

# Agent Business Plan

The agent business plan contains a complete view on the role as Housing Corporation from the perspective of the agent we are developing. It essentially contains a natural language description of the implementation of the agent.

## Goals

The main goal of our role will be to make profits by offering more or better private home constructions within an area around the TU-Delft campus. Also we want to deliver the best houses we can to satisfy our customers, so that we will gain a good reputation.

## Resources

Initially we are able to use (a given budget?) and within the specified area we already own a total floor size of 274.840 m<sup>2</sup> and a land size of 185.726 m<sup>2</sup>.

## Product requirements

We want our private homes to adhere to high standards to ensure satisfied customers.

Optimally our private home projects satisfy the following conditions:

- We must obey all local restrictions.
- We prefer not to build houses near student houses, as this can be considered unattractive for residents due to for example noise disturbance.
- We want to make sure that our residents have parking lots near their houses
- We want to build houses on ground that is not too close to roads that create a lot of noise disturbance
- We want to build houses near enough green so the residents will have a nice environment
- We want the cost of a housing project to be efficient considering our budget.
- We want to renovate or rebuild outdated districts whenever they do not satisfy our conditions.

All conditions should be deducible to a numeric metric value. These metrics will be used for project prioritization and they will be used to determine a good evaluation of a given situation.

## Strategy

We start of by deducing all metrics from the environment to evaluate the current situation. Thereafter we list any project as an option if we own any land that is still available for beneficial projects and if any of our current districts is violating any of our conditions. When we find such options we come up with several projects that adhere as much as possible to our conditions. For all of these projects we calculate their influence on our environmental metrics. We choose to execute the projects with the greatest weighted sum of the metrics. After a project is executed all metrics are updated and all remaining options will be reconsidered.

## Collaboration

It is important to keep in mind that within the area several stakeholders are present. Every project we intend to execute is highly dependent on the other stakeholders. It is inevitable that conflict scenarios will arise between the stakeholders, in these cases we have to collaborate with available stakeholders. First of all whenever we require land that is not our own, we need to make

arrangements with the corresponding owner. And we also have to adhere to the requirements of the municipality.