

Capstone Project - Where to rent in Singapore?

Introduction/Business Problem

Singapore is a city state located at the southern tip of the Malay Peninsula approximately one degree north of the equator. Due to its location it has a tropical climate with uniform high temperatures and humidity, rainfall is abundant particularly in the two notable monsoon seasons.

Singapore is one of the global financial centres having a highly developed market economy based on its strategic location as a trading port within Asia. It retains a large amount of foreign investment as a result of its location, skilled workforce, low tax rates, advanced infrastructure and zero-tolerance against corruption. This promotes Singapore to be consistently ranked highly in best places to live and work.

The 5.64 million (approx.) multiracial and multicultural population of Singapore is made from 4 million residents and 1.64 million non-residents. This relates to approximately 44 percent of the workforce being non-Singaporean.

Despite Singapore growing its land mass through land reclamation from surrounding waters its limited size has caused property prices and developments to substantially increase in price. Combined with the laws regulating property ownership many non-Singaporean, non-residents rent during their time in Singapore. Ownership is allowed of condominium properties although pricing generally deters this option.

Prior to arrival and starting work in the city state many worldwide renters approach the internet and limited resources attempting a wide variety of research in consideration of which location to settle in. This can often lead to confusion and missed opportunities for a better homelife. This Project attempts to relieve the pressure of the 1.64 million renters and provide a structured answer to which neighbourhood (or district as they are referred in Singapore) they can focus property search efforts.