

University of Wales Trinity Saint David

EMPL4010 PATHWAY PROJECT 2

REFLECTION ON REAL ESTATE BUSINESS PLAN

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Introduction

A real estate business plan is the action which needs to be taken in order to achieve my professional goals. It will also be helpful in spelling out the details that may be required in achieving the goals. The project will help in illustrating the different aims and objectives needed in getting the advanced knowledge in real estate business. A self reflection will be provided that will be helpful in experiencing a company's description mission and vision. Proper planning about the strategy will be required in increasing the level of performance in the market. Budget planning through which, the performance of the company can be determined and this will be effective for ABC Company to perform as per its needs. Management process that my company uses in order to get the performance resources on the track and which will prove to be efficient for the company will also be illustrated in the study.

Aim and Objectives

The aim of ABC Company is to start a new real estate business plan which will be helpful for the company to perform its duties and take up the market with its performance. My aim as the owner of the company would be described in the following points which I think will be appropriate in performing in the market are as follows:

1. Designing and developing the properties under real estate business.
2. Preparing a report of all the providing consultations in the field and know about the working process of the consultancies.
3. Maintaining the maintenance works related to the buildings.
4. Establishing the funds and maintain the financial support that is needed to perform effectively.
5. Direct communication under lying down the residential, commercial and industrial area and to perform accordingly.

These aims will be helpful to me in establishing and taking the work to a next level of positivity. In this manner there are some objectives of the company which will make the performance of the company an effective one to deal with the situations that may arrive in the market. Some of the main objectives of the company are as follows:

1. To increase the operations of the business in the real estate which will help in increasing the level of profit of me as well?

2. To check the performance factors of other companies and try to maintain it in the same way to get positive result in the preferences of the costumes.
3. Establish a minimum of 90% customer satisfaction as this may lead the performance of my company to effectively rise up in the market and perform efficiently.

My aim and objective is to get the preference of the customers of the market and in order to get the preferences different methods to take up the preferences would need to be implemented in the company.

Company Description mission and vision

ABC real estate is a new start up company based in UK. The company is new to the industry but the personnel working in the company are experienced and know the different ways to control the performance of the company and also to the different procedures that will be helpful in doing so. The mission of the company is to provide effective real estate services that may prove to be effective for the customers and they would prefer the works of the company (Bohari *et al.* 2017).

The main mission of the company is to provide services to the newly established Golden valley retirement community located in Hackney borough. Increasing the satisfaction level is the main aim of the company which can be done through the getting to the preference s of the customer and the different ways through which performance can be effective for the company in various ways possible. It is always said that a start up company never need to perform big tasks at first, as this may hamper the performance of the company in different ways possible.

The main vision of the company is to achieve the preferences of the customers through the different works that it performs. This will help in getting the preferences of the customers in different effective ways possible. To provide the customers with the best quality services that will make it effective for the company to get to the different process through which it may satisfy the needs of the customers.

Main Client

Small investors group are supposed to be the main clients for the company as this will be effective enough me to look after the preference of the inventors. An investor will only be satisfied if its money will be investment in the right place at the right time. This may increase its chances to invest in the company more. This will also increase the chances of the company to get into the market and to perform without any problem as it has got support from its investors. The

company would need to fulfil the demands of the clients in order to get the green signal that will help in establishing the performance of the company in a efficient manner.

Management process/Finance

I prefer to use almost all the financial management process that will help the company to stay in the market and to fulfil the needs of the customers. In order to establish the company I would firstly need to look in the budget of the company and on the basis of that borrowing from bank will be conducted. It is also necessary for me to save personally as this will provide me the support that is needed in order to get the works track and know about the works that may need to be done in the company. As this is a start up business and would need to consider the performance that will help in increasing the performance in an efficient manner. Not the performance which may hamper and take the company down before rising up. At first the copy would need to use the process through which less monetary resources can be used and which may incur less risk (Shatkin, 2016). In this way if the company incurs loss than it may not impact much on the performance of the company. I would need to keep an eye on the process that the company chooses as if the process that have been chosen does not provide enough effective procedure than it may not help the performance at all and the company may fall. The main objective would be to earn more and more profit with the use of less financial resources. This will make the performance of the company more effective and to grow in the market.

Legal compliances

A business never performs with any hiccups that may hinder the performances of the company in different ways possible. The aim of the company would need to start the business in efficient manner under which preference of the customers would be taken in abrupt manner and still will be illustrative in the eyes of its competitors. It is always said that a startup company never need to perform big tasks at first, as this may hamper the performance of the company in different ways possible. Secondly, high competition in the market will make it easier to get the preferences without any problem. But the main problem would be to keep the preferences alive as the investors may go on liking the different process under which it may hamper the performances of the company in different ways possible. Lastly, a new company always need an effective leadership without which it will not be able to perform its duties on time and effectively (Sanderson and Devaney, 2017). A company would always need to be ready for the consequences and face it with full confidence. Studying the market and knowing the threats is

also necessary and will be discussed in the next point. Due to the high competitive performances in the market will make it hard for the company to effectively deal with the preferences of the customers. This becomes essential for the company to essentially become more alert as competitors might get involved in the process and this will harm the performance of the company.

SWOT analysis

SWOT analysis is being conducted to plan the different techniques that are being used by the companies to help and analyzing the internal analysis of a company. This helps in deciding whether the company would be able to perform effectively. The internal analysis consists of four different procedures which are strength, weakness, opportunity and threat. Strength determines the different processes that are considered to be effective for the company and do not need any help. Weakness can be seen in every company and it is up to the company on whether to enclose this criteria. Opportunity will help the company to initialize the different performance matter under which the company may get more preferences for its company. Threats are in every process of a company under which it makes it hard for the company to effectively lead the performances to be done effectively to the point.



Figure 1: SWOT analysis

(Source: Bull *et al.* 2016)

Strength: Strength of the industry is to has good management planning that will help in establishing effective working performances efficiently. Performances of the employees will effectively provide the company with the different performing resources that will be helpful for the company in different directions. Planning will lead the company to know about the different ways through which it may provide the company with the different performances matters in various effective paths.

Weakness: Lack in planning and coordination may hamper the working process of the company. A company may not recognize the weakness and would require various working criteria to know about the weakness (Haynes *et al.* 2017). However, if once it is recognized then it may need to be working out efficiently and mitigate it as soon as possible.

Opportunity: Opportunity in real estate is when different companies want to invest in the company. This will only happen if the company would be able to strategize its process and take part in the investment process.

Threats: In the context of working effectively there may be different threats that may hamper the performance of the company. This may need to be taken care in efficient manner. Otherwise, it will lapse any time in hampering the planning of the company.

Conclusion

The assignment illustrates the different aspects of a real estate company which is a start up and requires and huge management planning and also analyzing the market. Obligation relating to finance is also important for recognizing the budget planning in an effective manner. In the context it can be concluded that the new project planning would require huge recognition as this will support the financial institution for achieving the fund that is required.

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