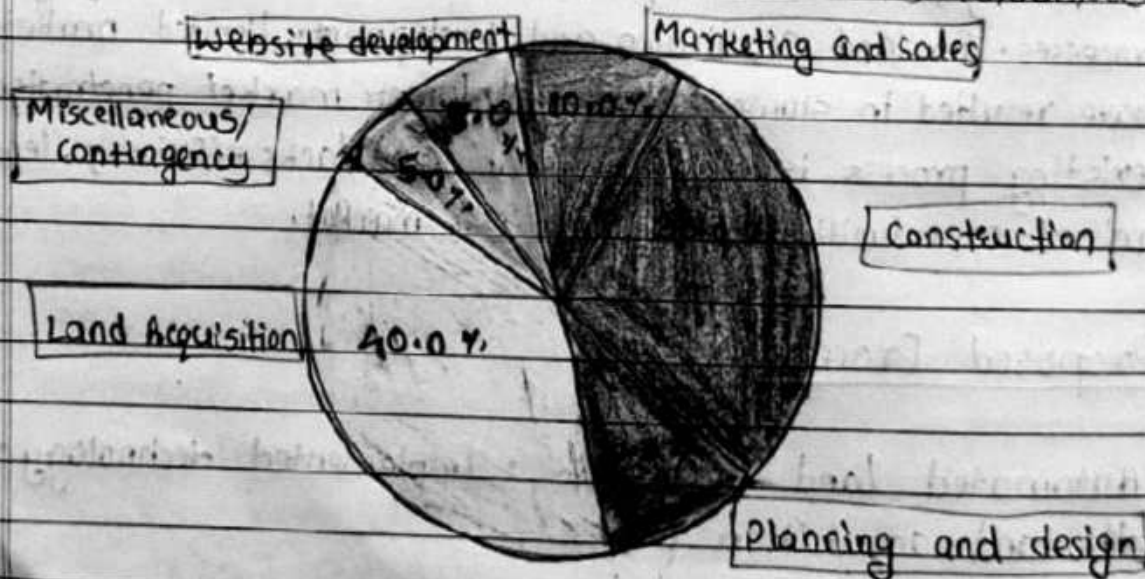
- Automated land acquisition tools.
- Modern residential development.
- Targeted marketing campaigns.
- Integrated CRM for sales and customer management.
- Website Development - A responsive, SEO-optimize website to promote the project and engage with potential buyers.

8> Non-Functional Requirement

- Compliance with regulations.
- High quality construction.
- Strong post-sales support
- Website performance - Ensure fast loading times, mobile responsiveness and user-friendly navigation.

9> Financial Overview

- Investment : 40.0% i.e ₹ 10,000,000
- Expected Annual Revenue : 60.0% : ₹ 15,000,000



10) Cost and Benefit Analysis

High Return on Investment (ROI), increased market share, job creation, community development, and enhanced digital presence through the website.

- 11) Resources :
- Personal - project managers, architects, construction workers, marketing teams, and web developers.
 - Equipment - Construction machinery, CRM software and web development tools.

12) Schedule and Deadline

- Land Acquisition : 6 months
- Planning and design : 3 months
- Construction : 12 months
- Website Development : 3 months (parallel with planning and design)
- Marketing and Sales : Ongoing

13) Assumptions

- Land availability.
- Regulatory approvals without major delays.
- Stable market conditions
- Availability of skilled web developers.

14) Website Development

- Home page - Project overview, hero images and CTAs
- About us - Company background, mission and team.
- Project details - Information about land acquisition, planning, construction and amenities.
- Financial Overview - charts and graphs summarizing financial outlook.

- Gallery - High-quality images and virtual tours.
- Contact us - Forms and contact details for inquiries.
- Blog/News - Regular updates and industry news.
- Testimonials - Client and partner feedback.
- FAQs - Addressing common questions.

15) Glossary

CRM - Customer Relationship Management

16) References

- Local building codes and regulations.
- Market analysis reports.

17) Appendix

- Detailed financial projections.
- Marketing strategy plan.
- Project timeline.