# Assignment -1

PROTECT NAME : :-

D. (1- 92)	PLOT	TIME BU	STINESS OF	NG DEVELOIM	LIT AND				
#	Vision History								
50.1	where we will problem with a first time to the second								
1	Version	Approved by	Revision date	Description of change	Author				
	60	Ayusha Rajput	2024-08-04	Initial draft/ Project initial	Ayusha Rajp				
#	TABLE	OF GONTENT	n.Source Co	saloud tagas a					
0	Executi	ve Summary	witerabizer was	speak hop present	fa diameter				
2)	Project	Description	musespen hanses	sman ter mileres					
3)	Project Description Project Scope								
4)	Business Drivers								
5)	Current	Process 1	en erekeen u	Hapupa Arpo					
6)	Proposed	Process .	6 mounding	s print stelenes	1				
7)	Function	al Requirements		The second					
		tional requirem		- Triple	(A)				
		Overview		1	18				
,		nd Benefits An	THE RESERVE OF THE PERSON NAMED IN	the state their	1				
10	Resources			and Acquirenter					
		e and Deadlin	A STATE OF THE STA	a social and had					
		hons in the		ish how with soll					
	THE RESERVE TO SERVE THE PARTY OF THE PARTY	no mai par	THE RESIDENCE OF THE RESIDENCE	Com This					
16	Poterenc	25	E .	Company of the Compan					
		* 1		the store position					
(6)	lalabeida	Development	THE REAL PROPERTY.	Marietten and					
17)	MANITE	DESCRIPTION	SHARE SHARE SHARE SHARE SHARE	the of engineers					
-			marks May	Africa Comple					

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 be deliver trigh quality housing solutions tailored to our target market. This initiative is expected to significantly increase market share while generaling substantial returns on investment. We creates website to promote this project.

### 2) PROTECT DESCRIPTION

This project involves a comprehensive process of land ag acquisition planning and designing residential areas, followed by the construction of homes and necessary infrastructure. It also include 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. Whoite will serve as central hub for project.

#### 3> PROTECT SCOPE

Project scope includes the following key areas:

Land Acquisition: Identifying and acquiring suitable plots of and for development.

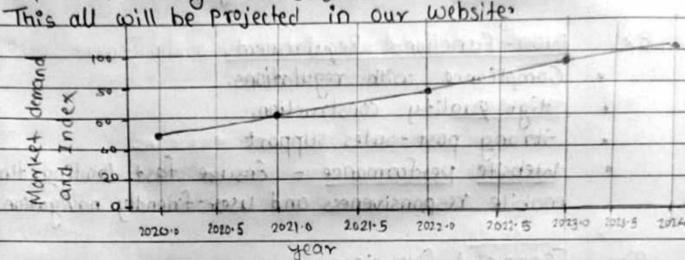
· Planning and design: Greating detailed plans and designs for the residential areas, ensuring compliance with local regulations.

Construction - Building high quality homes and essential infrantember.

· Marketeng and Sales - Implementing tra tangeted marketing campaigns to attract potential buyers and manage sales through a robust GRM system.

	(NY)	n./	1	7	
head	ies.	popul		grow	rth
do	ing n levelo	pment	of a	grow	ing
	019	British Parker	*		
022-	1 5	131	99	2023-5	2014
ים	Limit rket	penel	ratio	on m Hing e n. Th	forts e
1	1 40	chael	ogy.	to sty	mline
			00		

- 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
  - . Housing Needs The project addresses the housing needs of a growing population, fostering community growth and development.



#### Current Process

5)

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 stamline the land acquisition process.
- . Modern Gonstauction techniques
- · enhanced marketing strategies
- . Professional website to increase visibility and reach.

Functional Requirement  Automated land acquisition tools.  Modern residential development.  Targeted marketing campaigns.  Totegrated CRM for sales and custamer management.  Website Development — A responsive, SEO-aptimize website to promote the project and engage with potential buyers.  Non-Functional Requirement.  Gompliance with regulations.  High quality construction.  Strong post-sales support.  Wiebsite performance — Ensure fast loading times, mobile responsiveness and user-friendly navigation.  9) Financial Overview.  Tovestment: 400% is Resisonopoo.  Expected Annual Revenue: 600%. Resisonopoo.  Invention development.  Marketting and sales.
Automated land acquisition tools.  Modern residential development.  Targeted marketing campaigns.  Tategrated CRM for sales and customer management.  Nebsite Development — A responsive, SEO optimize website to promote the project and engage with potential buyers.  Non-Functional Requirement  Compliance with regulations.  High quality construction.  Strong post-sales support  Nebsite performance — Ensure fast loading times, mobile responsiveness and usex-friendly navigation.  Grantial Overview  Trivestment: 400 % i.e Rs 10,000,000  Expected Annual Revenue: 600%. Rs 15,000,000  Invensité development  Miscellaneous/ Contingency  Construction
Modern residential development.  Targeted marketing campaigns.  Totegrated CRM for sales and customer management.  Website Development - A responsive, SEO-aptimize website to promote the project and engage with potential buyers.  Non-Functional Requirement  Compliance with regulations.  High quality construction.  Strong post-sales support  Wiebsite performance - Ensure fast loading times, mobile responsiveness and user-friendly navigation.  9) Financial Overview  Tovestment: 400 % i.e ₹ Rs 10,000,000  Expected Annual Revenue: 600%. Rs 15,000,000  [website development] Marketing and sales  Miscellaneous/ Contingency  Construction
Targeted marketing campaigns.  Totegrated CRM for sales and customer management.  Website Development - A responsive, SEO-aptimize website to promote the project and engage with potential buyers.  Non-Functional Requirement  Gampliance with regulations.  High quality construction.  Strong post-sales support  Website performance - Ensure fast loading times, mobile responsiveness and usex-friendly navigation.  9) Financial Overview  Tovestment: 40.0% i.e = Rs 10,000,000  Expected Annual Revenue: 60.0% Rs 15,000,000  Website development  Miscellaneous/ Construction
Totegrated CRM for sales and custamer management.  Website Development - A responsive, SEO-aptimize website to promote the project and engage with potential buyers.  Non-Functional Requirement  Gampliance with regulations.  High quality construction.  Strong post-sales support  Website performance - Ensure fast loading times, mobile responsiveness and user-friendly navigation.  9) Financial Overview  Tovestment: 400 % i.e ₹ Rs 10,000,000  Expected Annual Revenue: 600% Rs 15,000,000  [Website development] Marketing and sales  Miscellancous/ contingency (contingency)
Nebsite Development - A responsive, SEO-aptimize website to promote the project and engage with potential buyers.  Non-Functional Regularement Gompliance with regulations.  High quality construction.  Strong post-soles support  Nebsite performance - Ensure fast loading times, mobile responsiveness and user-friendly navigation.  9) Financial Overview  Tovestment: 40.0 % i.e ₹ Rs 10,000,000  Expected Annual Revenue: 60.0 % Rs 15,000,000  Website development  Miscellaneous/ Construction  Construction
Non-Functional Requirement  Gampliance with regulations.  High quality construction.  Strong post-sales support  Website performance - Ensure fast loading times,  mobile responsiveness and user-friendly navigation.  9> Financial Overview  Trivestment: 40.0 % i.e = Rs 10,000,000  Expected Annual Revenue: 60.0%. Rs 15,000,000  Inventity development  Miscellaneous/ Construction  Cansteuction
Non-Functional Requirement  Gampliance with regulations.  High quality construction.  Strong post-sales support  Whebsite performance - Ensure fast loading times,  mobile responsiveness and user-friendly navigation.  9) Financial Overview  Trivestment: 40.0 % i.e  Rs 10,000,000  Expected Annual Revenue: 60.0%. Rs 15,000,000  [website development] Marketing and sales  Miscellaneous/  contingency  Construction
Gampliance with regulations.  High quality construction.  Strong post-soles support  Mebsite performance - Ensure fast loading times,  mobile responsiveness and user-friendly navigation.  9) Financial Overview  Trivestment: 400%; i.e & Rs 10,000,000  Expected Annual Revenue: 600%. Rs 15,000,000  Website development Marketing and soles  Miscellaneous/ Contingency  Construction
High quality construction.  Strong post-sales support  Website performance - Ensure fast loading times,  mobile responsiveness and user-friendly navigation.  9) Financial Overview  Tovestment: 40.0 % i,e = Rs 10,000,000  Expected Annual Revenue: 60.0 % Rs 15,000,000  Website development Marketing and sales  Miscellaneous/ Contingency  Consteuction
Strong post-soles support  Mebsite performance - Ensure fast loading times,  mobile responsiveness and user-friendly navigation.  9) Financial Overview  Tovestment: 40.0 % i.e = Rs 10,000,000  Expected Annual Revenue: 60.0 % Rs 15,000,000  Mensite development  Miscellaneous/ contingency  Cansteuction
Mebsite pexformance - Ensure fast loading times, mobile responsiveness and user-friendly navigation.  9) Financial Overview Tovestment: 40.0 % i.e ₹ Rs 10,000,000 Expected Annual Revenue: 60.0 % Rs 15,000,000    Website development   Marketing and sales     Miscellaneous/ contingency   Cansteuction
Financial Overview  Tovestment: 40.0 % i.e & Rs 10,000,000  Expected Annual Revenue: 60.0%. Rs 15,000,000  [Website development Marketing and sales]  Miscellaneous/ Contingency  Construction
Financial Overview  Tovestment: 40.0 % i.e & Rs 10,000,000  Expected Annual Revenue: 60.0%. Rs 15,000,000  [Website development Marketing and sales]  Miscellaneous/ Contingency  Construction
9) Financial Overview  Tovestment: 40.0 % i.e & Rs 10,000,000  Expected Annual Revenue: 60.0 %. Rs 15,000,000  Website development Marketing and sales  Miscellaneous/ Contingency  Construction
Tovestment: 40.0 % i,e = Rs 10,000,000  Expected Annual Revenue: 60.0 %. Rs. 15,000,000  Website development Marketing and sales  Miscellaneous/ Contingency  Construction
Expected Annual Revenue: 60.0%. Rs. 15,000,000  [Website development   Marketing and sales]  [Construction]
Miscellaneous/ Contingency  Construction
Construction Construction
Construction
[construction]
Load Generalisation
Land Arguisition 40.0 %
most of postorious dealers bearing the second of the secon
Miles and the second of the se
Planning and design
augustanistanistanis arabata
the the white the same and the same is a second to the
at abilities to the second of a

	free n. /
10>	Gost and Benefit Analysis
	High Return on investment (ROI), increased market share, job creation, community development, and enhanced digital presence through the website.
ηŞ	Resources: · Personal - project managers, architects, construction workers, marketing teams, and web developers.
	· Equipment - Gonstruction machinery, CRM software and web development tools
127	Schedule and Deadline  Land Acquisition: 6 months
	· Planning and design: 3 months · Construction: 12 months
-	· Marketing and sales : Ongoing
13>	Assumptions  Land availability:  Regulatory approvals without major delays.  Stable market conditions  Availability of skilled web developers.
14)	

	PAGE No.   DATE   / /
	Grallery - High-quality images and virtual tools tours.  Gontact us - Forms and contact details for inquiries.  Blog/News - Regular updates and industry news.  Testimonials - Client and partner feedback.  FAQs - Addressing common questions.
15>	
v bac	GRM - Gustomer Relationship Management
16>	References  Local building codes and regulations.  Market analysis reports.
17)	Appendix  Detailed finantial projections  Marketing strategy plan.  Project timeline.
	equipment of sketted and demonstrate .
	the property of the property of the property and the company of the property o
	Sportface