



in collaboration with



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Executive Summary:

We aim to revolutionize Nepal's real estate market by providing exceptional services aligned with modern technological advancements. Our mission is to offer a seamless and transparent property transaction experience. Also, our vision includes becoming Nepal's leading real estate agency by leveraging technology, fostering sustainable practices, and maintaining a customer-centric approach.

Acknowledgment:

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Introduction

We're on a mission, we want to change the real estate in Nepal. Our focus is on making customers happy. Helping with property transactions should be easy and smooth. That's why we aim to be the most trusted real estate agency in Nepal. Using technology, being eco-friendly, and maintaining high standards – that's what we believe in.

Short- and Long-term Objectives

Short-term Objectives:

1. Boost our online visibility.
2. Create an extensive property database.
3. Grow our list of clients.
4. Capture more market share in Kathmandu & Pokhara.
5. Bring in cool digital tools like virtual reality tours.

Long-term Objectives:

1. Offer a wider range of services.
2. Expand to other big cities in Nepal.
3. Be recognized as a leader known for creativity & trustworthiness.
4. Encourage sustainable real estate practices.
5. Take part in urban development projects.

Problem Statement

There are some tricky challenges in Nepal's real estate market! These include not enough transparency, slow processes, and hard-to-find reliable property info. Because of these issues, buying or selling can be a hassle. But we're here to fix all that! Our properties offer clear, efficient, & friendly services.

Culture of Innovation:

1. Adopting New Technologies:
 - Use cool digital tools to up our service game.
 - Offer virtual reality tours for a better property viewing experience.
2. Data Analytics:
 - Use analytics to see and predict market trends.
 - Make smart decisions based on what we learn from data.
3. Customer Relationship Management (CRM) Systems:

- Set up a CRM system to manage client better.
- Make customer interactions smoother and keep client happy.
- 4. Continuous Improvement:
 - Regularly update our tech to stay ahead of the game.
 - Foster creativity within our team for better services.
- 5. Commitment to Excellence:
 - Make sure every innovation adds to providing awesome service.
 - Always focus on outshining competitors through new practices.

BMC + VPC

Idea Generations

Using design thinking, we've spotted some big problems in the real estate scene of Nepal: lack of transparency, slow processes, & scarce access to reliable info about properties. Our solution? It makes the customer experience better by embracing technology along with comprehensive service.

Description of Product Delivered:

1. Residential Properties:
 - Apartments: From budget-friendly options to fancy choices. They come with detailed descriptions, eye-catching images, & virtual tours.
 - Houses: Individual houses, townhouses, villas perfect for every lifestyle.
2. Commercial Properties:
 - Office Spaces: Top-notch facilities located in busy business areas for everyone from startups to big corporations.
 - Retail Units: Shops and showrooms located where crowds gather great visibility for your business.
3. Consulting Services:
 - Market Analysis: Deep dives into market trends and property values with great investment insights.
 - Project Feasibility Studies: Helping with cost estimates and risk assessments for projects.

4. Property Management System:

- Maintenance: Keeping properties in great shape through regular checks and quick repairs.
- Tenant Relations and Financial Management: We'll manage interactions with tenants and handle everything money-related smoothly.

Business Model Innovation:

We're reshaping how real estate works in Nepal by using technology, improving the overall experience & promoting sustainability.

1. Virtual Reality Tours:

- With VR tech, clients can explore properties from anywhere—saving time while attracting international interest.

2. Comprehensive Mobile App:

- Our app features a property search tool, VR tours, transaction tracking, neighborhood insights & personalized management through CRM.

3. Data Analytics for Market Insights:

- Using advanced analytics helps us understand market trends better while providing helpful recommendations.

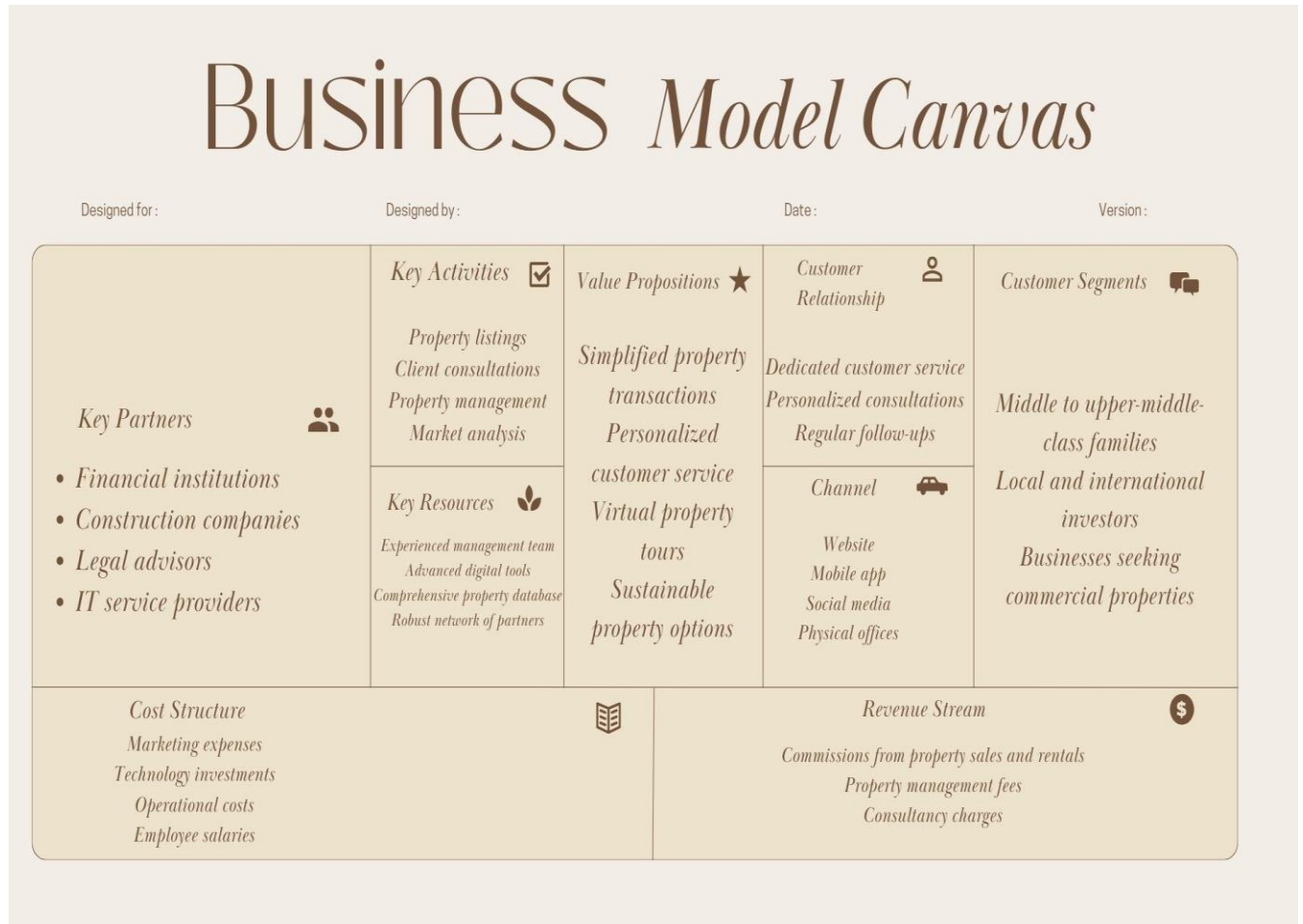
4. Blockchain for Transparent Transactions:

- Implementing blockchain means secure transactions that everyone can trust no more middlemen getting in the way.

With this integrated plan, we stand out, We provide transparency, efficiency, and fantastic customer experience.

Business Model Canvas (BMC):

Figure 1:BMC

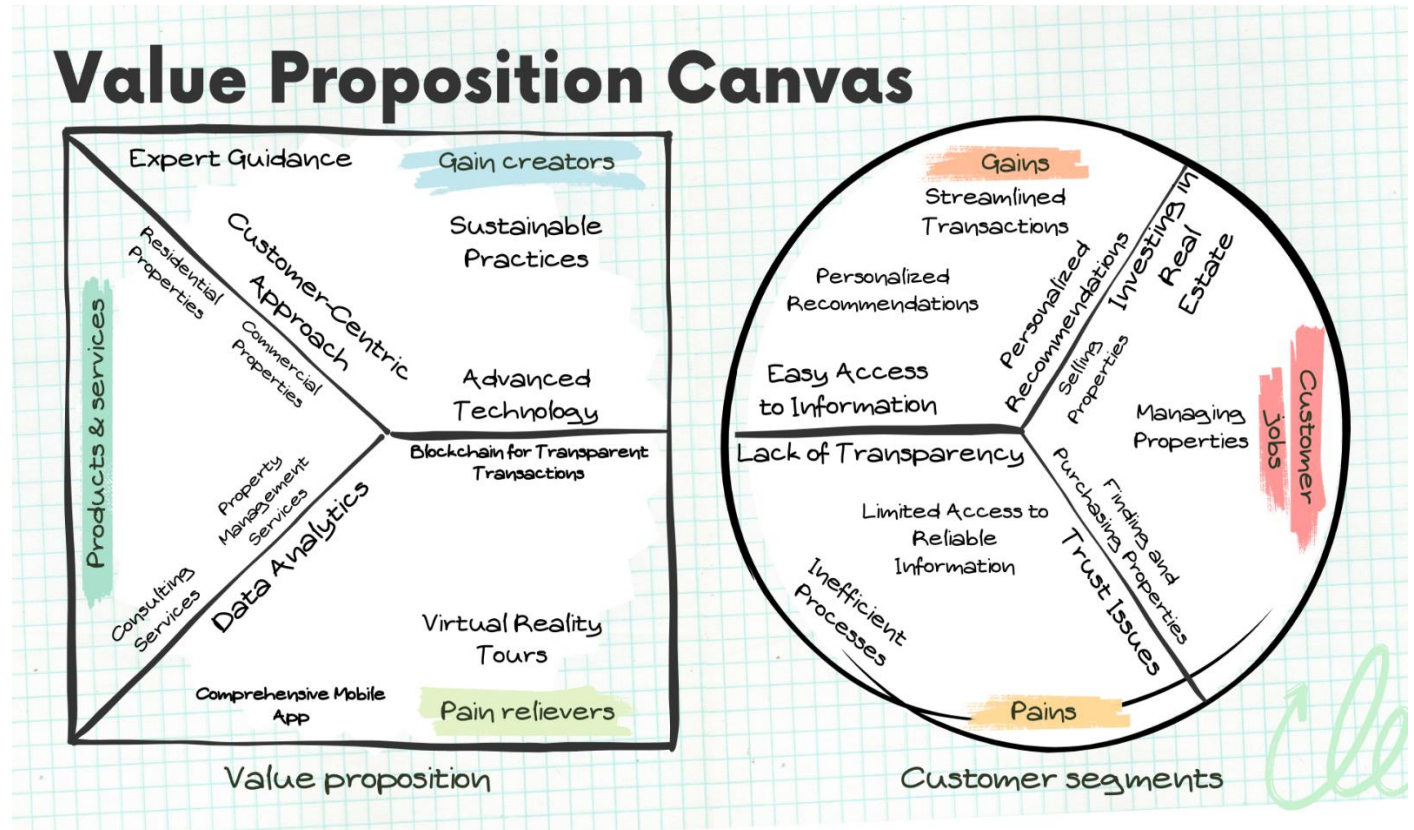


The Business Model Canvas provides a clear overview of everything that goes into launching a product successfully including things like value propositions, customer segments, channels used, revenue streams & more helping businesses visualize their strategies clearly.

(*Business Model Canvas*, 2022)

Value Proposition Canvas (VPC):

Figure 2:VPC



The Value Proposition Canvas by Alex Osterwalder and Yves Pigneur helps businesses craft value propositions nicely! It includes a customer profile looking at jobs they need done alongside their pains and gains and matches it with products/services that meet those needs perfectly! By doing this alignment right, companies can make sure they meet what customers expect and find ways to improve resulting in a really customer-focused approach.

. (Unveiling the Power of Value Proposition Canvas: A Comprehensive Guide, n.d.)

STH (Six Thinking Hats of Real Estate):

STH (Six Thinking Hats of Real Estate): The Six Thinking Hats method, made by Edward de Bono, is a cool way of making tough choices. It helps you look at problems from many sides. In real estate, this method gives a clear way to check out properties or projects. This is super helpful to ensure decisions are smart & well-informed. Each "hat" represents a different way of thinking. This means everyone involved can explore all angles of real estate choices from hard facts to feelings, risks, positivity, creativity, & the whole process.

White Hat (Information):

The White Hat is all about gathering and examining pure facts. In real estate, this means focusing on key details that explain a property or an investment. Think about market trends, property prices, and demand in specific areas. For example, knowing the size of a property or its age helps you discover its worth. Location matters too! If it's near schools or public transport, that can boost how desirable it becomes and how much it might be worth over time. Legal parts like zoning laws and property taxes are also important here, along with mortgage rates. The White Hat makes sure decisions depend on trustworthy information; this is where smart real estate choices start.

Red Hat (Emotions):

Now we're onto the Red Hat! This one is dedicated to feelings and gut reactions. Emotions can have a huge impact when it comes to real estate, especially for folks buying homes! The Red Hat encourages everyone to share their feelings about a property upfront like if it feels right or brings back memories. These reactions matter. They often guide choices more than reason does! For instance, a place might just have an attractive vibe that excites buyers even if there are some issues. Recognizing these feelings helps ensure decisions aren't only based on logic but also genuine emotions.

Black Hat (Caution):

Next up is the Black Hat! This one keeps us cautious and thoughtful. It pays attention to possible problems & concerns in real estate. We need to watch for what could go wrong with a property or an investment. There could be market risks like economic dips that hurt values or costly repairs due to damage! Financial worries count too—the costs for taxes, insurance, and upkeep can impact profits! Legal matters like zoning issues and environmental concerns should be considered as well. The Black Hat helps identify trouble before it arises so teams can prepare for challenges—a balanced view is crucial for wise decisions.

Yellow Hat (Optimism):

Let's brighten things up with the Yellow Hat. This hat focuses on all the good stuff like benefits & chances tied to a property. In real estate terms, this means exploring things like rising value over time, rental income options and other financial perks too. The property's appeal matters it as

well might sit in an area that's improving or possesses unique features that help it stand out from others. Plus, Yellow Hat wants folks to find chances in the market that can enhance property value like new roads being built or neighborhood upgrades nearby. By keeping tabs on the positives which balance out the caution from the Black Hat they explore all possible opportunities while making decisions.

Green Hat (Creativity):

Time for some creativity with the Green Hat. It sparks fresh ideas & looks at possibilities for properties. This might mean considering ways to improve a property's potential through renovations, a sleek kitchen or extra living space could increase its value. The Green Hat also suggests finding alternative uses for spaces, maybe turning a home into shops or developing empty lands into apartments could work too. Creative marketing ideas like using social media or hosting fun open houses fit under this hat as well. Wearing the Green Hat inspires everyone to think outside of the box about adding value & seizing hidden opportunities.

Blue Hat (Process):

Finally the Blue Hat oversees everything! It keeps track of how things unfold so every viewpoint gets considered carefully. During real estate discussions, this hat manages evaluations laying out which elements will be checked first and summarizing thoughts from every hat at the end. The Blue Hat ensures focus stays sharp; by doing this all-crucial info gets discussed so decisions are thorough & benefit from various perspectives.

Conclusion:

The Six Thinking Hats method provides a fresh yet structured way to tackle decision-making in real estate. Using each hat lets everyone view properties from many different angles facts, feelings, risks & rewards and adds creative processes neatly organized by the Blue Hat's guidance. This approach is really valuable especially in tricky markets where choices hold lasting importance. Whether you're buying your dream home, investing in businesses or developing something new the Six Thinking Hats will guide you through every choice ensuring you make fantastic picks based on solid assessments of everything involved all problems addressed and chances identified mean more confidence moving ahead.

SWOT Analysis:

SWOT analysis is a really important tool for planning. It helps organizations figure out what's going on inside and outside their operations. This framework has four main parts: Strengths, Weaknesses, Opportunities, and Threats. By looking closely at these four areas, businesses get a better idea of their current situation. can spot challenges ahead and discover new chances to grow. (Peterdy, 2023)

Strengths:

So, strengths are the good things that help a company succeed. These are the areas where an organization shines! They can use strengths to reach their goals. Here are some examples:

- Strong Brand Reputation: This attracts customers & builds loyalty.
- Skilled Workforce: A great team pushes for innovation & operates efficiently.
- Financial Stability: This means they can invest in fresh ideas and technologies.
- Advanced Technologies: These boost productivity and help stay competitive.

Weaknesses:

Weaknesses: Next up are weaknesses! These are the internal problems that might slow a company down. Finding these issues encourages action to fix them. Examples include:

- Outdated Technology: This makes everything less efficient and runs up costs.
- Limited Market Reach: Only being in a few places stops growth opportunities.
- High Employee Turnover: Having many staff leave causes disruption and loses valuable know-how.
- Inefficient Processes: These lead to delays and higher expenses in operations.

Opportunities:

Opportunities: Now onto opportunities! These are outside factors that a company can take advantage of to grow or improve its market position. Examples include:

- **Market Expansion:** Entering new regions or segments can boost revenue & market share.
- **Technological Advancements:** New technology makes operations smoother & improves customer experience.
- **Regulatory Changes:** Sometimes, new laws open business chances too.
- **Strategic Partnerships:** Collaborating with others gives access to new resources & markets.

Threats:

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Application in Real Estate

In real estate, doing a SWOT analysis shows lots about the market dynamics & what the organization is capable of.

Strengths:

- **Robust Property Portfolio:** Attracts many clients across different needs.
- **Experienced Team:** Provides expert advice plus exceptional services that shine.
- **Innovative Technology:** Using cool tools like VR tours or blockchain increases customer trust.
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Weaknesses:

- High Operational Costs: Taking care of properties & tech can be costly.
- Dependence on Local Market: If a company is only focused locally, their growth gets limited.
- Complex Regulatory Environment: Different rules everywhere can be tricky & take ages to navigate!

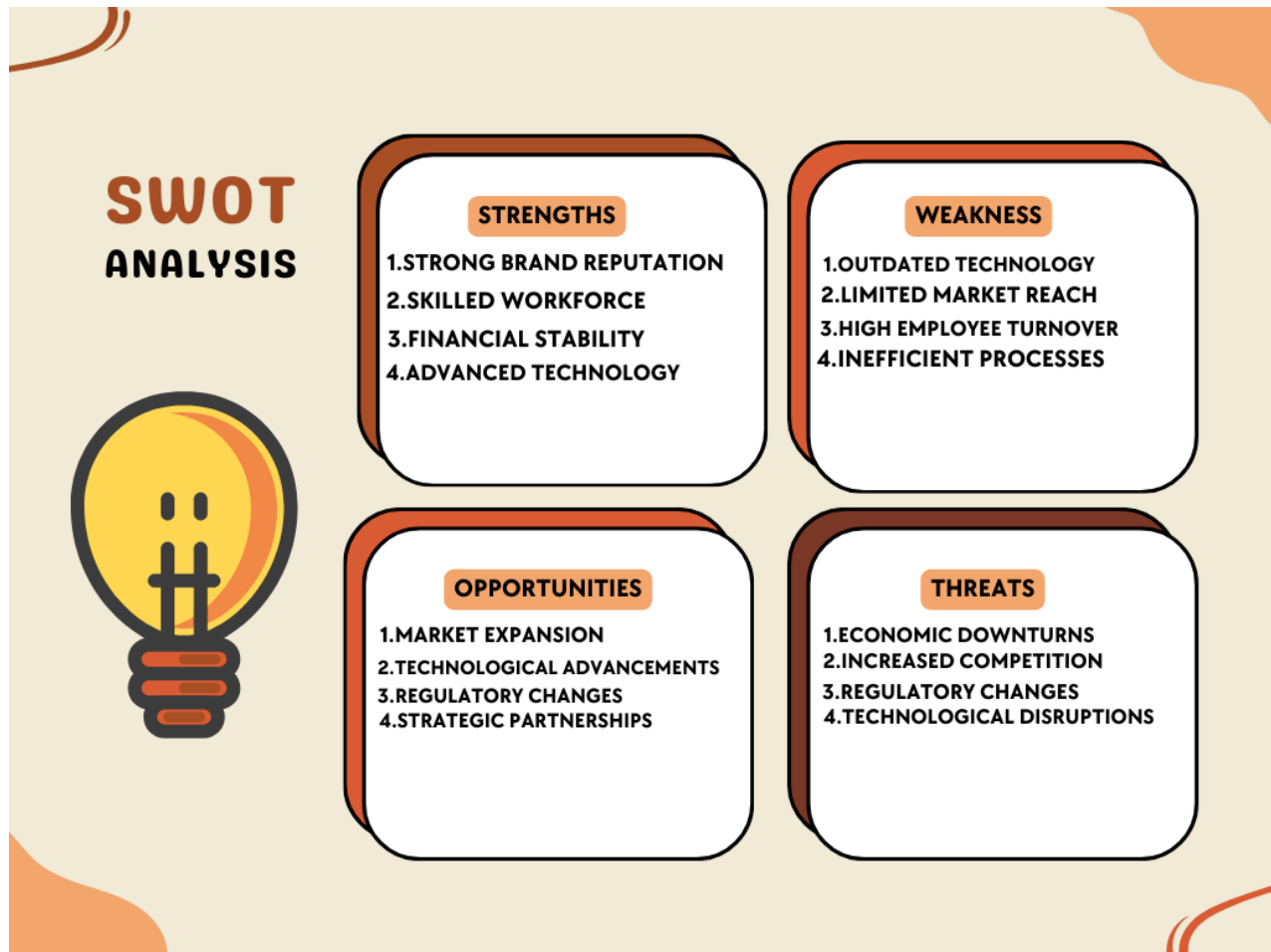
Opportunities:

- Growing Demand for Sustainable Properties: There's a rising interest in sustainability which is a big chance for growth.
- Adoption of Smart Home Technology: Smart homes attract those who love tech.
- Urban Development Projects: Jumping into new city projects boosts business possibilities.

Threats:

- Economic Volatility: Changes in the economy can mess with property values and sales.
- Changing Consumer Preferences: You must adapt quickly since tastes shift all the time.
- Regulatory Changes: New real estate laws often bring challenges with compliance.

Figure 3: SWOT



Conclusion:

Doing a SWOT analysis gives a clear way to look at what's happening inside and outside of a company. With this analysis in hand, organizations can make smarter choices about their strategies! They learn how to use their strengths, fix weaknesses, grab hold of opportunities, & fend off threats. Understanding all this stuff is super important for enjoying long-term success and staying ahead in the marketplace.

Self-reflection after Stakeholder Discussion:

Having conversations with stakeholders has been super important for my growth in real estate. It really helps with my employability creativity, & career management skills.

Employability: These chats have made my communication & negotiation skills sharper. It's key to forming solid relationships in real estate. When I talk to clients, contractors, & investors effectively, I've learned to handle concerns, predict needs, and create tailored solutions. Being able to manage these complex relationships makes me a more appealing candidate when job hunting.

Creativity: Talking to stakeholders has also helped boost my creative thinking. Whether it's coming up with unique marketing strategies or figuring out how to get the most from a property, these discussions push me to think outside the box. Creativity is so important for moving with market changes & adding value to my projects. That's crucial for long-term success in my career.

Career Management: During these talks, I've picked up useful insights about various roles in the real estate world. It's helped me know what skills I need to move up! I'm also being more active in seeking professional development. Building a strong network is key for growing my career.

Future Development: As I look ahead, I plan to keep working on my communication skills & stay informed about market trends. I want to pursue more education to grow my knowledge even further. These experiences have shown me how important continuous learning is, which helps me stay competitive in the ever-changing real estate industry.

In a nutshell, engaging with stakeholders has played a big role in my professional journey, shaping my decisions & paving the way for future growth in real estate.

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