

Title : An Analysis of Investment in Housing Project :
A Case Study of Detatch House of Bangbon Villa
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This thesis aims to study the investment in housing project emphasize detatch house by using the concept of feasibility study which consist of marketing , location , and financial analysis.

The results of this study showed an increasing market trend of demand and supply for housing. Detatch house enjoy the most popular among consumer with enough purchasing power, but the supply of detatch house has been declining because of the increasing cost of land and construction as well as decreasing purchasing power among potential consumers.

Location analysis indicated that this project has a suitable location and site.

A financial analysis in net profit margin , return on investment , return on equity and break even point were employed. It was found that the investment in detatch house was feasible and profitable.

The net profit margin equal to 25.01 % , return on investment equal to 33.34 % , return on equity equal to 154.88 % , break even point equal to 20 units.

A sensitivity analysis of a 5 % increase in price reveal that net profit margin equal to 21.59 % , return on investment equal to 27.54 % , return on equity equal to 127.42 % and break even point equal to 21 units.

In the case of construction cost increase by 5 % net profit margin equal to 23.66 % , return on investment equal to 30.99 % , return on equity equal to 146.53 % , break even point equal to 21 units.

In the case of both price decrease and construction cost increase by 5 % each net profit margin equal to 20.18 % , return on investment equal to 25.28 % , return on equity equal to 119.07 % and break even point equal to 22 units.

It is concluded that the investment in the housing project on detach house of Bangbon Villa is profitable. However, in the current situation investments in housing projects face rather fierce competition. So a sound marketing strategy is needed for a successful project.