**Introduction**

The purpose of this feasibility study is to evaluate the viability of implementing environmentally friendly green building projects in New Cairo and  New Capital. The projects aim to provide sustainable living spaces while offering unique features and services that differentiate them from other developments. The study will focus on pricing, payment structures, offered services, and unique selling points (USPs).

**Pricing and Payment Structures**

The pricing strategy will reflect the premium nature of these green buildings, taking into consideration the high-quality materials, energy-efficient technologies, and sustainable construction methods used. Prices will be set at a higher range compared to conventional buildings in New Capital, but the value proposition will justify the cost. Payment structures will include flexible options, such as installment plans, to make the properties more accessible to a wider range of buyers.

Projects including three types : (Apartment , Duplex , Office)

|  |  |  |  |
| --- | --- | --- | --- |
| Type | Start price | High price | Payment structures |
| Apartment | EGP 2,097,000.00 | EGP 6,105,000.00 | start price : 1,386,000  10% down payment up to 10 years |
| Duplex | EGP 5,164,000.00 | EGP 8,526,500.00 | start price : 2,088,000  10% down payment up to 12 years |
| office | EGP 12,000,000.00 | EGP 38,000,000.00 | start price : 6,000,000  10% down payment up to 7 or 10 years |

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Offered Services:

The green building projects will offer a range of services that align with sustainable living and promote a healthier lifestyle. These services could include:

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On-site renewable energy generation (solar panels).

Electric vehicle charging stations.

Rooftop gardens and community spaces.

Underground parking and Commercial strip.

outdoor pools and club house.

**Unique Selling Points (USPs)**

To stand out from other green building projects, the following unique selling points will be emphasized:

a. High-Price Infrastructure:

The projects will feature luxurious amenities like pools, wellness centers, and smart home integration. These high-end facilities will cater to the upscale segment seeking both sustainable living and upscale amenities.

b. Aesthetic Green Spaces:

Landscaping will be a focal point, with lush greenery, vertical gardens, and green roofs incorporated into the design. This will provide residents with a serene environment that promotes a sense of well-being.

c. Cutting-Edge Technologies:

Advanced home automation systems, along with integration of IoT devices, will make these buildings a technological marvel, providing convenience and energy efficiency.

d. Environmental Certification:

Obtaining recognized green building certifications (e.g., LEED or BREEAM) will showcase the projects' commitment to sustainability, further attracting environmentally conscious buyers.

**Conclusion**

This feasibility study highlights the potential for successful implementation of green building projects in New Cairo and the New Capital. By focusing on pricing, flexible payment structures, unique services, and standout USPs, these projects aim to cater to a niche market seeking both eco-friendly living and luxury. The high-price infrastructure, extensive green spaces, advanced technologies, and environmental certifications will collectively contribute to the appeal and viability of the projects.

Please note I would like to provide a clarification regarding the feasibility study I submitted. While the study strives to provide a comprehensive evaluation of the viability of our green building projects, I would like to highlight a crucial point that was not covered in the study due to the current economic conditions.

We are currently facing a period of significant inflation, with inflation rates exceeding 40 percent. This economic situation has had a substantial impact on the prices of building materials and other essential resources necessary for our green building endeavors. Moreover, the daily fluctuations in these material prices have added an additional layer of complexity to the situation.

Given these economic challenges and the inherent uncertainty surrounding building material prices, I made the strategic decision not to include predictions for material prices in the feasibility study. This step was taken to ensure that the study remains accurate and realistic, as it is virtually impossible to anticipate how these volatile conditions will impact project costs in the future.

I trust that you understand the rationale behind this decision and its necessity.

Thank you for your understanding.

**Resource Data**

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| --- |
| Sources |
| masharf.com |
| flatandvilla.com |
| Nawy.com |

|  |
| --- |
| tools |
| collect data | beautiful soup library (python) |
| clean&visulize data | Excel power bi |
| feasibility study | LLM&manual report |