

2022

Project Report - Marketing Plan: The Property Boutique – Term End Assignment



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TPB

2/25/2022

Executive Summary

TPB is the result of the merger of many real estate enterprises, both franchises and joint venture development partnerships that developed over time. We have concentrated our real estate sales on innovative marketing using technology. The company is a property development and sales firm situated at 6594 Oubaa Avenue, Mnandi, Centurion. Our goal is to collaborate with the country's private investors and public sector development initiatives to supply and sell homes and properties to the wealthier classes of people in South Africa.

The agency was founded to create a company that would continue to exist beyond its creator. We recognise that any company's growth is determined by the number of commercial transactions or income earned each fiscal year and profitability. We continue to resource the marketing team to deliver on all defined marketing objectives and company goals. We can be steadfast in taking calculated enterprise risks regarding funding and taking up new investment property challenges.

We know that the property development sector demands a substantial capital base which we have invested. Further, we have investment roadshows for a steady flow of investor funds from prospects interested in partnering. The only goal is to emerge as a significant investment boutique development and sales real estate organisation in Centurion and Gauteng, subsequently, the Republic, offering exceptional quality and customer service. We have subtle strategies to collaborate with customers to generate initiatives that compete with the extraordinary in the industry. We construct at a fair cost, with superb layout and refined design, deliver on time and within budget, and generate considerable value from the property we control for our customers and the firm. TPB is an expert in remodelling ordinary homes and residences into urban property and remodelling run-down structures into designer properties, seeking to make this our brand and signature.

The organisation's growth is assessed by the number of business transactions or revenue generated annually, profitability and business health. We will provide our marketing team with the resources to fulfil all objectives. We can execute minimal business risks when finding and accepting new business developments and challenges.

Poised for growth with a digital presence, the company will seek to achieve its medium-term goals, emphasising digital communication through the app. and other digital channels to further the overall business objectives.

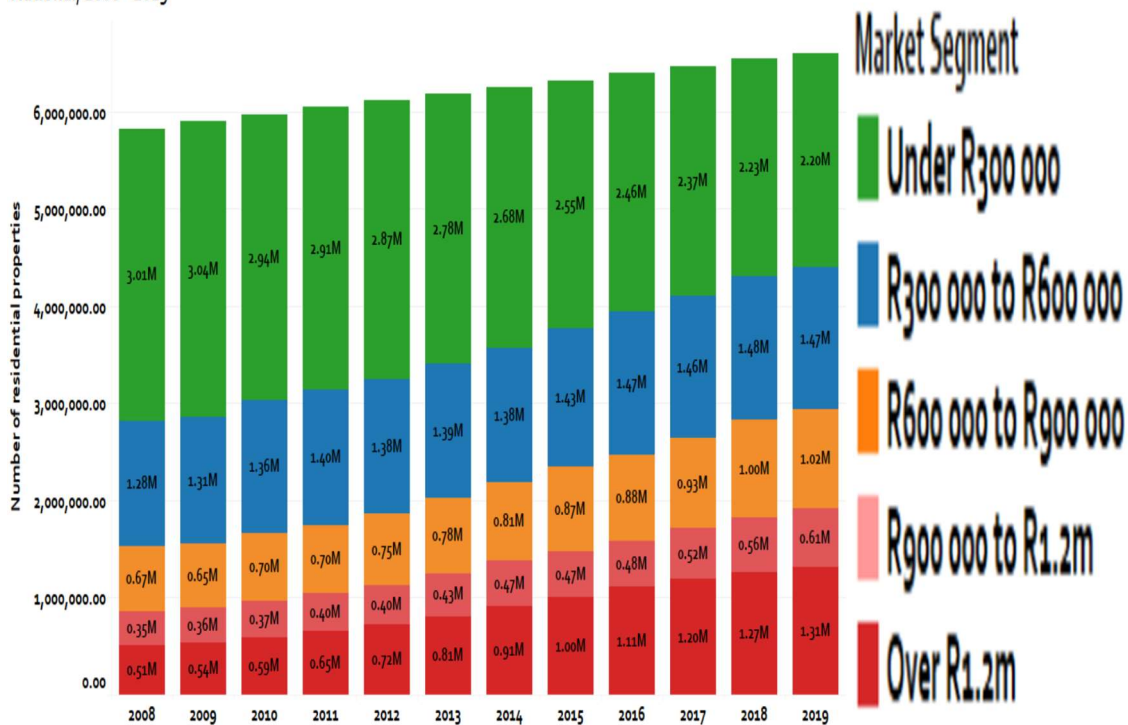
Market Overview

The residential property marketplace is the most critical market segment in South Africa, accounting for the maximum of the country's assets holdings and a significant source of family wealth. South Africa's deeds registry has 7.4 million houses worth around R6 trillion. Moreover, 6 million registered homes, or 89 percent of the total, are residential. In 2008, most residential property marketplaces were made up of houses worth much less than R600 000. (seventy-four percent). More than half (fifty-two percent) have been in the entry market (with a price of much less than R300 000), and the bulk has been assumed to be government-subsidised. However, the proportion of entry marketplace homes in the country market declined from fifty-two percent to 33 percent between 2009 and 2019. Between 2008 and 2019, the number of low-cost market homes improved by 15%, even as many luxury market homes (over R1.2 million) surged by almost 100%.

Higher-end house values grew quicker than lower-end properties, implying that the residential property business should focus on the trend of higher-end properties. In 2015, resale transactions reached an all-time high (175 745). Since 2015, resale transactions have been falling, averaging around 166 000 every year. Since 2013, the luxury market segment has accounted for most resales, accounting for a median of 34% (80 091) of overall resale transactions per year. While forty-one percent (65 062) of resale transactions in 2019 happened in the R1.2 million price bracket, at best, 21 percent occurred in the R600 000 marketplace Segment.

Number of residential properties by market segment (2)

National, 2008 - 2019



Source: SOUTH AFRICA Housing Market Report -2020, Center for Affordable Housing Finance in Africa

For several years, the housing market has been slow due to weak family finances, high unemployment and an underdeveloped credit sector. House prices rose about 62% between

HOUSE PRICES, ANNUAL CHANGE (%)		
Year	Nominal	Inflation-adjusted
2010	3.10	-0.23
2011	4.36	-1.84
2012	5.77	-0.04
2013	7.72	2.35
2014	6.20	0.82
2015	6.32	1.08
2016	4.75	-2.16
2017	3.85	-0.62
2018	4.12	-0.27
2019	3.10	-0.90
2020	3.70	0.60
Sources: FNB, Global Property Guide		

2007 and 2020, but real prices fell 18% after inflation. However, as inflation has slowed, the variance between real prices and nominal has closed substantially over the prior five years. According to the 2021 FNB report, demand continued to rise in 2022 but slowed down after a sharp rise in the last six months of the previous year. Home loans continue to increase as banks become more willing to lend to potential borrowers. Total mortgage advances increased by 4.4% in 2020 to around ZAR1.6 trillion (US\$113.93 billion), well above the annual average of 4.1% between 2009 and 2019.

The business's logic stems from the company's universal vision and an opening in the marketplace to provide a one-stop boutique property service offering that employs modern property solutions for the luxurious and resale market segment with a specific focus on application development or an "App". Establish the App logo as a recognised gold standard trading platform and assets investment boutique in South Africa and accomplished via a community of buyers,

sellers, developers, investors, and other real estate-associated organisations. Our "One-Stop" boutique service offering differentiates us from our competitors. We provide investment options, funding, development, evaluation, design, creation, undertaking sales, leases, and property maintenance and management.

TPB is well-versed in the property market segment and the characteristics of the most coveted customer. These statistics are used to understand the customer, their character needs, who is served, and how the agency shall engage with them digitally more effectively via the App.

Situational Analysis

This marks the start of The Property Boutique (TPB) app. operations. Marketing will be crucial to increase brand and product awareness and exponentially increase the consumer market base.

SWOT Analysis

SWOT Analysis for The Property Boutique	
Strengths	Weaknesses
access to investment funding & capital Cost-efficient	Ineffective new product development process Limited ability to keep up with technology

<p>Low expenditure structure</p> <p>Strong customer relationships</p> <p>Growing brand equity</p> <p>Positive attitude to the brand</p> <p>Seen as having strong corporate social responsibility</p> <p>Effective online channels</p> <p>Cost leadership advantage</p> <p>Relatively low cost of capital</p> <p>Highly agile</p> <p>Strong technical expertise</p> <p>Strong service levels</p> <p>Ability to catapult over competitor's technology</p> <p>Ability to predict future trends</p> <p>Adaptive to change</p> <p>Good identifier of market insights</p> <p>Effective use of marketplace data</p> <p>Good understanding of the market</p> <p>High service levels</p>	<p>Limited IT/software expertise</p> <p>Limited R&D expertise</p> <p>Reliance on generic market modelling</p> <p>Fluctuating cash flows</p> <p>No real economies of scale</p> <p>No actual sales or service culture</p> <p>Under-performing sales teams</p> <p>Relatively new to digital marketing</p> <p>Static website</p> <p>inconsistent social media engagement</p> <p>No expertise in creating engaging online content</p> <p>No company App</p> <p>No international brand awareness</p> <p>Limited niche marketing success</p> <p>A market follower</p> <p>Weak/no relationships with media</p> <p>Dynamic competitive landscape</p> <p>Many emerging new entrants</p>
Opportunities	Threats
<p>First-mover in emerging markets</p> <p>Expanding IT and software skills.</p> <p>Data mining of customers, investors and other databases</p> <p>Develop strategic partnerships</p> <p>Enhance analytical marketing capabilities</p> <p>surpass competitor's technology</p> <p>Use automation to improve performance</p> <p>Develop and maintain innovation and high service culture</p> <p>Expand digital sales and services team</p> <p>Pursue greater economies of scale</p> <p>Work to generate cost efficiencies</p> <p>Develop and implement a CRM program</p> <p>Grow market share to become the market leader</p> <p>Improve business offerings to increase net promoter scores</p>	<p>Business model becoming outdated</p> <p>Slow adaptation to change</p> <p>Poor service culture</p> <p>Disconnected customer base</p> <p>Changes in spending patterns of customer</p> <p>A significant change in customer behaviour</p> <p>Inability to grow the customer base sustainably</p> <p>Limited success in creating engaging content</p> <p>Poor marketing ROI</p> <p>Outperformance by data-driven competition</p> <p>Better pricing by more efficient competition</p> <p>Competitors introducing break-through new products</p> <p>Disruptive new competitors</p> <p>Highly-financed competitors can grow faster</p>

Improve overall customer experience Map and target all steps in the journey of the customer Constantly Modifying the marketing mix to better suit customer's needs Target niche markets	IT-savvy competition gaining more efficiencies Many emerging entrants Declining economic conditions High levels of unemployment
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Segmentation, Targeting, and Positioning (STP) Analysis

Market Needs

The vision is to be recognised as South Africa's leading property development and investment boutique on an app, aiming to deliver the following benefits that matter to our clients:

- Our mark is high-quality craftsmanship as we know that our customers work hard for their money and only want to spend it on items that will last a lifetime.
- Thoughtful Designs with timeless elegance is achieved through smart homes that meet buyers' needs.
- TPB's industry experience and personal commitment to real estate give you the information you need to create insightful homes and make valuable recommendations to home sellers.
- We provide exceptional customer service in creating a long-term sustainable business with a devoted client base.
- Innovative digital solutions: increased functional application development

Market Demographics

South Africa currently has Africa's second-largest financial system. It has a strong manufacturing and banking industry, with a population of over 59 million people and a GDP per capita of little over US\$ 5,000 in 2020. The Republic exports the most gold and platinum globally, and tourism is a significant source of foreign cash. The following regional, demographic, and behavioural elements make up the typical TPB consumer profile:

Geographics

- TPB does not have a specific geographic target area but predominantly operates in the greater Gauteng region. TPB can serve both domestic and international consumers by leveraging the internet's vast reach and different delivery methods.
- The overall number of customers targeted is 2.5 million.

Demographics

- The bulk of repeat buyers/customers are over 35 years old, male and female, and of no particular ethnicity.
- According to FNB data from the Deeds Office, senior buyers (over 35 years old) now account for 53% of all residential sales, up from 48% in 2019.
- The rising demand for housing boosts the residential real estate market activity, which has a knock-on effect across all industries.

- The average home buyer has at least a bachelor's degree, is employed or self-employed, and earns R272,000 per year in Gauteng.
- On the other hand, accountants, software engineers, financial managers and project managers earn more than R750,000 a year.
- Pilots, doctors and other medical professionals earn more than R1.2 million per year, whereas the earnings of business owners and entrepreneurs vary greatly.
- As baby boomers enter retirement, demand for second homes in popular holiday destinations and investment property in well-established and expanding suburbs has surged.

Psychographics

- Buyers know their property requirements and enjoy family lifestyles as intrinsically enjoyable and a lifestyle choice.
- Buyers invest money in property and leisure for occasional self-use and generate additional revenue.
- Buyers have work from home and active lifestyles that include adequate space and require to utilise recreational facilities at least two to three times a week.
- Mature buyers(60+) are generally considering scaling down into luxury homes and developments with close healthcare facilities and lower property operating costs.

Behavioural

- Personalisation is today's definition of luxury. Our buyers are looking for homes with anything from pools to personal recording studios to stables on the premises.
- Luxury real estate is becoming less tempting to investors due to rising interest rates and price stability.
- Our target buyers make purchasing decisions based on value rather than price.
- So, even if the market is a downturn, unique and customised offers can be considered valuable.

Target Markets

Customers from many walks of life and socioeconomic backgrounds are our target market. We are going into the market with a model that will allow us to work with the industry. We're in business to make a profit, but we're also in it to enable our clients to own/invest in properties at a reasonable price.

The niche of the app. has been developed, with a predicted real estate market of 2,5 million people that is continually growing (according to Lightstone figures). The goal of TPB is to increase the market niche through promoting boutique services of real estate in the wider Gauteng City Region.

The following is a breakdown of possible purchasers in the residential real estate sector: 50%+ repeat buyers (increasing), 24% high-end buyers (slow increase), 20% investment buyers (stagnating), and 6% leisure buyers (aggressively reducing). Because they are the fastest expanding, TPB services aim for repeat purchasers, high-end, and investment buyers. Due to changing living conditions, these groups are relocating to more suitable housing.

Markets include:

- Second-time/repeat buyers,
- Leisure,
- Investment,
- High-end buyers

Target Market Forecats

Potential Customers	Growth	2022	2023	2024	2025	2026	CAGR
Repeat Buyers	8%	1 250 000	1 350 000	1 458 000	1 574 640	1 700 611	8%
Leisure	2%	150 000	153 000	165 240	178 459	192 736	2%
Investment	5%	500 000	525 000	567 000	612 360	661 349	5%
High end Buyers	7%	600 000	642 000	693 360	748 829	808 735	7%
	6%	2 500 000	2 670 000	2 883 600	3 114 288	3 363 431	6%

Market Trends

- TPB will distinguish itself by marketing to those who, if they can have it, seek the 15-minute lifestyle. They desire walkable facilities and natural areas so they may live fuller lives without having to get into a car and move from one part of their lives to another.
- Vacation travel is gradually increasing, with hotels within easy driving distance of population centres reaping some of the most significant benefits. However, commercial and international travel may take years to return to pre-COVID-19 levels.
- Most businesses with office space will likely need to lease less space per employee in the future. Tenant choices will also influence changes. The upshot will most likely be a hybrid model for a large section of the office workforce, which will affect the number of property transactions due to increased residential space requirements due to the global work from home policy.
- The epidemic exposed previously unseen reservoirs of flexibility in how the property sectors may function—and altered property usage into the future by driving people to work and live differently.

Market Growth

- Physical improvements to buildings will be required to better correspond with how they will be utilised, notably in supporting more working and shopping from home, due to a renewed emphasis on a work/life balance and the significance of convenience and productivity in managing time.
- Continued movement from the most costly CBDs and metro areas to cheaper, high-growth markets is also likely. This pattern began before the pandemic, but it accelerated the post-COVID recovery.

- The massive increase in the number and frequency of persons working remotely during the pandemic appears to be permanent for many of the workforce. Because they won't have to commute every day, remote employees will have access to a broader range of possible residential locations, significantly impacting local metro regions and real estate markets. Indeed, this may be the most crucial element influencing property market dynamics in the ensuing years.

Marketing Strategy

Focusing on repeat and high-end customers is crucial to the marketing strategy. Because TPB delivers services tailored to each customer, specialised marketing to investment buyers would allow TPB to cover around 80% of the market. TPB can serve most market segments because TPB's services apply to all, while each segment has its own set of customers.

Even though we have over 50 years of experience and the industry know-how to assist buyers and sellers, our pricing structure is better than competitors since we take lower commissions.

Our App introduces you to fantastic investment and residential prospects in the form of highly researched homes that are tailored to the buyer's needs as a property investor. Our software is simple to use and puts the customer in control. Everything is designed to provide the buyer with the best prospective property investments on the market.

Mission

The company's mission is to enable our clients to build a sustainable and financially better future by providing market-leading property trading and investment property solutions that deliver sustainable and consistent wealth.

"We aim to make property investment accessible to everyone, delivering extraordinary returns for ordinary people.."

Marketing goals

- Consistently achieve positive, substantial growth each quarter (notwithstanding seasonal sales patterns).
- Maintain consistent growth and market penetration.
- Reduce customer acquisition expenditures by 1.47 percent each quarter.

Financial goals

- Increase profit margins by half a percentage point per quarter through efficiency and economies of scale.
- Maintain a research and development budget as a percentage of sales to stimulate future service and product development.
- Achieve a three-year growth rate in the triple digits.

Marketing Tactics

The marketing program's main objective is to establish TPB as the pre-eminent real estate app boutique, serving local and foreign markets. The marketing strategy would aim to raise client awareness of the supplied services before expanding the customer base, and the marketing strategy comprises the following :

Maintaining a premium image for the brand is critical, and maintaining that image is a top priority. A marketing executive carefully manages the brand architecture.

We intend to build our internet presence with a professional website and dedicated accounts on social networks like Facebook, Twitter and LinkedIn. These are relatively inexpensive and can reach large numbers of people. Pay for advertising campaigns on search engines like Google and Bing to promote the company.

We schedule the delivery of emails and design them with eye-catching subject lines, animation, and personalised messages and assistance. We'll also use interactive and social media to spread the word about the brand and build communities around them.

The sales crew has constant access to email on their smartphones and makes every effort to reply to customer requests as quickly as feasible. We want to respond promptly and precisely since it enhances our trust and reputation.

We transmit a monthly email that covers current mortgage rates, realty law changes, the benefits of investment property ownership, how to establish a real estate investment portfolio, regular market trends and checks, and more. Our current and future customers value the content in such a newsletter since it reflects our expertise and commitment to the industry.

Success Factors:

Designing and creating items that fulfil market demand are the keys to success. TPB must also ensure complete client satisfaction. If these success factors are met, the company will become successful long-term.

All of the promotional materials are created by some of the top minds in the marketing industry. The platforms listed below are those we aim to use to promote and advertise the business.

- Regularly placing adverts in print and electronic media outlets (both real and virtual) • Sponsoring relevant television shows
- Make the most of our company's website to promote it.
- Take advantage of the internet and social networking sites such as Instagram, Facebook, Twitter, Property24, Private Property, LinkedIn, Badoo, Google+, and emerging social media platforms.
- Place our billboards in strategic locations.
- Distribute our fliers and handbills in certain regions regularly.

Issues of Importance:

TPB is still in its infancy as a start-up company. The most important goals are to:

- Establish itself as the leading property app. boutique service.
- Ensure that expenses never exceed the revenue base by pursuing regulated expansion. This will assist and guard against economic downturns.
- Monitor client satisfaction regularly to ensure that the growth strategy does not jeopardise service or satisfaction.

Competition

There is unprecedented competition among real estate brokers, especially regarding the service and commission alternatives accessible to clients, thanks to the pro-consumer local listing broker marketplace model and options like a success fee. Still, there are very few one-stop app. boutiques offering real estate services. Our unique offering distinguishes us as a highly specialised company with a customer-focused culture.

Positioning

TPB will establish itself as the leading real estate app. boutique service provider. Its competitive advantage will be industry experience, customer service with digital innovation, and passion will be used to accomplish this positioning. TPB is a real estate firm founded on a passion for the industry. Its management may draw on its extensive experience and personal love for real estate to create creative, customised practical services for a broad spectrum of property clients.

Property pricing is a vital positioning component that must be set with the customer in mind, with the idea that a property well priced in the market would sell quickly. TPB will achieve rapid, significant market penetration through a smart business strategy, long-term planning, and a strong management team capable of delivering this exciting potential. The three principals of the management team have a combined personal and industry experience of more than 50 years. TPB has the empirical data and the willingness to provide the real estate sector with much-needed additional services and after-sales goods due to its extensive expertise and understanding of the industry.

We have decided to offer a wide range of services via the app. Our ultimate goal is to be one of the Republic's premier real estate development firms. Our commercial services are detailed below;

- Developing Real Estate for Our Clients
- Real Estate Leasing
- Rental of Real Estate
- Property Sales with Full Furnishings
- Landed Properties for Sale
- Leasing of Bare Land, Property Management, and Client Services
- Property Renovating Services
- Consultancy and Advisory Services in Real Estate
- Value Proposition and offering

TPB offers:

- Exceptional representation in any transaction - from a little condo unit to a large estate and everything in between, you don't need to stress knowing that your realtor and the entire office are dedicated to ensuring a professional transaction of the highest quality.
- The importance of quality over quantity - The firm's understand that each client has unique requirements. The organisation always concentrates on Customer Service rather than the number of investment properties they buy or sell. The boutique firm understands that the client's opinion matters more than it does at a larger company, and it will work hard to ensure client pleasure.
- Support from our office – The firm's small, close-knit group serves to accommodate the team's needs and, hence, our clients' requirements. When you choose a boutique business, you can rest assured that the whole office is focused on your needs.
- Established and Top-Tier Agents - The owner or recruiting manager attempts to create a small, professional environment, which means that only the most qualified and motivated candidates will be considered. Each broker at the firm is expected to be knowledgeable and committed to each customer.
- Vigilance about cultivating the culture and brand of the firm all the time - A Boutique firm, unlike a more prominent firm, has something to prove and does not have a well-known brand name to rely on as proof of its worth. The business is keen to demonstrate its ability to compete with larger firms.
- Innovation and customisation occur faster as larger organisations have more "red tape" and company regulations, limiting brokers' creativity ability. A boutique agency allows immediate communication with the owner, allowing quick and cutting-edge customisation of your investment property marketing. Because most marketing is done in-house, our clients won't have to wait weeks for their investment property to be listed.
- More than developing a company empire, the boutique is concerned with the interests of buyers and sellers. We have vigorous pursuance for our client's rights, the rights of realtors, and the rights of businesses. Our primary goal is to ensure that the community thrives through investment property ownership, not to develop a commercial empire.
- The Property Boutique executives serve on local, provincial, and national real estate boards, defending and supporting private property rights.
- Your transaction is always close to us - Your broker will not transfer your contract to a closing coordinator because they focus on customer satisfaction. Closing coordinators are generally hired by more prominent firms so that a broker can go on to the next client. Our brokers will take care of your transaction from start to finish. You may rest assured that no documentation or crucial information will be lost and that you will be effectively represented throughout the process.
- We build lasting relationships with our customers by providing memorable experiences, timely and relevant information, and the correct products and services.

Products

- The company will build and design upmarket luxury homes and resales residences via the App.
- Our product is our service to clients, primarily promoting and negotiating the sale or renting of their homes.
- We educate buyers throughout the buying process and provide valuable insights into market updates and data on local property transactions, all via the App.

- We help all parties in a real estate transaction make informed and agreeable pricing decisions.
- We will keep researching to understand better our target market and what they desire. This will assist us in compiling a list of the most appealing residences and market expectations. The property will be on the market for a shorter period, which means less work will be required to promote the sale, and we will earn a higher profit rate.
- An understanding that our product offering has two layers: physical property and intellectual property.

Price

We know that no matter how much marketing we conduct, it will not sell timeously if an investment property is not priced correctly. Having a strategy for pricing and educating our clients on market behaviour helps handle the typical emotional ride for clients and customers.

By maintaining current on price trends in our industry, we hope to establish ourselves as an authoritative source of information and a well-versed specialist. Understanding our area's seasonal income and rental migration cycles is critical for advising customers on when demand for their homes could be at its peak, resulting in a better price. As a result, we conduct ongoing studies to maintain our understanding of the current industry trend.

Thanks to excellent communication, we support buyers by educating them throughout decision-making. Our business model ensures that we work within our clients' budgets to present them with exceptional properties. We are well aware that essential players in the Republic's real estate development sector are not interested in small business deals. Although our rates may not be meagre compared to what is accomplished in the industry, we believe that whatever price we charge, our customers will be among the lowest they can get in the market while still receiving good quality and customer care. The fact that we will bill our clients at a lower rate than the industry standard does not influence the quality of our properties.

Place or positioning

Our brand is the face and voice of our company, and it is typically represented through visual marketing, digital and physical office appearance and employee professionalism. Each is a 'touchpoint,' which refers to the techniques and places your customers connect with our brand. We aim to build a well-thought-out brand and constantly communicate critical company themes and use our digital channels. Every time customers encounter our brand, they should have an experience consistent with our culture. This is a crucial component in developing a market-leading real estate brand.

Promotion

Our primary marketing strategy is digital with the App., social media marketing, online display ads, and search ads. We are in most social media groups interacting with potential customers' needs. This method assists us in identifying passive and active buyers in the neighbourhood while also promoting our brand and reputation on the internet. To drive people to our online presence, we will integrate QR codes and information about our website and social media profiles in our print pieces.

Increase the reach of our communications on social media and through paid advertising on digital channels where our ideal customers congregate. Our goal is to be one of the most successful investment property development and sales organisations in the markets we serve, which is why we've designed strategies to help us take advantage of the market opportunities. The company will implement the following marketing and sales strategies:

- Send introductory letters and brochures to all corporate organisations to introduce our company.
- Contract bidding deadlines
- Publicise the company in real estate and property journals and on the internet.
- Participate in trade shows, seminars, and business fairs.
- Create various building packages for diverse clients to operate within their budgets while providing high-quality designer housing/property.
- Use the internet for advertising our company People
- Participate in well established real estate associations and forums

Marketing is a collaborative activity, and the entire team will be involved in how we market properties and deliver related services, either directly or indirectly. We will ensure that staff across the firm can provide the most incredible service by developing a healthy culture and training. Training will help to retain staff and, as a consequence, improve the boutique's brand in the market.

Physical evidence

Establishing structures and strategies and growing templates for assets offerings and advertising will assist prevent errors, lessen the time required to create new content, speed approval procedures, and preserve regular brand messaging. It can even help track expenditure effectiveness throughout numerous channels and measure marketing campaign outcomes and outputs.

Process

We will expand our customer involvement by implementing systems that teach employees how to communicate with customers and channel consumer feedback successfully. Although each client has a unique need or wants in real estate, the essential systems and processes should ensure that each customer receives the same level of customer service. Then within this service and product experience, a client's wish can be realised to produce a one-of-a-kind experience as part of the service.

(CRM) Customer Relationship Marketing strategy

The CRM strategy develops strong ties with customers and improves customer experiences. The relationship marketing strategy aims to keep customers and generate lifetime brand loyalty.

A certified software development company customises the CRM software to meet the corporation's specific needs, which means the CRM will have practically limitless possibilities. Instead of being in the office all day waiting for a phone call (which may or may not occur), our agents can use the CRM software on their mobile or desktop devices, even remotely, to communicate with clients.

Understanding real estate purchasers outside their zip code are critical. Our comprehensive prospect list reveals whom to target based on key wealth factors. We can then utilise this information to discover the best potential purchasers for the next luxury home.

We learn more about potential purchasers by utilising wealth and lifestyle analytics. Then, use this information to tailor marketing and sales activities. Highly tailored advertising enhance engagement and customer lifetime value (LTV).

Teams screen clients and prospects and learn more about our current customers and leads. Profiles give a rich canvas of information that may fill in the blanks. We attempt to obtain information about net worth, income, assets, real estate, and stock holdings. The data includes philanthropic contributions and actual company and personal contact information. We analyse to develop a descriptive, look-alike model. This means we understand what distinguishes our customers. According to our research, luxury homebuyers in Midrand differ from Centurion. This allows us to understand better what makes them tick, and we can subsequently build advertisements relevant to each market.

We prioritise data modelling for actionable insight. With data modelling, we move beyond a descriptive representation of a consumer. Using Big Data analytics, we are creating models that can segment leads. This means that the model can divide our pipeline to show us only the top 10% of prospects. The model assists us in responding to a specific sales or marketing query. You could, for example, identify the top 10% of leads for vacation property purchases. For example, it could be the top 10% of leads for a given topic, such as the water-front property in Hartbeespoort. Our customers are a goldmine of information. Our analysis assists us in understanding what distinguishes the customer in each market. We then use these insights to locate fresh leads similar to them. The greater the similarity, the more probable they will behave similarly.

We can refine our segmentation by using several filters when looking for new prospects. The ability to personalise messaging is therefore enabled through niche segmentation. Long-term engagement and enhanced LTV will be driven through personalisation.

This product also benefits the company by having a call-centre perspective on each consumer and keeping track of each situation on a case-by-case basis. Our agents and representatives can engage with customers via any media channel, escalate complaints, and join conversations on social media. Social networking platforms result in superior overall customer care.

Identified Revenue Streams

A Revenue Stream is a building block representing the firm's revenue from each Customer Segment.

Brokerage fees are an essential source of revenue. The company earns money from an intermediary service via this revenue stream, earning a commission each time a buyer and seller are matched via the App.

Leasing fees are a recurring revenue stream formed by temporarily providing someone with the exclusive use of a specific asset for a set length of time in exchange for a charge, including our leasing fee via the App. This offers the landlord and the company the benefit of

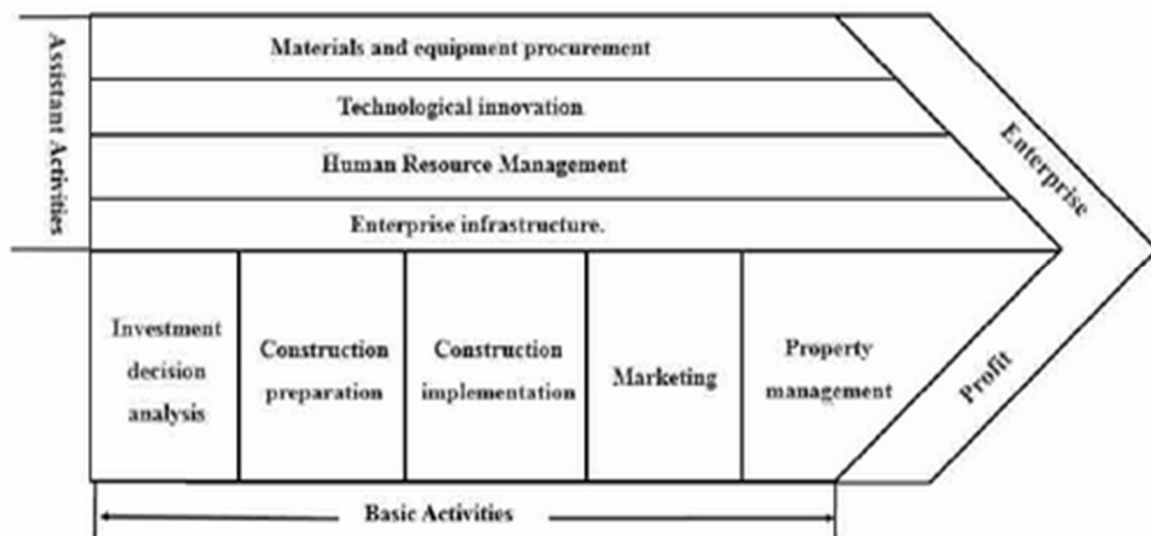
recurring revenue. On the other hand, renters or lessees gain from incurring fixed rental expenses for a set period rather than entire ownership costs.

Service revenue is generated by delivering a service to consumers and is computed on time. For example, the amount of consulting hours incurred on a construction project. Revenue from one-time projects with existing or new customers is referred to as project revenue. As an example, consider constructing a new home for a client.

Subscription fees are generated when customers regularly pay for our investor deal service delivered digitally, once a month via the App. We charge investors a fixed fee in exchange for providing the most incredible investment opportunities with potential returns on investment over 20% per year consistently. Even if the customer does not utilise the service, you pay for it if they have subscribed, and the subscription can be cancelled at any time.

Essential resources to be used applying the value chain network

TPB is a real estate development and management company; we also manufacture products and manage real estate assets. Our company is a "systems integrator," Our products integrate capital, land, engineering, property management, the environment, and other variable components for the company to maximise market value through selling, leasing, advertising, marketing, and other services.



A value chain is a collection of value operations. An enterprise's added value is derived from its internal conditions and interactions with its external environment. As a result, an enterprise's value chain comprises both internal and external value. The chain's core is enterprise comprehensive value optimisation; it assists in identifying influential value factors from the customer and employee perspectives. It aids in constructing a dynamic value chain model rather than a mechanical combination of all valuable activities and external related parties.

This chain's connectivity of value operations through optimisation and coordination gives a competitive advantage. Extensive market research and marketing methods, for example, may increase early investment expenses but are beneficial in preventing unanticipated mistakes

and ensuring market sales. Finally, the consistent operation will reduce the cost of market sales and property management. The phenomenon depicts how companies make trade-offs to achieve their overall objectives.

Key activities to be performed. Strategic Business Units to be developed.

Basic Activities

Investment decision and analysis – strategic business unit

It is the initial and most important connection in the enterprise's development process. We research and prove the selected land parcels before obtaining land use rights. Then, conduct detailed market research for the surrounding property in the competitive markets to clear the infrastructure requirements, set an appropriate market location, market positioning, study project feasibility, and other early activities for both clients and the firm.

Construction preparation

Professionals must be hired to design the development area while complying with the city's general planning guidelines. Controlling project expenses is significant during the construction preparation period because around 70% of the total cost of project development is planned for at this time, and product quality will play a critical role in customer satisfaction.

Construction implementation – strategic business unit

Bidding, contract signing, project implementation, and acceptance are all common steps in this process. The business focuses on building engineering project management during the project construction phase, such as quality control, schedule control, and cost control. The project enters the completion and acceptance stage, where real estate is constructed and completed.

Marketing – strategic business unit

This stage directly impacts whether or not enterprises finish real estate development operations and commodity value. All actions, including image promotion, advertising promotion, sales channels, and sales team selection, are part of the overall strategy. The planning department's close coordination with the sales team has made it critical to boosting its value and responsiveness.

Property management – strategic business unit

Various services are employed to increase or maintain the product value. Because of the increasingly aggressive imitation in the real estate industry, firms find it challenging to maintain a competitive advantage through technology or products. As a result, high-quality property management services are critical to boosting product value.

Supporting Activities

We are stocking up on supplies and equipment. Enterprise value chain activities necessitate the acquisition of a variety of inputs which includes financing, site purchase, and fund reserving are all things to consider. The investment consists of land usage rights, construction financing, building materials, an intermediary agency, office equipment and technology, and other supplies.

Technological advancement

The term "spectrum of activities" refers to improving products and processes. Incorporating technology innovation into all activities, such as feasibility studies on early market potential, is necessary for real estate development companies.

Human Resource Administration

These operations include recruitment, training and development, appraisal, remuneration, and incentives. It affects the magnitude of the competitive enterprise advantage since it directly impacts employee excitement and efficiency and the cost of hiring and training.

Infrastructure for businesses

Real estate investment planning system, financial accounting systems and analysis, land management and urban planning department contact management and legal departments, government affairs management are activities. Our present management style has grown more crucial relationships with the government in the business infrastructure.

Key partnerships that can work in terms of outsourcing, social media marketing, or e-commerce collaboration

Considerations for External Value

The conventional real estate industry led to the developer; however, as specialisation deepens, the relevance of national macro-control grows, and market demand shifts, real estate development businesses must break the mould and naturally expand our value system. According to my analysis, the government, lenders, partners, competitors, and customers have the most impact on the external value of real estate development enterprises.

Government

The real estate industry is well-known for having a strong policy orientation. National macroeconomic policies and relations between governments are crucial for real estate. The housing issue impacts societal stability because land resources are the cornerstone of the national economy. Furthermore, due to the tax reform, the local government is significantly reliant on local property taxes; thus, the rise and fall of real estate are closely related to municipal finances. The government's impact on the real estate development business includes limited credit purchases, tax policy, information transparency, land supply, regulatory and other clearances.

Financiers

The real estate industry is capital-intensive, with debt management accounting for most of it. As a result, financing competence is critical in determining real estate enterprises' competitiveness. Financiers are a catch-all phrase that includes financial institutions, capital markets, non-financial companies, and private loans, among other things.

Collaborators

Real estate development is a time-consuming and challenging process requiring a diverse set of technical and professional abilities and the participation of other sectors. We outsource most of our operations to focus on our key competencies as a company. Nonetheless, the company is in charge of significant resource integration and cost reduction. Partners include material suppliers, design units, construction parties, advertising plans, marketing agents, and real estate firms.

Competitors

The chasm between large corporations and small businesses is expanding. The battle for resources (money and land, for example), customer competition, trade obstacles, price competition, and strategic cooperation are examples of how rivals affect real estate development businesses (including joint development, resource sharing, and brand marriage, among others). We are positioned to surpass our competition by accelerating our digital presence through our App.

TPB is not like any other construction or development firm in the area. By doing most of our in-housework, we can control prices and production delays. We own our heavy construction equipment, do all our construction, and have dependable sub-contractors. In essence, we are the only company that can ultimately develop a property. TPB maintains complete control of the transaction from the original groundbreaking of land to the sales of completed residential units.

Few development and sales companies can complete projects of this scope located in Centurion, Gauteng. Many construction or real estate companies can complete phases of a job and rely heavily on outsourced contractors. This can lead to inconsistent results, delays and cost overages. People select building contractors depending on the contractor's reputation and the quality of their customer service. People look for contractors who provide services that complement their time limits, budget, and personal style. Realtors are also chosen based on personality compatibility. Few contractors have the resources to finish large-scale development projects. These businesses are comparable in size and scope. They do not have the same local reputation as TPB, and they do not complete projects with full in-house oversight. TPB is considerably better than competitors at controlling costs and delays.

Customers

The ultimate representation of the importance of real estate development companies is customer value, which is achieved by satisfying customer needs to achieve customer value delivered by design firms, construction units, and the amount of trust and transparency. Economic value, usage value, brand value, and services value are the four categories in which customer value is typically reflected in real estate.

As a result, the enterprise dynamic value chain model is founded on the concept of system integration.

It consisted of four parts:

- External collaboration includes governments, funders, collaborators, competitors, and customers via the App
- Factors impacting the attainment of value activities, such as land, funding, talent, corporate culture, brand, information, and management
- Internal activities, such as investment decision analysis, construction preparation, implementation, marketing, and property management

The value chain model's movement:

1. Those linked with the emergence of an external change will indirectly or directly influence internal capabilities and resources.
2. Changes in internal capabilities and resources result in internal enterprise value activities.

Pricing strategy

The company aspires to be a Value Pricing Company, which uses value pricing to acquire loyal customers by charging a relatively low price for a high-quality offering. Thus, value pricing involves more than merely lowering costs; it is about re-engineering its operations to become a low-cost manufacturer without losing quality to attract many value-conscious customers. We want to alter how products are conceived, made, distributed, priced, advertised, and sold to provide better value at every stage in the supply chain.

Additional elements must be considered, such as the impact of other marketing operations, corporate pricing policy, gain-and-risk-sharing pricing, and price impact on third parties.

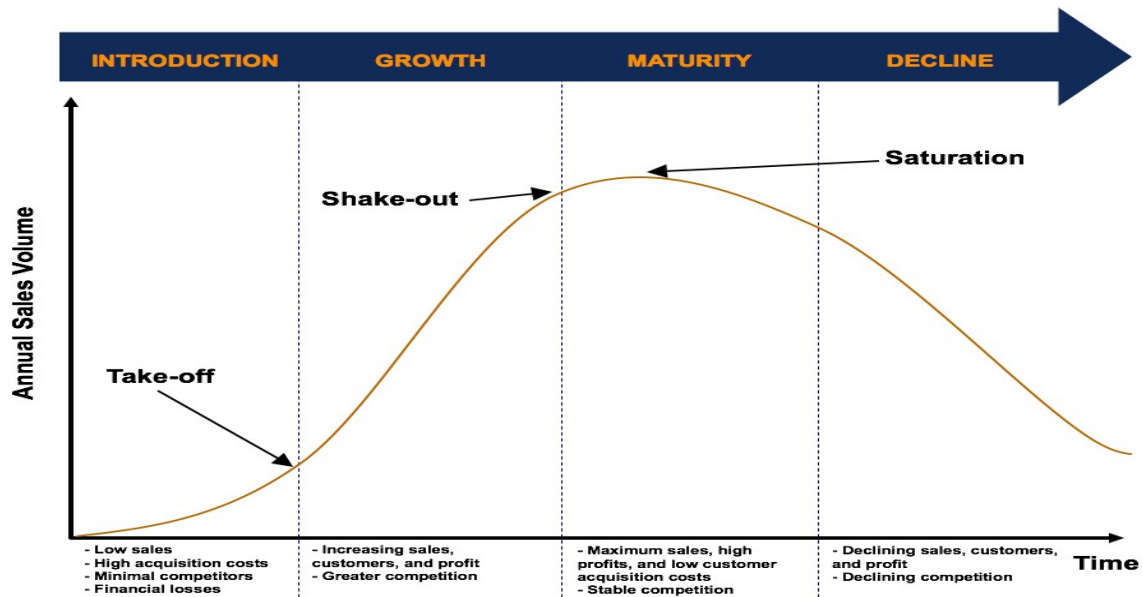
The Influence of Other Marketing Activities, the ultimate price must account for the brand's quality and advertising compared to the competitors.

Product Life Cycle (PLC) sketch till the maturity stage.

Throughout our product life cycle, the company's positioning and differentiation approach need to evolve due to modifications in its product, market, and rivals. The organisation is present in the introduction phase of the creative segment or product life cycle. When we say a product has a life cycle, we mean the following:

- Products have a limited shelf life.
- Product sales progress through numerous stages, each with its own set of challenges, opportunities, and concerns for the seller.
- Profits fluctuate over the product life cycle.
- Different marketing, manufacturing, purchasing, financing, and human resource methods are necessary at various stages of a product's life cycle.

Most product life cycles are bell-shaped with four stages: introduction, growth, maturity, and decline.



Sales growth tends to be modest in the introduction stage since it takes time to roll out a new product, iron out technical issues, fill dealer pipelines, and win customer acceptability. Because of the necessity to (1) inform potential consumers, (2) stimulate product testing, and (3) ensure distribution, profits are negative or poor, and promotional expenditures are at their highest ratio to sales. Because costs are high, prices tend to be higher, and the enterprise focuses on buyers who are the readiest to buy. There is a lot of marketing and product promotion going on at this stage, and the product is only available through a few channels. At this stage, sales are slow to take off. The need is to raise awareness, not to make money.

Conclusion

The property development sector is a massive one with the potential to produce money in a short amount of time. The company has numerous sales channels that cover a variety of monetised activities via the App., from acquiring land, renting to selling and leasing finished and furnished properties.

In essence, the corporation wishes to turn dreams into designs and then into homes; we accumulate land, finance actual property transactions, interact in creative projects, and sell, rent, lease, or even control homes on behalf of clients. Property improvement is undoubtedly one of the most profitable, innovative, and exciting elements of the actual property market, and our advertising efforts might replicate this perspective.

Every day, an avalanche of people enter the property sector because they know how lucrative it is if you get the hang of it. This is why individuals who have scaled through the business's early stages understand that good planning is just one of the essential elements of a successful business.

If we want to be a prominent player in the real estate sector, we must be creative, and our choice is the APP supplemented with an absolute presence in the digital arena. We must be able to use our ideas to fulfil the rapidly changing demands of society when it comes to real

estate. We must transform an investment property, increase its earning potential, look to the future, and transform a slum into a beautiful metropolis, all of the course supported by evidence-based decisions using our leading digital platform, our App.

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