



in collaboration with



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**Executive Summary:**

With outstanding quality services combined with top-notch modern technology we are planning to take the real estate in Nepal through the transition period. We are striving to create a seamless and transparent process for all land transactions. Our mission and vision also include the right to be one of the top real estate agents in Nepal with our unique technological support, sustainability changes being made customer-oriented dreams.

**Acknowledgment:**

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## Table of Contents

Introduction .....	4
Short- and Long-term Objectives .....	4
Problem Statement .....	4
Culture of Innovation: .....	4
BMC + VPC .....	5
Idea Generations .....	5
Description of Product Delivered: .....	5
Business Model Innovation: .....	6
Business Model Canvas (BMC): .....	7
Value Proposition Canvas (VPC): .....	8
STH (Six Thinking Hats of Real Estate): .....	9
<b>White Hat (Information):</b> .....	9
SWOT Analysis: .....	11
Application in Real Estate .....	12
Self-reflection after Stakeholder Discussion: .....	15
REFERENCE: .....	16

## 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.

## 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.
  - Also we 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 clients better.

- Make customer interactions smoother and keep client happy.
- 4. Continuous Improvement:**
  - Regularly update our tech to stay ahead of the game.
  - Encourage creativity within our team to enhance our 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

We identified some major issues in the real estate sector of Nepal. Transparency Slow process Scarcity to access reliable information about properties is our solution, Includes technology with full service which gives better customer experience.

### 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 are changing the way real estate in Nepal is done, with technology, a better experience and an eco-friendly approach.

#### **1. Virtual Reality Tours:**

Clients can virtually explore a property with the aid of VR tech, which is both time-saving and open to 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.

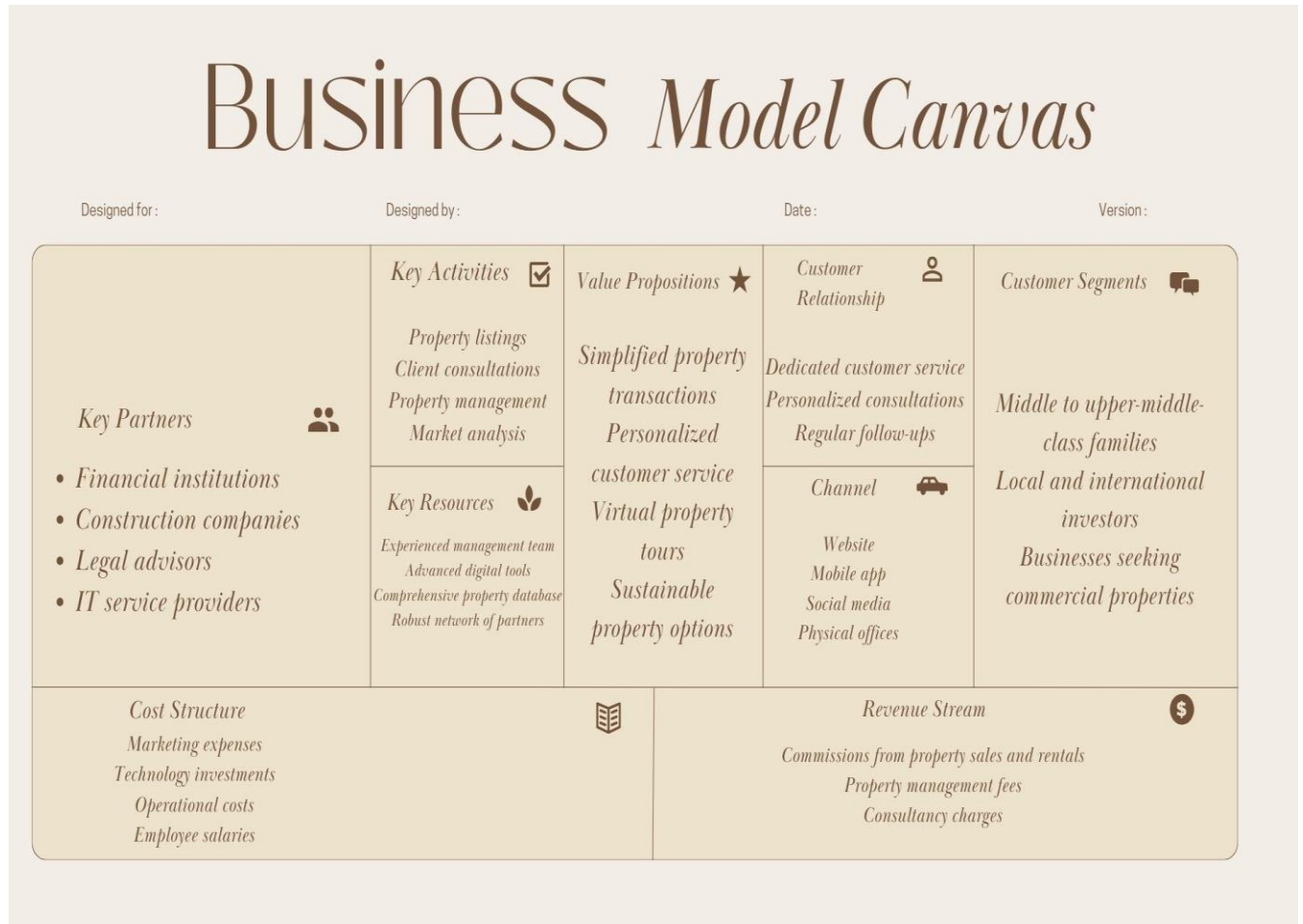
#### **4. Blockchain for Transparent Transactions:**

- 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):

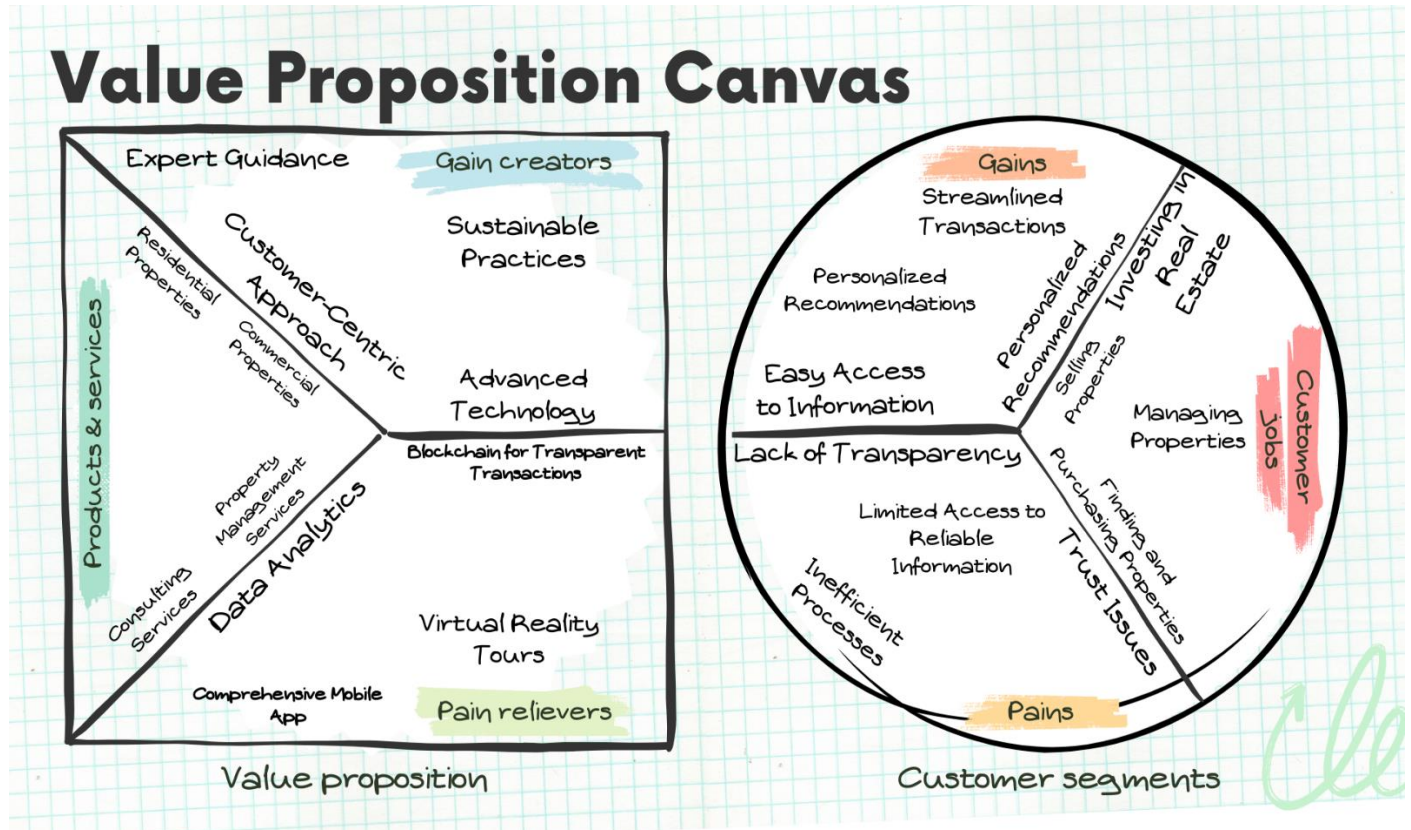
Figure 1: BMC



The business model canvas gives a complete picture of what you need to sustain yourself in the process as well. It helps companies clearly see their plans, covering everything from value propositions and customer segments to how they'll reach those customers through different channels and generate revenue from each part. (*Business Model Canvas*, 2022)

## Value Proposition Canvas (VPC):

Figure 2: VPC



Businesses using The Value Proposition Canvas by Alex Osterwalder and Yves Pigneur write beautiful value propositions. A customer profile, which looks at jobs that need campaigns, brands that are run alongside them as well the pains and gains due to it with the products/services that meet those needs perfectly. Companies who get this alignment right can ensure that they meet an increase in customer satisfaction through a better understanding of what customers expect and how they can be improved all focused on the customer 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. This is very helpful for us 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):**

It 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 next one is all about the emotion and initial gut responses. Emotions can not only be on real estate but also for anyone buying a home. The Red Hat asks everyone to talk about how they felt in a house whether it sounds right, or gives off bad memories. These reactions matter. They typically dictate choices as much if not more so than rational analysis. For example, an area might simply have a great impression that makes buyers ecstatic even if there are some issues.

#### **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. You never know you might be subjected to market risks (economic dips that hurt values) or expensive repairs from damage. Anxiety over budget has its place—taxes, insurance, and maintenance fees can certainly sap into profits! Plus, you should think about other legal aspects such as zoning and the environment. Weaknesses (The Black Hat): The purpose of the black hat is to identify

potential risks, allowing teams to prepare for them, and adds balance, leading to more informed and effective 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):**

Now let's get a little creative with our Green Hat. It triggers new thoughts & balances opportunities to for properties. It might be by looking at increasing opportunities of a site through. For instance, additions like a modern kitchen or additional living space can raise the value of your property. The Green Hat also recommends repurposing space, such as turning homes into storefronts, creating recreational centers. Converting vacant lands into apartments could be another solution. How great everyone feels inspired to do is what Wearing the Green Hat will contribute. leverage some innovation for value plus find unspoken opportunities.

**Blue Hat (Process):** And then we have the Blue Hat, which watches over everything. It keeps track of how things go so every opinion is considered carefully. In real estate talks, this hat helps manage all the evaluations. It determines what to prioritize first and then summarizes the idea from each perspective at the end. The Blue Hat makes sure we stay focused. This way, all important info gets shared, so decisions are thoughtful and benefit from different viewpoints.

### **Conclusion:**

The Six Thinking Hats gives a new and structured way to address decision-making in real estate. The fact is that everyone sees the same facts, it is just as if each hat allows and one to look at points-of-view for an issue. Emotions, dangers & benefits as well [and provides] artistic tools nicely hashed out by the Blue Hat guidance. This is extremely important tactic especially in a disturbing market where options are evils. Lasting importance. Also, are you purchasing your dream home, buying businesses or anything you build Six Thinking Hats For many prospective decisions on what to create the response you know all problems. you do great picks based on sound assessments of everything.

## SWOT Analysis:

SWOT analysis is super important when it comes to planning. It helps organizations understand what's happening inside and outside their operations. It is in four parts that are Strengths, Weaknesses, Opportunities, & Threats. By looking into these areas, businesses can see where they stand. They can spot challenges ahead and even find new chances to grow! (Peterdy, 2023)

### Strengths:

Let's talk about strengths! These are the good things that help a company succeed. They're the areas where an organization really shines! Using strengths wisely can help reach goals. Here are some examples:

- **Strong Brand Reputation:** This attracts customers & builds loyalty.
- **Skilled Workforce:** A great team pushes for innovation & works efficiently.
- **Financial Stability:** This means they have what it takes to invest in fresh ideas and technologies.
- **Advanced Technologies:** These boost productivity and keep them competitive.

### Weaknesses:

Next, weaknesses come into play! These are the internal challenges that might hold a company back. Identifying these issues is key because it gets everyone moving to fix them. Some common examples include:

- **Outdated Technology:** It decreases efficiency and increases the costs.
- **Limited Market Reach:** Operating in only a few locations can block growth opportunities.
- **High Employee Turnover:** Frequent staff departures causes disruptions and results in the loss of valuable expertise.
- **Inefficient Processes:** These cause delays and raise operational costs.

### Opportunities:

Now, let's explore opportunities. These are outside factors that a company can seize for growth or to improve its market position. Some examples include:

- 1) **Market Expansion:** Expanding into new regions can significantly increase revenue.
- 2) **Regulatory Changes:** Sometimes, new laws open up business chances as well.
- 3) **Strategic Partnerships:** Working together with others gives access to new resources & markets.

## Threats:

Opportunities: All these things a company can use for their growth and betterment in market space Some examples are:

- **Market Expansion:** Having a tour of new areas helps us to increase our revenue and the value of the market.
- **Technological Advancements:** Advanced tools and technology can help to make things easier and help us with good customer experiences.
- **Regulatory Changes:** Sometimes, when new laws come out, they create a chance for businesses too.
- **Strategic Partnerships:** Working together with others opens doors to new resources and markets.

## Application in Real Estate

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

### Strengths:

1. **Robust Property Portfolio:** Attracts many clients across different needs.
2. **Experienced Team:** It provides us a good advice and also gives us good services.
3. **Innovative Technology:** Using cool tools like VR tours or blockchain increases customer trust.

### Weaknesses:

1. **High Operational Costs:** Managing properties & tech is expensive.
2. **Very Local:** So, if companies are not going to grow they will revolve around in this market limited.
3. **Heterogeneous Regulatory Environment:** Different rules at every place can be tricky & time consuming to navigate!

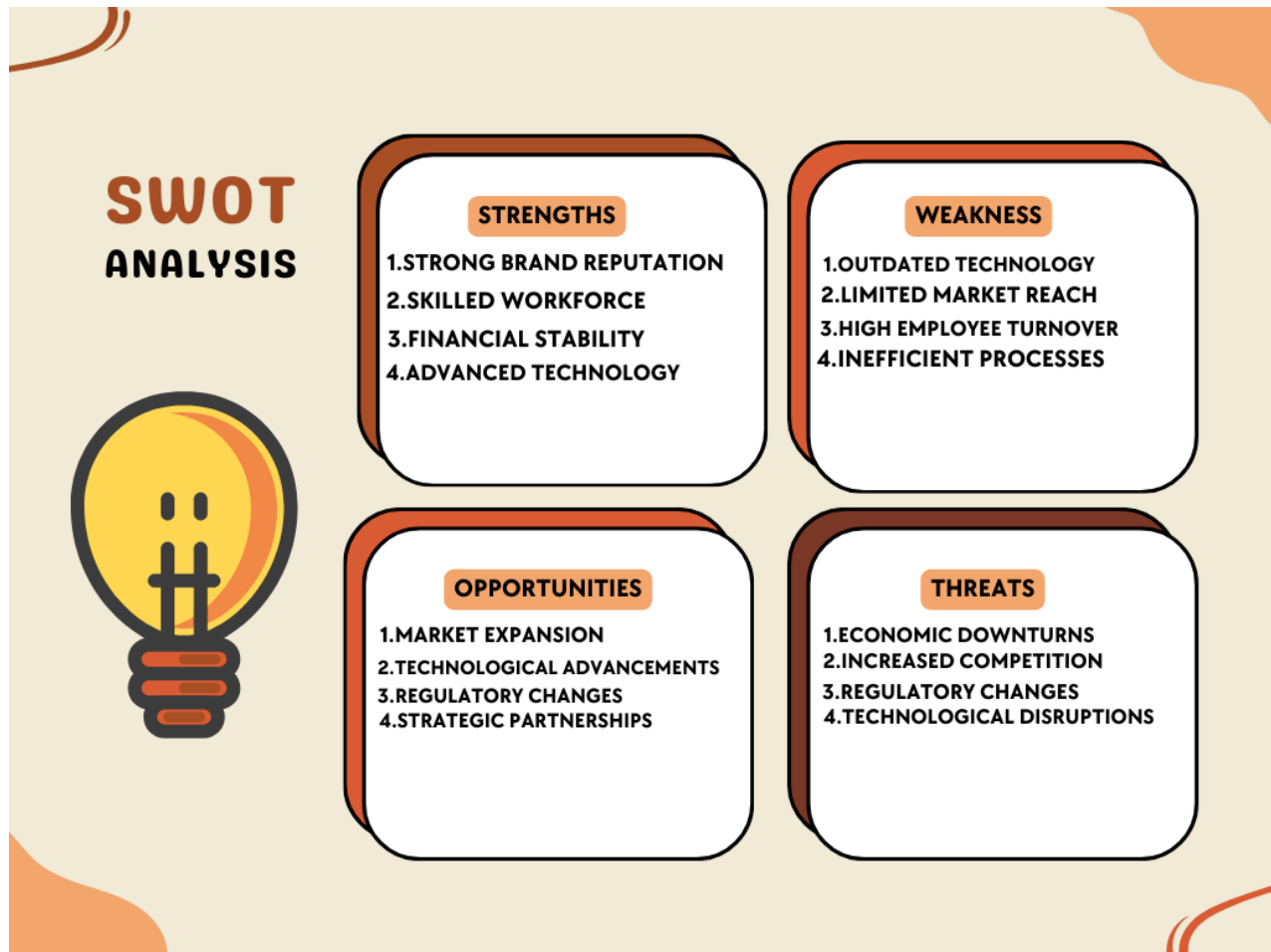
### Opportunities:

1. **Increasing Demand for Sustainable Properties:** Sustainability is back in trend.
2. **Smart Home Technology Use:** Tech lovers are attracted to smart homes.
3. **City Redevelopment Programs:** Unique progress inside cities or valley is great for business.

**Threats:**

1. Economic Fluctuations: These promises are the reasons for fluctuations in the economy, and they affect property values, sales, etc.
2. Changes in consumer tastes: This change is happening all the time, and you have to be flexible.
3. Regulatory Changes: Compliance becomes another challenge with the new real estate laws practiced.

Figure 3: SWOT



**Conclusion:**

The SWOT analysis is the proper means to conduct an investigation of what happens inside (and outside) a business. And it helps a lot for our own growth. Also it give us the strategy for our betterment.

### Self-reflection after Stakeholder Discussion:

It is important to have communication with stakeholders because it helps my growth in real estate. It helps with my employability creativity, & career management skills.

**Employability:** These helped to improve my communication and negotiation skills. 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. Also now in the worst condition I can handle and manage the complex bond and it helps me a lot to find my job.

**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:** Looking forward, I'm excited to keep improving my communication skills. Staying updated on market is important too. I also to grab more education. This will help me expand my knowledge even more. My experiences have taught me just how vital it is to keep learning. Continuous learning helps me stay ahead in the fast-paced world of real estate.

In summary, connecting with stakeholders has been a major part of my professional path. It has give me a wonderful path for my new upcoming journey.

It is important to have communication with stakeholders because it helps for my growth in real estate.

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