

REAL ESTATE BUSINESS PLAN





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Introduction

- Starting business in a significant manner it requires proper management of resource planning in organisations.
- Proper strategic planning in real estate business provides better scope for increasing level of performance in market.
- Considering accurate budget planning in business organisation provides positive support for generation of income from operational activities in a scientific manner for ABC company.

Aim and objectives

- Aim of this company is to start new business in real estate in a significant manner for accomplishment of business objective.



Objectives

- To increase business operation in real estate for increasing level of profit of business
- To capture market for expansion of business unit in highly competitive market for achievement of sustainable growth
- Establishment of minimum 90% of customer satisfaction by increasing business performances

Company description mission and vision

- ABC real estate is a start up company in UK.
- This company mission is to provide the real estate services for the newly established Golden valley retirement community that is located in the Hackney borough.
- Mission of this company is to increase advance services in real estate for increasing customer satisfaction level in a scientific way

Main client

- Major client of this organisation will be business organisation and the small investor group.



Management process/Finance

- Bank borrowing
- Personal saving
- As this business is start up business which are starting their business in real sectors for increasing their operational work in a scientific manner.

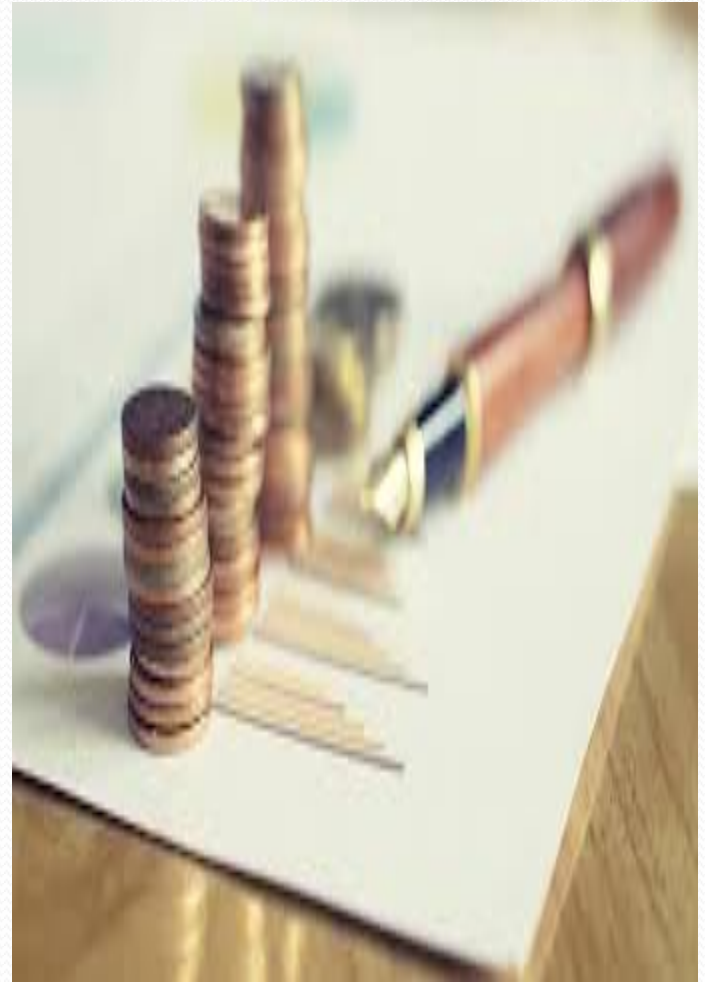
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- Less business risk
- More profit from business



Legal compliances

- Easy start of business
- Reduction of barrier in starting business
- Haynes et *al.* (2017, p.22) commented that, due to high competition in market it becomes necessary for achievement of approval letter for initiating business unit.



SWOT analysis

- **Strength**
- Strength of this industry is it has good management planning strength for establishments of business in a systematic manner.
- **Weakness**
- Lack of planning and coordination in this business provides big challenges' for meeting the overall growth of business in a systematic manner (Busch et al. 2016,p.320).

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- **Opportunity**
- A change in infrastructure of country provides good scope for increasing business unit in these sectors. **Threats**
- Increasing number of rules and regulation creates pressure on business organisation for enhancing revenue generation scope in market (Iacoviello, 2015,p. 160).



Conclusion

- Starting new business in country requires huge management planning as well as market analysis.
- Financial obligation is most important for understanding the budget planning in a systematic manner.
- This new project planning requires huge attentions as well as support of different financial institution for achievements of accurate fund.
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