



ABC

FEASIBILITY STUDY & BUSINESS PLAN

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I. Executive Summary

All around the world, residential construction has evolved into a lifestyle. Originally born out of the necessity of population growth, housing shortages, lack of space, and the new generation of living places are overwhelmingly conceived as premium for a sophisticated clientele. The iconic and luxury residential places are characterized by the highest comfort standards and a wide range of amenities. Historically, there has always been a construction labor shortage, but demand has never gone down. Now, housing units are gaining attraction because people prefer cost-friendly places for fulfilling living needs. That is why ABC aims to promote property development with sustainable materials to support the environment. Therefore, we will provide the best possible services to locals through outsourcing advanced construction techniques. It also provides opportunities to invest in residential units.

ABC will be an experienced residential construction company that provides housing units after construction. We will operate as property developers who will buy the land and then construct the housing units according to the customer's needs. In the first phase of operations, we will buy the 5000 Sqm area in Western Australia to construct houses that cover an average space of 350 Sqm. We operate legally as a Limited Liability Company under the regulatory authority license of Perth. Our main concern is to serve the middle-income group who need residential places at affordable prices with unique designs and features. Sustainable operations in residential construction will bring prosperity to society and allow us to move forward. Our fully equipped business techniques and approach enable us to facilitate customers with all kinds of small, medium, and large residential units.

We will be located in Perth's Suburb-Australia with the target market of locals and immigrants from different states to amplify operations throughout Australia. It can be possible by creating pre-hype in the market by using online, and offline marketing approaches. As per the market trends, ABC will flourish due to changing customer demands about the luxury design of residential places. Therefore, we can get a significant market share by developing more relations and launching new projects.

Our business will be established for AUD 3,617,677, in which owners will fund 60% capital, and the remaining will be injected by taking a bank loan. Our primary revenue source will be selling housing units after construction. Our cumulative income for five years is projected to be AUD 15,469,475. Our aggregate profits for the five years will be AUD 4,342,825. The IRR for the project shall be 30%, with a payback period of 3.3 years.

2. Vision & Mission Analysis

The rapid development of modern society and the urban expansion continue to produce many residential places. Especially, residential places are designed to express the latest trends, reflecting the eco-friendly construction processes and technological achievements. The future of the development of houses looks good with opportunities in the residential sector with affordable buying and selling of units. Therefore, ABC aims to fulfill the market gap by providing residential places to the residents of Western Australia.

2.1. Vision Statement

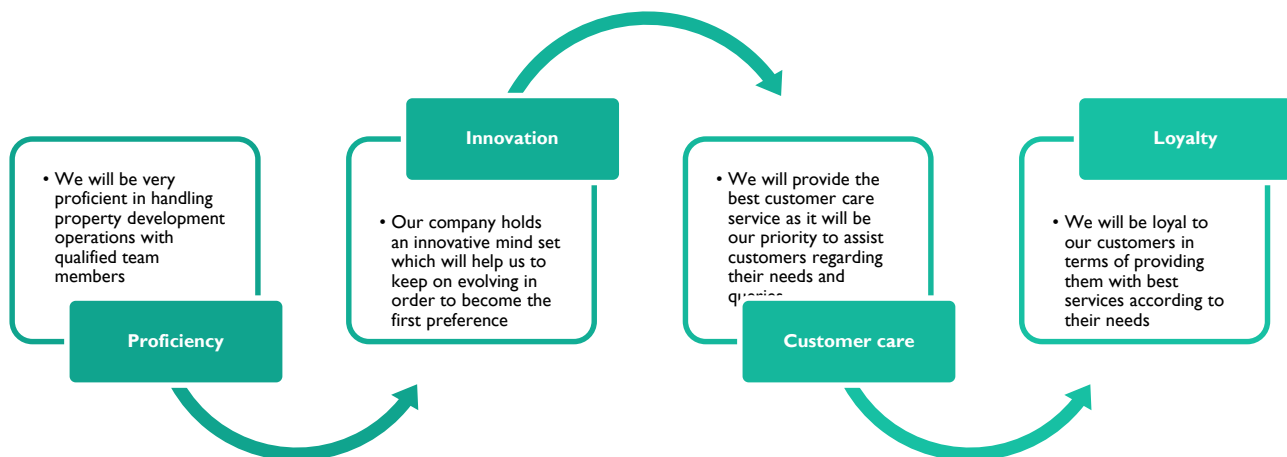
“Aiming to build goodwill in the construction sector by developing a strong relationship with residential contractors and customers.”

2.2. Mission Statement

“To maintain the highest level of professionalism and integrity with our customers consisting of the standard to luxury quality residential spaces with fully equipped services.”

2.3. Core Values

The core values of our business will be as follow:



3.Problem Worth Solving

Residential development is a factor of production in our economy in the same way as labor and capital. Efficient use of residential construction can significantly impact economic growth. The rising population and migration have raised residential places among locals and foreigners. These days, people are looking for more unique structural designs, furnished houses, easy access to local markets, quality management services, and security. Also, affordability is one of the major factors that demand environmentally sustainable residential places. Therefore, ABC is struggling to provide innovative design residential units and fully-equipped amenities in residential units. One of the core uniqueness of our business is to serve the middle-income community in Western Australia by providing them affordable residential units.

The following will be problems that our business will solve by using its business strategies:

Problems	Solutions
Old architectural and structural designs	New and technology-driven designs
Complex procedures of buying and constructing housing units	Efficient control system for constructing land into residential places
High-cost residential places and shelters	Targeting middle-income groups for affordable units

ABC will solve these problems by adopting efficient business strategies to construct housing units after buying raw land. We will outsource the construction activities under the supervision of the project manager to control the cost. Therefore, we aim to work for the prosperity of Perth locals to fulfill their living needs. Also, the residential architectural design expresses new ideas, practices, techniques, and sustainable materials for construction, which will change the expression pattern over time.

Therefore, it will be an opportunity to capture the market on a wider scale by offering residential development services. We will target a middle-income group to sell a house that covers a 350 Sqm area. Moreover, it will also benefit the foreigners to invest in the residential sector to get good returns.

4. Introduction

4.1. Residential Property Development

Housing demand triggers the need for residential construction and developments. The demand for housing is experiencing growth in both urban and suburban areas. Suburbs refer to primarily low-density residential areas located within metropolitan areas but outside the central cities.

Residential construction is the business of building/selling individual and multifamily dwellings. The market fragments into single-unit, manufactured, duplex, quad-plex, apartments, and condominiums. Manufactured housing is further divided into mobile homes and pre-built houses. The business varies primarily in the size and scale of the operations. In the simplest form, a builder buys a piece of land, develops it by clearing and grading it, and constructing roads, sidewalks, drainage, waste removal, electrical and water supplies. Then the builder offers to build either custom homes or pre-designed homes, or pre-manufactured homes, depending on the market. Residential investments are usually considered mid-to-long-term types of investments. The industry is cyclical, the housing market tends to reflect what is happening with interest rates, and being a landlord isn't for everyone. Still, for the most part, houses are a solid investment, and ownership can be a way to increase wealth and cash flow for a savvy investor.



4.2. Benefits of Investing in Residential Properties

Many individuals invest in residential property and find that being a landlord can be financially rewarding with the right property and planning.

The following are five financial advantages that can make investing attractive:

Use of Borrowing Power

With residential investing, there is a benefit to using debt to increase the ability to purchase, especially if multiple properties are involved. As additional properties are purchased, an investor's cash outlay can decrease if the property values have increased enough to support the next purchase.

Rental Cash Flow

If the rents charged exceed the cash-carrying costs of the property, the result is positive cash flow. Cash carrying costs take residential taxes, debt service, insurance, capital improvements, repair & maintenance, utilities, association, and management fees. Many retirees use income streams from rental properties to supplement or provide retirement income.

Increased Investment

If the property is mortgaged, part of the cash-carrying costs noted above includes the principal portion of the monthly mortgage payment. This amount is not truly an expense of the rental property since it builds equity in the investment. Consider this the dividend reinvestment program of the property world. Also, the hope is always that residential markets will flourish and the fair value of the property will grow. However, as with stock that appreciates, the only way to realize that appreciation is to sell the property.

Tax Deductions

While rental income is taxable, it comes with viable potential tax deductions. Cash expenses can reduce taxable rental income, including some of the same costs listed under point two above – real estate taxes, mortgage interest, insurance, repairs and maintenance, utilities, association fees, management fees

5. Products & Services

5.1. Types of Services

Residential construction is one of the most important sectors in the economy. The affordability of housing units and changes in those prices directly impact the wealth of property owners and their consumer spending. Therefore, the construction development can closely monitor residential buying or selling houses. Thus, the changes in demand for residential places, luxury design, and amenities can also be an opportunity for investors. That is why ABC is trying to fill the market gap through its unique services in residential construction.

ABC will be an experienced market player who knows all the market tactics very well as we will have vast knowledge about residential properties. We will buy the raw land that covers an area of 5,000 Sqm, which will be constructed with an average area of 350 Sqm. We aim to construct 14 housing units designed as per the customers' requirements. All the construction activities will be outsourced to professional contractors under a project manager who will closely monitor each unit. Our luxury designs and amenities will allow locals and foreigners to invest in residential properties. Moreover, we will ensure services by fulfilling legal requirements and ongoing maintenance.

5.2. Unique Selling Proposition

ABC needs to develop uniqueness to compete in Australia to run operations successfully in residential construction. The living needs can be filled with the residential places and the increasing demand for luxury designs and amenities. Therefore, it will benefit ABC to expand slightly to deal in numerous residential Units.

We will attain the following USP's in the market as follows:

- Establishing business for constructing housing units after buying raw land
- Targeting middle-income groups for selling houses in Western Australia
- Building a strong relationship with construction contractors to control cost
- Efficient system to maintain the quality services of land acquisition, construction, and selling residential units
- Dealing in luxury designs and quality amenities to meet customer expectations
- Providing cost-effective properties for investment purposes
- Improving community living standards

5.3. Revenue Streams

The envisaged construction industry is highly competitive due to the rise of residential places and shelters across the globe. ABC develop its goodwill by building a strong relationship with construction contractors and engaging with customers. We will buy the land at current market prices and sell it after adding construction cost and our sales margin.

Our revenue structure will be as follows:

Particulars	Area	Cost Price	Sell Price
Houses	350 Sqm	1,000 Per House	2,500 Per House
Land cost 573 per Sqm.			

6. Business Strategies

6.1. Business Idea

Even though the environment has a great impact on the happiness and well-being of individuals, residential property developers have not taken many actions to shape the environment into housing units where people can live comfortably and enjoy the highest possible quality of life. ABC is trying to fill the gap in Western Australia by providing residential places. In this, Perth's Suburb citizen participation can also influence planning decisions that must be central to improving the quality of life in residential places. Therefore, ABC fully understands the needs of society and works for the betterment of the Western Australia community. The customized housing units enable customers to enjoy the living space with unique designs and amenities. ABC can grow further by taking appropriate actions and following new construction projects. It will work for the prosperity of the middle-income group to get houses at affordable prices.

6.2. Business Model

The business model of ABC revolves around buying raw land to construct into residential houses. It specifically serves the customers for buying houses in Perth at affordable prices. The newly constructed houses in luxury design and amenities will add value to the residential sector and build goodwill. After completing the first phase of constructing a 5,000 Sqm area, we will move towards other profitable projects and continue our construction activities. Our revenue source will be housing units sold on average 350 Sqm covers all the basic needs of the house. Our business approach revolves around the business to business and the customer for providing residential properties.

Business to Business

Our primary focus in the B2B model is developing a relationship with landowners to buy the raw land and construction developers to design and build houses. We will build strong and long-term relations with them to continue the construction activities.

Business to Customer

The B2C model is primarily used to target customers who buy the constructed houses. The customers can request customized construction as per their designs, and for this, we will charge an extra cost.

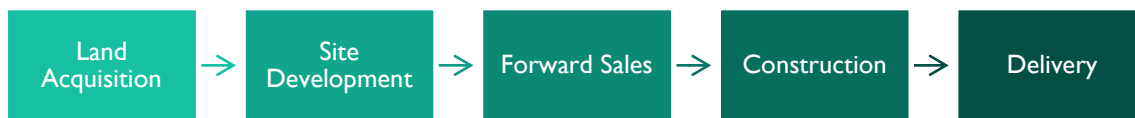
6.3. Location

ABC will be located in Perth's Suburb, Western Australia, where all the operations will be managed. We will be registered as a Limited Liability Company under the compliance of Australia. Also, we will hold all the rights of buying land, developing residential units, and then selling these units through obtaining a license.

6.4. Operational Processes

The operational process of ABC revolves around buying land, developing residential units, and selling these units to the customers. We will follow all the construction activities under compliance rules.

The operational flow diagram of the business will be as follows:



- First, we will acquire the land in Perth that covers the 5,000 Sqm area
- After that, the initial requirement of the site will be completed, such as legal, zoning, etc.
- At this stage, we will advertise properties for selling that if any residential customer is interested
- After finalizing the deal, we will develop the housing units by outsourcing contractors
- Lastly, the agreement is signed between parties to close out the project

7. Organizational Structure

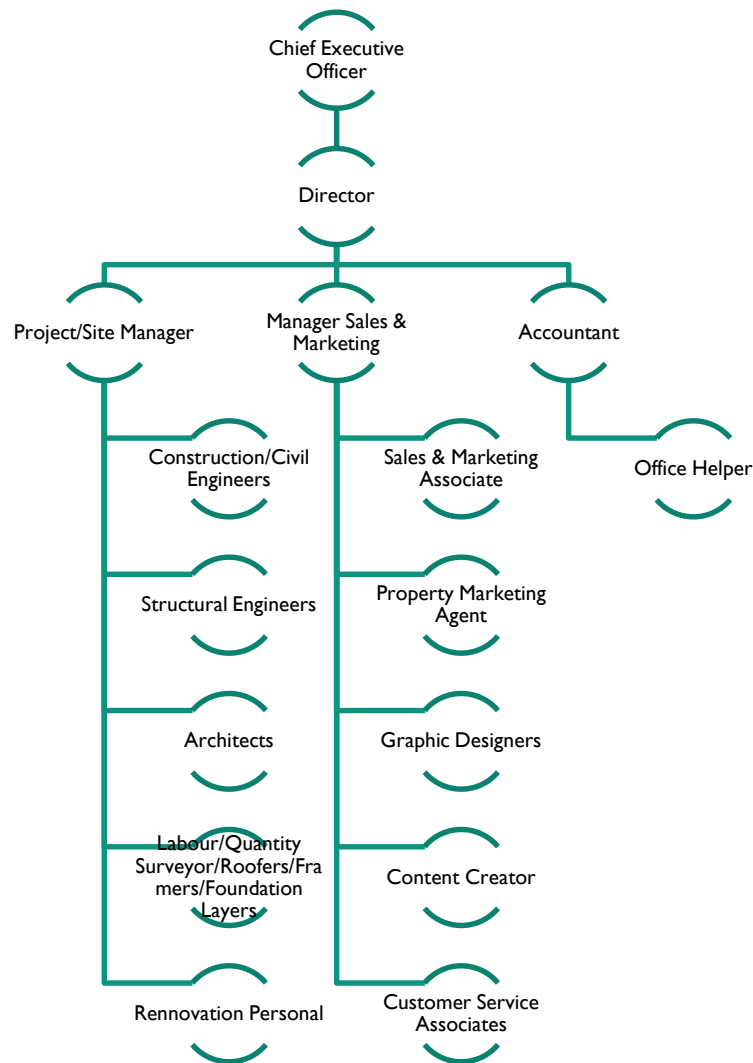
The organizational structure is a system that defines how certain activities are directed to achieve the goals of ABC. We will adopt an effective management structure to handle the business operations and execute the actions.

ABC will hire experienced and skilled team members who are experts in their relative fields. The highest authority will be the chief executive officer and director below; all employees will be answerable to them selected for the job. The hierarchy of the business management structure is defined as Top-level, middle-level, and lower-level employees.

7.1. Owners Profile

Owner Name	
Date of Birth	
Citizenship	
Qualification	
Qualification-1	
Qualification-1	
Past Experience	
Past Experience-1	
Past Experience-2	

7.2. Management Structure



7.3. Roles & Responsibilities

The following are the roles and responsibilities of ABC:

Chief Executive Officer

A chief executive officer will be the highest-ranking executive, whose primary responsibilities are making major corporate decisions, managing its overall operations and resources. In addition, the resource will act as the point of communication for handling corporate functions and will be the ABC public face.

His/her detailed job description is as follow:

- Set the company targets constituting all the operational processes of the company
- Oversee the process of policies and procedures developed to achieve the set targets
- Establish, administer the principles and guidelines
- Lead the development, implementation of strategic and master plans of customers
- Coordinate and collaborate with other departments to ensure compliance with Federal, State, and local regulations
- To have strong people skills working with staff and clients alike to manage the funds seamlessly
- Understand the company's and client's objectives to ensure the services
- Perform financial analysis with the ability to reach and understand financial reporting
- Maintain positive working relationships with construction partners
- Conduct regular inspections to ensure the accuracy of the operations

Director

The director's responsibilities will include determining, implementing policies, making decisions, preparing and filing statutory documents with ABC, and calling meetings, including an annual shareholders meeting. Director will act as the main intermediate person between the company and the chief executive officer.

His/her detailed job description is as follow:

- Recruiting, supervising, retaining, evaluating, and compensating the chief executive officer is probably the essential functions of the board of director
- To be oriented, possess excellent organizational skills, with the ability to prioritize
- To attend monthly evening board meetings
- To accept challenging tasks and communicate in difficult situations while maintaining a positive attitude throughout
- Always act in the best interest (both ethically and legally)
- Always remember the duty of care to the customer
- To educate and communicate with the customers to the best of the ability
- Develop and coordinate new strategic customer sales and relationships through the generation of new leads and penetration of key accounts
- Navigate target accounts at various levels to create opportunities with target organizations functions

Project/Site Manager

The project manager will be responsible for creating budgets, reviewing safety issues, conducting land surveys, and managing constructors. The project manager will inspect completed projects to ensure that all the codes have been met, safety issues addressed, and the job has met all specifications.

His/her detailed job description is as follow:

- Managing the planning and design stages for constructing units
- Performing due diligence on the impact and feasibility of new projects
- Overseeing all project stages from preliminary layouts to final designs
- Surveying sites and assessing existing structures for construction and upgrades
- Performing cost estimations and preparing project budgets
- Preparing work schedules and allocating resources, as well as supervising construction labor and helpers
- Ensuring that residential houses are completed on time and within budget
- Documenting processes, presenting project progress updates to senior management and clients

Accountant

An accountant will be the senior executive responsible for managing ABC' monetary actions. The accountant's duties will include tracking cash flow, financial planning, analyzing its financial strengths, weaknesses, and proposing corrective actions.

His/her detailed job description is as follow:

- Handles all hire administration, including ensuring new hire paperwork is completed
- Assists in the development and implementation of personnel policies and procedures
- Performs administrative duties, including claims resolution, change reporting, invoices for payment, and communicating benefits information to employees
- Administers the compensation and bonus program
- General accounting, accounts receivable/payable, and bookkeeping
- Managing and improving finance policy
- Distribution of timely wages and salaries of the staff
- Maintaining bookkeeping and compliance with standards
- Establishing policies and procedures for both on-site staff and corporate staff

Manager Sales & Marketing

A sales and marketing manager will be responsible for researching, planning, developing, and implementing online marketing strategies. The sales and marketing manager will also manage the marketing and the sales staff and perform managerial duties to meet the research's goals.

His/her detailed job description is as follow:

- Preparing and improving ABC marketing policy
- Branding of each service uniqueness, which includes everything from the name of the center to logos for each location and media outreach
- The marketing representative must always look for new ideas and cutting-edge ways to deliver the ABC marketing message
- Coordination of all website updates, including keeping site, plans current
- Providing new announcements, updates, and details for the administrative services
- Create social media campaigns to increase the exposure
- Re-establishing, maintaining, updating a database for prospects platforms
- Creating, maintaining, and updating databases for specifically targeting prospective customers via email blasts and direct mailings
- Prepare reports by collecting, analyzing, and summarizing data and trends
- Accomplish organization goals by eagerly accepting ownership over new tasks

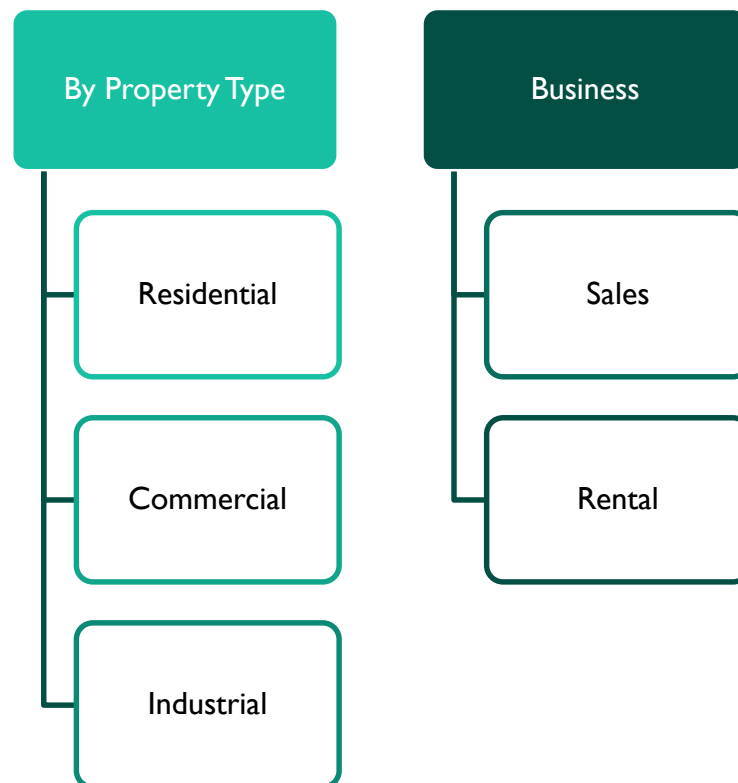
8. Market Overview

8.1. Industry Background

The market for residential places is positive, with significant growth potential for constructing single-family housing and multifamily housing units. There is mounting pressure to reduce costs, improve quality, and satisfy customers as it has moved from a provider-driven model to a consumer-driven one. At the same time, property developers are key to an emerging market that creates an opportunity for residential places. Furthermore, the low-interest rate, rising disposable income, rapid urbanization, rising population, and technological advancement in designs/luxury amenities are gaining momentum in the market.

That is why ABC aims to provide construction services to solve living problems and serve the community. It will be advantageous for us to capture the significant market share of the industry to become a brand identity. The market of ABC is segmented by residential property type.

Industry Segmentation



8.2. Residential Construction Industry

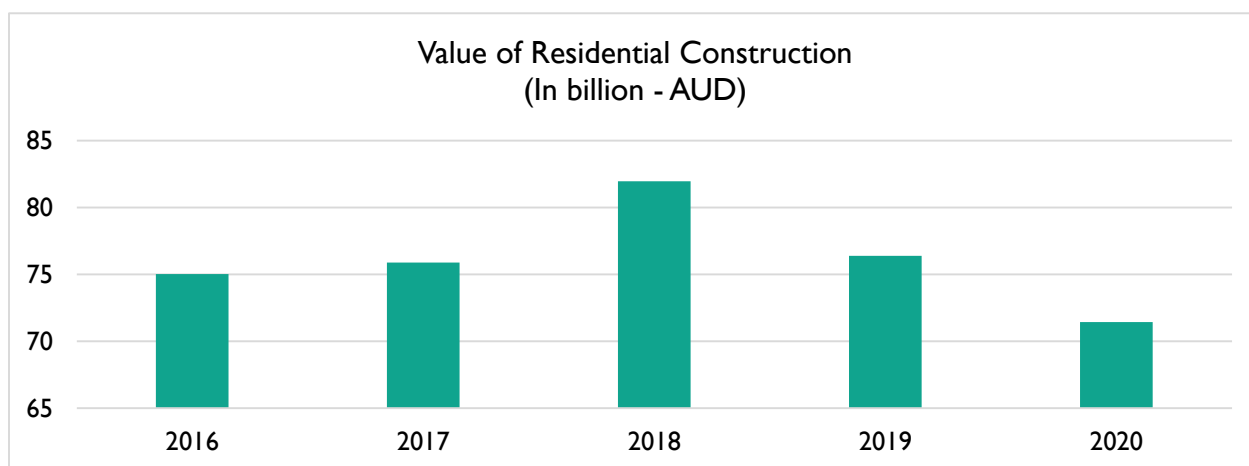
Market Size

Over the past five years, the house construction industry has faced variable trading conditions, influenced by fluctuations in residential building investment and housing preferences shifting towards higher-density apartments and townhouses. The steady growth in Australia's population and household formation rates have been important factors driving the demand for new housing construction over the period. Additionally, historically low home loan interest rates have supported demand for housing, despite slow growth in household incomes and rising house and land prices.¹

Market Size	Number of Businesses	Industry Employment
\$ 67 Billion	51,865	80,900

Residential construction has been more impacted due to coronavirus outbreaks. According to the Global Construction Survey Q4 2020, housing sales declined by over 27% in 2020.²

In 2020, the total value of residential construction work done across Australia's private and public sectors amounted to approximately 71.44 billion Australian dollars. The peak was reached in 2018 at approximately 82 billion Australian dollars.³



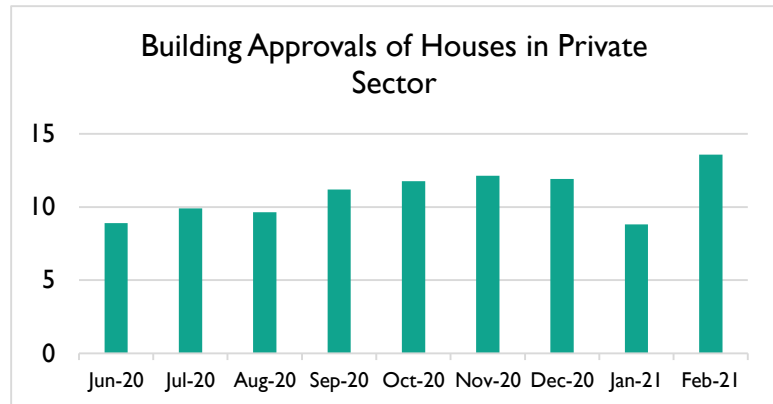
¹ <https://www.ibisworld.com/au/industry/house-construction/309/>

² <https://www.businesswire.com/news/home/20211022005222/en/Australia-Construction-Industry-Market-Size-Forecast-2016---2025-by-Value-and-Volume-Across-40-Market-Segments-2021-Update---ResearchAndMarkets.com>

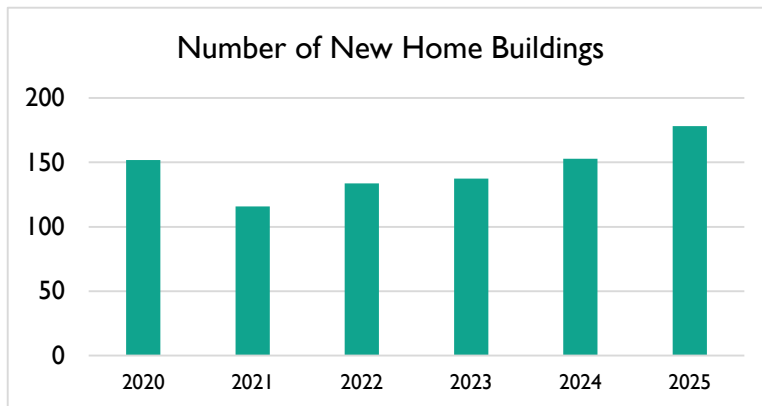
³ <https://www.statista.com/statistics/1111178/australia-residential-construction-work-value/>

Building Approvals of Houses in Private Sector

In February 2021, approximately 13.58 thousand building approvals were issued for houses in the private sector in Australia. The number of private house building approvals reached the highest that month in the past two years, soaring from about 8.8 thousand in January 2021.⁴



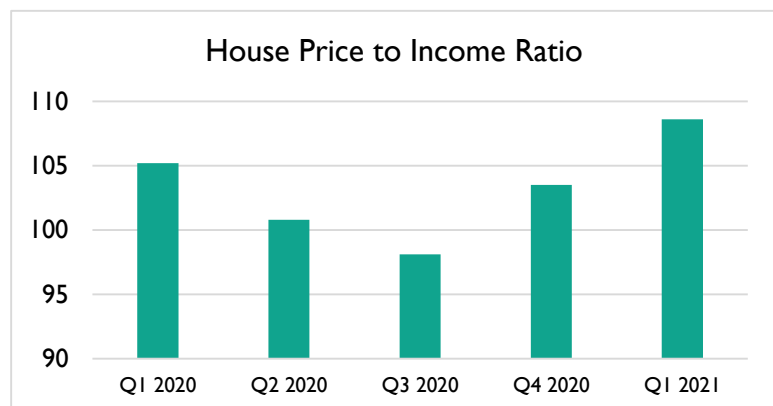
Number of New Home Buildings



Approximately 178 thousand new homes were forecast to be built in Australia in 2025. It was lower than the number of new homes built in Australia as of 2019, over 197 thousand.⁵

House Price to Income Ratio

The house price-to-income ratio in Australia was 108.6 percent as of the first quarter of 2021. The price-to-income ratio can measure housing affordability in a specific area. A similar trend was seen for the house price-to-rent ratio in the same period.⁶



⁴ <https://www.statista.com/statistics/1230443/australia-monthly-number-of-building-approvals-for-houses-in-private-sector/>

⁵ <https://www.statista.com/statistics/1051836/australia-new-home-buildings-starts/>

⁶ <https://www.statista.com/statistics/591796/house-price-to-income-ratio-australia/>

8.3. Key Statistics

Building Approval⁷

Dwellings Approved

In seasonally adjusted terms, the number of dwellings approved in Australia fell 12.9% in October. It follows a 3.9% decline in September. Private sector house approvals rose 4.3% in October, to 10,799, following a 14.8% fall in September. In October, private sector dwellings excluding houses fell 37.5%, driven by a large fall in apartment approvals.

Western Australia	Private sector houses	Dwelling unit approvals
	1451	1575

Value of Building Approved

The value of total building approved fell 15.1% in October In seasonally adjusted terms. The value of non-residential buildings fell 20.9%, 10.4% in September. The value of total residential building fell 11.4%, comprising a 13.5% decrease in new residential building and a 2.6% rise in alterations and additions.

New residential building	Alterations and Additions
5479.3	963.3

Building Activity⁸

Number of Dwellings Commenced

In seasonally adjusted terms, the total number of units commenced rose 23.2% to a record high of 64,596 dwellings in the June quarter. Private sector new house commencements rose 13.7% to a record high of 40,820 dwellings, following a 6.0% rise in the March quarter. Private other

⁷ <https://www.abs.gov.au/statistics/industry/building-and-construction/building-approvals-australia/oct-2021>

⁸ <https://www.abs.gov.au/statistics/industry/building-and-construction/building-activity-australia/jun-2021>

residential dwelling commencements rose 47.5% to 22,515 dwellings, following a -9.6% fall in the March quarter.

New private sector houses	The new private sector houses other residential building
40,820	22,515

Number of Work Done

The value of total building work done fell -0.2% to \$30.3b in the June quarter, in seasonally adjusted terms. The fall was driven by new residential building work, which fell -0.7% to \$15.9b. Work done on new houses fell -0.4% to \$9.9b, while new other residential buildings fell -1.3% to \$6.1b. Non-residential building work done rose 0.9% to \$11.6b.

New residential building	Alterations and Additions
15,918.0	2,796.4

8.4. Demand Drivers

There is no doubt that residential housing markets are booming in Western Australia, sparked by the State and Federal Government building stimulus measures introduced last year, in conjunction with record-low interest rates, the rental supply shortage, and many people returning to WA from interstate and overseas during the pandemic.

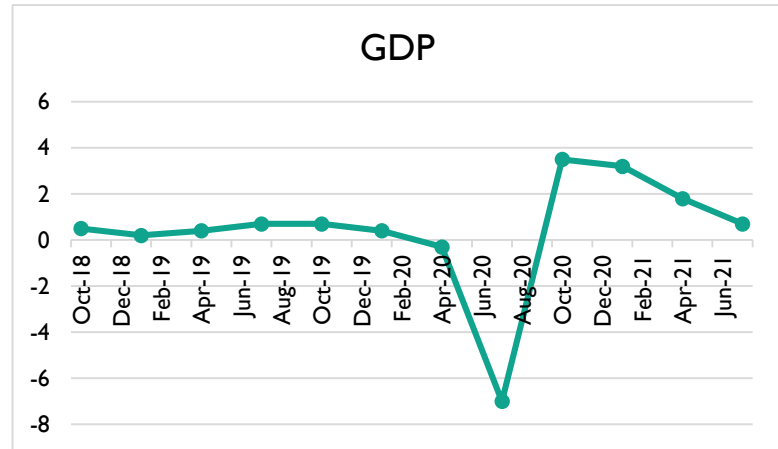
While some believe the current boom may only be a short-term bubble ready to burst now that stimulus measures have come to an end. WA's March quarter new land sales figures show that despite the winding up of government stimulus measures for new builds, new land sales increased close to five percent over the quarter. Even more significantly, sales in the March quarter were more than 31 percent higher than the same time last year.

Importantly construction levels were also up, with developers lifting projected activity for the year ahead by close to 50 percent compared with the same time last year.⁹

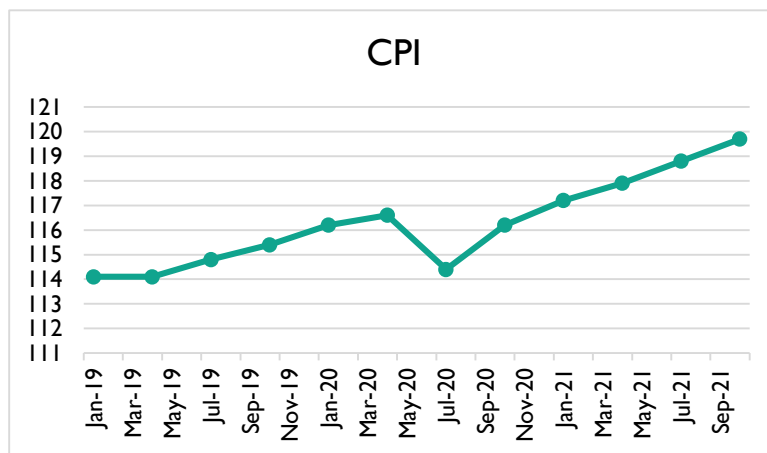
⁹ <https://thewest.com.au/lifestyle/real-estate/demand-for-wa-property-set-to-remain-strong-c-3016637>

8.5. Economy Trends

The Australian economy advanced 0.7% QoQ in Q2 2021, after an upwardly revised 1.9% growth in Q1 and compared with market expectations of 0.5%. Yearly, the economy grew at a record pace of 9.6%, but only because the pandemic caused a severe contraction in Q2 2020, dropping from the calculation.¹⁰



8.6. Consumer Price Index



Consumer Price Index CPI in Australia increased to 119.70 points in the third quarter of 2021 from 118.80 points in the second quarter of 2021.¹¹

¹⁰ <https://tradingeconomics.com/australia/gdp-growth>

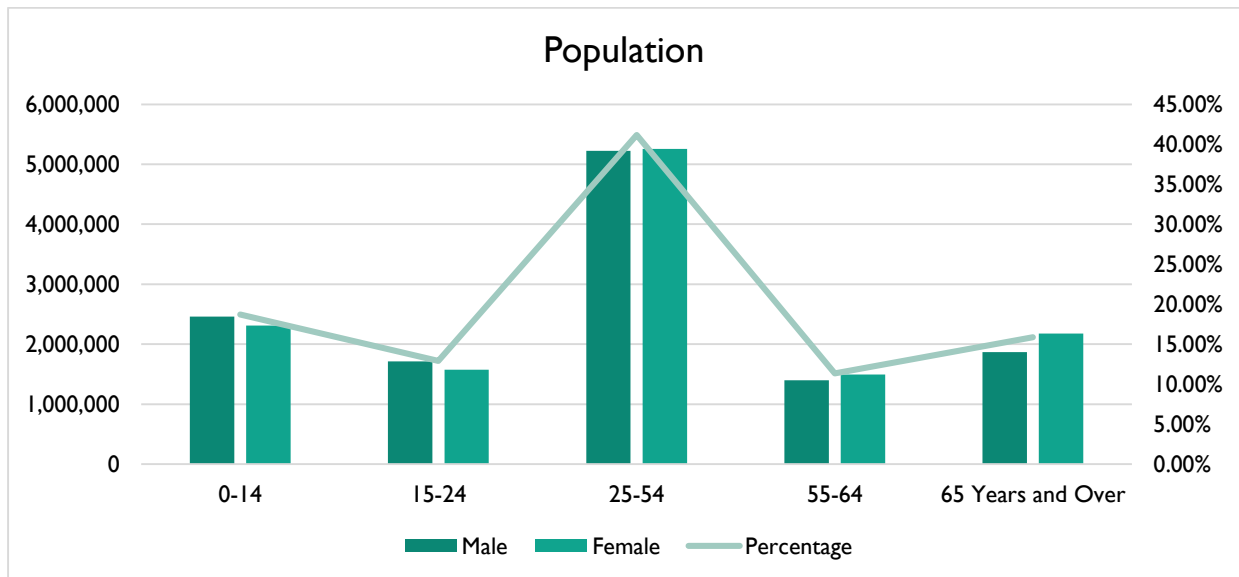
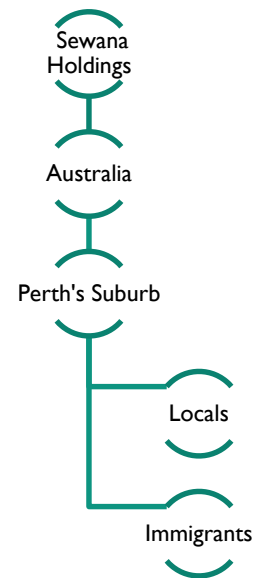
¹¹ <https://tradingeconomics.com/australia/consumer-price-index-cpi>

9. Sales & Marketing Strategy

9.1. Target Market

Most of us live in a residential area, and most of our wealth is tied here, and we spend most of our income on property development. Perth's Suburb is an attractive location for residents but does not have enough residential units to live in. As a result, property development companies are gaining momentum for small, medium, and large types of residential units. Thus, the construction industry needs to know customers' needs in providing residential places as per the requirements. The customer generally considers the residential places' structure, material, cost, and price. Therefore, being a property developer, it is the responsibility of ABC to serve the community for welfare by adopting sustainable construction approaches.

ABC' target market will be the Suburb area of Perth, Australia, in which we will target the middle-income group for selling residential units. All the units will be available at cost-effective prices so that anyone can access that. The housing units will be available for locals and foreigners either for living purposes or investment.



Our marketing strategy will comprise both modern and conventional marketing channels. Our primary focus will be on modern marketing methods that focus on online advertisements. At the same time, offline or traditional marketing strategies will also be implemented to complement the online strategy.

9.2. Online Marketing

Online marketing serves to provide information about the brand to potential customers through the help of web-based mediums and channels. Certain mediums, including email, social media, SEO (search engine optimization), display advertising, Google AD-words, etc. that are mainly used for online marketing. The core purpose behind online marketing is to attract and gather customers through those mediums and channels where they spend their time performing certain activities, including socializing, searching, and shopping.

The online marketing strategy for our business will have the following mediums:

9.2.1. Social Media Marketing

Social media has become the most efficient channel for personal and business communications in digitalization. It has revolutionized the way brands maintain their relationship with the audience. Additionally, the brands find it very convenient to interact with their clientele on a one-to-one basis.

This section focuses on following social media platforms based on the company's market placement and positioning:

Social Networks

These channels are also known as relationship networks that enable corporations and businesses to interact online. Facebook is one of the biggest and most effective social media platforms. It is not just a place where people could meet up online or share their desired content, but it has proven to be the most successful way of promoting one's business.

We will utilize these mediums to enhance our online interactions and information sharing. It will be easier for the business to communicate the brief regarding its project to the right customers. The company will demonstrate its construction, renovation, and remodeling projects in unique artwork, descriptions, and customer-centric video clips on Facebook, Instagram, and Twitter platforms.

However, LinkedIn is used to strengthen your professional network with individuals and organizations. The company will utilize this platform to enhance its system and maintain Public Relations with contractors, interior designers, and furniture dealers to win the top of mind of the audience.

Discussion Forums and Blogs

These are some sites where people spend their time building social relations, which allows them to search, read, find the topic of their interest, and give their opinion. While social relationship networks are increasingly implementing measures to reduce anonymity and create a safe space online, discussion forums generally allow users to remain anonymous, keeping some of the "wild west" feel used to define the online experience. Besides discussion forums, bloggers and influential people write about a particular subject, and people follow their advice.

These platforms will benefit the company to increase its brand building. The company will initiate new topics of conversations and questions regarding its services. In this way, the audience can get in-depth knowledge and customers' reviews regarding business. When people talk about the company's products and services in these discussion forums, it becomes a useful marketing tool, and other customers would find it more believable and trustworthy.

9.2.2. Online Ads

Online advertising has rapidly evolved in the last 5 to 10 years, allowing the brands to target relevant customers. This medium is relatively cost-effective than outdoor advertising. Also, it offers a wide range of audiences, and the ads can be tracked to calculate return on investment.

We will take advantage of online ads by targeting people looking for cost-effective construction with the latest technology and design. The ads can be personalized for the targeted audience as per their locality, social status, brand preferences, age group, etc.

9.2.3. SEO Marketing

SEO focuses on expanding a company's visibility in the organic search results. It helps businesses rank more pages higher in SERPs (Search Engine Result Pages.) A national campaign is critical to the overall success of our business. Besides, in turn, drive more visitors to the site, increasing chances for more conversions. The importance of SEO in the current world is well established.

Some of the critical facts that increase the importance of SEO is described below:

- Organic Search Is Most Often the Primary Source of Website Traffic
- SEO Builds Trust & Credibility
- Local SEO Means Increased Engagement, Traffic & Conversions
- SEO Impacts the Buying Cycle
- Understanding SEO Helps You Understand the Environment of the Web
- SEO Is Relatively Cheap

The most significant progression in SEO is schema markup. The code (semantic vocabulary) is entered to see what the website is about on the Google search engines. Schema markup will help our website rank better for different content types like articles or product content. We will use Google's structured data markup helper to use the schema in your website.

9.2.4. Email Marketing

Nowadays, emails are essential for delivering a formal message to someone. It is an effective way of telling people what the company offers and its facilities. Email marketing can benefit our project as it is used to approach customers by telling them about the building and its facilities. The company will maintain a database of potential clients and share frequent emails and newsletters regarding our new features and promotions. This medium will also be used to retarget and follow up with the website visitors.

9.2.5. Blog

The average user does 12 searches before engaging with a company. That means we have 12 chances to connect with them and make an impression. For this purpose, it is vital to have a content-rich blog. We will create a blog featuring property-related content, infographics, and video clips to engage with potential customers. Besides, it is essential to use relevant keywords in the blog to optimize search results.

9.2.6. Affiliate Marketing

The company needs to arrange affiliate marketing links with local businesses to increase its marketing reach. The company will implement affiliate marketing, which will allow it to work with other local companies that help us market our project. As a result, our website traffic will increase in the exchange of a small commission paid to these businesses.

9.3. Offline Marketing

In addition to modern marketing mediums, it is also vital to use old-school methods that still work wonders even in digitalization.

The following channels are considered as an effective marketing strategy for the company:

9.3.1. Flyers/Brochure

Flyers are a traditional yet effective medium to promote the business locally. The company plans to circulate flyers and brochures in cafes, clubs, and gyms to engage customers.

9.3.2. Events & Seminars

The brand will participate in conferences, expos, and seminars related to renovation, property, and asset management to enhance its brand building, brand recognition, and customer relations. These events are a great way to widen the consumer spectrum and make contacts.

9.3.3. Joint Ventures

Joint ventures are an arrangement between two or more business communities, i.e., multiple groups can collaborate to achieve a particular goal. We will have JVs with other companies, including furniture brands, interior decorators, architects, etc., involved in services related to homes and accommodation. Besides, we will execute cross-promotional activities with loan departments of local banks.

10. Competitive Analysis

10.1. Major Competitors

The following are the indirect competitors of ABC:

Caliber Building

Caliber Building is a boutique building company with a strong, passionate, loyal workforce of qualified and experienced carpenters. We use our expertise to deliver modern and precise building projects that we are extremely proud of. Dedicated to quality, integrity, and service, we deliver unique, elite products built to suit the highest standards. Caliber is devoted and invested in making your house a home for you and your family. We take great pride in the privilege of creating a home where your family can grow.

CALIBRE

Custom Home	Energy-Efficient Homes	Home Gym Design & Construction
Home Renovating	New Home Construction	Pool House Design & Construction
Modular Home Construction	Prefab Houses	Garage Building

First Avenue Homes

First Avenue Homes is an award-winning building and construction company based in bayside Melbourne. Owned and operated by Anthony Karlovic and an extensive team of industry professionals, leaders, and directors, Anthony is a Registered Building Practitioner and an HIA Accredited Builder. First Avenue Homes offers various professional building and construction services, including new custom home constructions, design and build services, knock-down/re-build projects, extensions and renovations, and dual occupancy developments and townhouses. In 2017, First Avenue Homes was awarded the Victorian HIA Award for Renovation & Extension of the Year.



Home Extensions	Energy-Efficient Homes	Home Gym Design & Construction
Home Renovating	New Home Construction	Pool House Design & Construction

Modular Home Construction	Home Additions	Garage Building
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Modern Builders

Kevin and his team are small and friendly bespoke custom home builders. We love to get creative and are very hands-on in our process, whether you are renovating your current home or building the home of your dreams.



Deck Building	Home Additions	Custom Home
New Home Construction	House Plans	Home Renovating

AGN Builders

When you dream of building or renovating a home, you want to work with a team that can see your vision, a team that can listen to your ideas, and a team that can provide innovative and creative solutions. With over 60 years of combined experience in the building industry, AGN Builders know what it takes to build or renovate your home. Our family-owned company takes pride in our relationships over these years; this pride stands behind our strong service commitment to our clients. AGN Builders' core expertise is our ability to satisfy clients. Across our range of services, our goal is a collaborative, creative approach that values listening to ideas and building them into your living spaces.



Home Additions	New Home Construction	Project Management
Custom Homes	Home Renovation	Home Extensions

10.2. SWOT Analysis

STRENGTH

- Establishing a business in the residential construction industry
- Efficient process of land acquisition and construction of housing units
- Dealing in housing units designed full of amenities
- Targeting middle-income groups in Suburb's area
- A strong relationship with property owners
- Improving lifestyle of communities through providing cost-effective living places

WEAKNESS

- Ensuring the quality of services will require us to establish an audit and quality control department.
- Currently, we lack agility and speed in entering new markets
- The high construction cost of residential places
- Following compliance rules for buying and selling of residential places
- Adopting sustainable and eco-friendly construction practices

OPPORTUNITY

- Partnership with construction builders for buying/selling
- Increasing demand in residential places for an improved standard of living
- Targeting high-value residential properties for investment
- We can leverage size to reduce costs & improve profitability
- Main competitors are not geared to build speed & efficiencies
- Option to expand the company in other regions of Australia

THREAT

- The potential price war between the major market players leading to margin depletion
- New entrants offering unique features and services
- Covid restrictions on sales and purchase of properties
- Macro-Economic headwinds can slow down the overall growth of the network

II. Project Cost and Investment

Project Cost & Investment Required	Year - 1	Year - 2	Year - 3	Year - 4	Year - 5
Expenses Done	-	-	-	-	-
Company Registration	-	-	-	-	-
Professional Fee	-	-	-	-	-
Licenses	-	-	-	-	-
Salaries Paid	-	-	-	-	-
Branding	-	-	-	-	-

Pre-Operational Expenses	15,777	-	-	-	-
Company Registration	512	-	-	-	-
Business Licenses	265	-	-	-	-
Website (Domain & Development)	5,000	-	-	-	-
Legal & Professional	10,000	-	-	-	-
Branding	-	-	-	-	-
Initial Marketing	-	-	-	-	-

Premises	-	-	-	-	-
Office Location (Advance Rent)	-	-	-	-	-
Office Location (Security)	-	-	-	-	-
Interior Design	-	-	-	-	-

Land Acquisition & Construction	3,855,200	980,000	1,470,000	1,470,000	1,960,000
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Land Acquisition

Land Area	5,000	-	-	-	-
Construction Cost	573	-	-	-	-
Total Land Cost	2,865,000	-	-	-	-

Units Constructed

Number of Units	2	2	3	3	4
Area of Units	350	350	350	350	350
Total Area Constructed	700	700	1050	1050	1400

Construction Cost

Average Construction Cost	1400	1400	1400	1400	1400
Total Construction Cost	980,000	980,000	1,470,000	1,470,000	1,960,000

Other Cost

Land Survey	3,000	-	-	-	-
Site Engineering / Consultation Cost	2,200	-	-	-	-
City/County Acquisition & Filing Fees	1,000	-	-	-	-
Legal / Zoning Fees	4,000	-	-	-	-
Total Other Cost	10,200	-	-	-	-

Construction Equipment's	30,000	-	-	-	-
Tools	10,000	-	-	-	-
Construction Machinery	20,000	-	-	-	-

Furniture, Fixtures & Equipment	10,700	-	-	-	-
Laptops	5,000	-	-	-	-
Printers & Scanners	500	-	-	-	-
Servers	2,000	-	-	-	-
Office Furniture	3,000	-	-	-	-
Accounting Software	200	-	-	-	-
POS System	-	-	-	-	-
CCTV Security System	-	-	-	-	-

Investment Required	3,911,677	980,000	1,470,000	1,470,000	1,960,000
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Project Financing	Year - 1	Year - 2	Year - 3	Year - 4	Year - 5
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Share Capital	2,347,006	-	-	-	-
Partner / Director 1	2,347,006	-	-	-	-
Partner / Director 2	-	-	-	-	-
Partner / Director 3	-	-	-	-	-

3rd Party Investment	-	-	-	-	-
Investment Amount	-	-	-	-	-
Share in Profit	0%	0%	0%	0%	0%

Bank Loan	1,564,671	-	-	-	-
Loan Amount	1,564,671	-	-	-	-
Loan Term	5	5	5	5	5
Interest Rate	0.10%	0.10%	0.10%	0.10%	0.10%

Balloon Payment (Last Year)	-
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Total Financing	3,911,677	-	-	-	-
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12. Financial Plan

Based on the nature of the industry, the Financial Statements have been projected for five years. These projections have been formed based on assumptions, which are explained incoming parts of this report.

12.1. Projected Financials

12.1.1. Projected Balance Sheet

Particulars	Year - 1	Year - 2	Year - 3	Year - 4	Year - 5
<u>Equity</u>					
Share Capital	2,347,006	2,347,006	2,347,006	2,347,006	2,347,006
Reserves	493,063	1,031,337	2,038,127	3,162,987	4,768,843
3rd Party Investment	-	-	-	-	-
Total Equity	2,840,069	3,378,343	4,385,133	5,509,993	7,115,849
<u>Liabilities</u>					
Bank Loan	1,251,736	938,802	625,868	312,934	-
Trade Creditors	4,027	4,430	7,310	8,041	11,793
Current Liabilities	78,880	79,628	97,460	97,693	114,474
Total Liabilities	1,334,644	1,022,860	730,638	418,668	126,267
Equity + Liabilities	4,174,712	4,401,203	5,115,771	5,928,661	7,242,116
<u>Fixed Assets</u>					
Fixed Assets	889,675	1,589,224	2,600,340	3,459,789	4,606,821
<u>Current Assets</u>					
Advance Rent	-	-	-	-	-
Trade Debtors	201,370	221,507	365,486	402,035	589,651
Inventory	-	-	-	-	-
Cash in Hand	3,083,668	2,590,472	2,149,944	2,066,837	2,045,644
Total Current Assets	3,285,037	2,811,979	2,515,430	2,468,872	2,635,295
Total Assets	4,174,712	4,401,203	5,115,771	5,928,661	7,242,116

12.1.2. Projected Profit & Loss Statement

Particulars	Year - 1	Year - 2	Year - 3	Year - 4	Year - 5
Revenue	2,450,000	2,695,000	4,446,750	4,891,425	7,174,090
Cost of Services	640,500	688,800	1,379,140	1,500,987	2,693,037
Gross Profit / (Loss)	1,809,500	2,006,200	3,067,610	3,390,438	4,481,053
Administrative Expenses	303,558	306,594	309,660	312,757	315,884
Selling & Marketing Expenses	643,000	648,940	859,856	859,561	1,057,808
Earnings Before Interest, Tax, Amortization & Depreciation	862,942	1,050,666	1,898,094	2,218,120	3,107,361
Depreciation	157,001	280,451	458,884	610,551	812,968
Earnings Before Interest & Tax	705,940	770,215	1,439,211	1,607,569	2,294,392
Finance Cost	1,565	1,252	939	626	313
Earning Before Tax	704,375	768,963	1,438,272	1,606,943	2,294,079
3rd Party Investment	-	-	-	-	-
Pre Tax Earning	704,375	768,963	1,438,272	1,606,943	2,294,079
Tax	211,313	230,689	431,482	482,083	688,224
Net Profit / (Loss)	493,063	538,274	1,006,790	1,124,860	1,605,855

12.1.3. Projected Cash Flow Statement

Particulars	Year - 1	Year - 2	Year - 3	Year - 4	Year - 5
Profit After Tax	493,063	538,274	1,006,790	1,124,860	1,605,855
Add:					
Depreciation	157,001	280,451	458,884	610,551	812,968
Cash Flow Before Working Capital Changes	650,064	818,725	1,465,674	1,735,411	2,418,824
<u>Working Capital Changes</u>					
(Increase) / Decrease in Current Assets					
Advance Rent	-	-	-	-	-
Increase / (Decrease) in Current Assets					
Trade Debtors	(201,370)	(20,137)	(143,979)	(36,549)	(187,616)
Inventory	-	-	-	-	-
Trade Creditors	4,027	403	2,880	731	3,752
Current Liabilities	78,880	748	17,832	233	16,781
Total Working Capital Changes	(118,463)	(18,986)	(123,268)	(35,584)	(167,083)
Cash Flow From Operating Activities	531,602	799,739	1,342,406	1,699,827	2,251,741
Increase in Fixed Assets	(1,046,677)	(980,000)	(1,470,000)	(1,470,000)	(1,960,000)
Cash Flow From Investing Activities	(1,046,677)	(980,000)	(1,470,000)	(1,470,000)	(1,960,000)
Share Capital	2,347,006	-	-	-	-
3rd Party Investment	-	-	-	-	-
Bank Loan	1,251,736	(312,934)	(312,934)	(312,934)	(312,934)
Cash Flow From Financing Activities	3,598,742	(312,934)	(312,934)	(312,934)	(312,934)
Opening Cash Balance	-	3,083,668	2,590,472	2,149,944	2,066,837
Cash Activity During the Year	3,083,668	(493,195)	(440,528)	(83,107)	(21,193)
Closing Cash Balance	3,083,668	2,590,472	2,149,944	2,066,837	2,045,644

12.2. Assumptions of Projected Financial Statements

12.2.1. Balance Sheet Assumptions

Balance Sheet Notes	Year - 1	Year - 2	Year - 3	Year - 4	Year - 5
Share Capital					
Partner / Director 1	2,347,006	2,347,006	2,347,006	2,347,006	2,347,006
Partner / Director 2	-	-	-	-	-
Partner / Director 3	-	-	-	-	-
Share Capital	2,347,006	2,347,006	2,347,006	2,347,006	2,347,006
Bank Loan					
Opening Balance	-	1,251,736	938,802	625,868	312,934
Loan Added	1,564,671	-	-	-	-
Loan Repaid	312,934	312,934	312,934	312,934	312,934
Closing Balance	1,251,736	938,802	625,868	312,934	-
Interest Expense	1,565	1,252	939	626	313
Trade Debtors					
Receivable Days	30	30	30	30	30
Receivables	201,370	221,507	365,486	402,035	589,651
Trade Creditors					
Payable Days	30	30	30	30	30
Payables	4,027	4,430	7,310	8,041	11,793
Assets Register					
Pre-Operational Expenses	15,777	-	-	-	-
Land Acquisition & Construction	990,200	980,000	1,470,000	1,470,000	1,960,000
Construction Equipment's	30,000	-	-	-	-
Furniture, Fixtures & Equipment	10,700	-	-	-	-
Pre-Operational Expenses					
Opening Balance	-	13,410	11,399	9,689	8,235
Addition	15,777	-	-	-	-
Depreciation	2,366	2,012	1,710	1,453	1,235

Closing Balance	13,410	11,399	9,689	8,235	7,000
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Land Acquisition & Construction

Opening Balance	-	841,670	1,548,420	2,565,657	3,430,308
Addition	990,200	980,000	1,470,000	1,470,000	1,960,000
Depreciation	148,530	273,251	452,763	605,348	808,546
Closing Balance	841,670	1,548,420	2,565,657	3,430,308	4,581,762

Construction Equipment's

Opening Balance	-	25,500	21,675	18,424	15,660
Addition	30,000	-	-	-	-
Depreciation	4,500	3,825	3,251	2,764	2,349
Closing Balance	25,500	21,675	18,424	15,660	13,311

Furniture, Fixtures & Equipment

Opening Balance	-	9,095	7,731	6,571	5,585
Addition	10,700	-	-	-	-
Depreciation	1,605	1,364	1,160	986	838
Closing Balance	9,095	7,731	6,571	5,585	4,748

Summary

Total Addition	1,046,677	980,000	1,470,000	1,470,000	1,960,000
Total Depreciation	157,001	280,451	458,884	610,551	812,968
Total Closing Balance	889,675	1,589,224	2,600,340	3,459,789	4,606,821

12.2.2. Profit & Loss Statement Assumptions

Profit & Loss Notes	Year - 1	Year - 2	Year - 3	Year - 4	Year - 5
Revenue					
Units Sold	2,450,000	2,695,000	4,446,750	4,891,425	7,174,090
Total Sales	2,450,000	2,695,000	4,446,750	4,891,425	7,174,090
Direct Cost					
Direct Payroll Cost	567,000	607,950	1,245,738	1,354,245	2,477,815
Renovation/ Repair & Maintenance	49,000	53,900	88,935	97,829	143,482

Legal & Professional	24,500	26,950	44,468	48,914	71,741
Total Direct Cost	640,500	688,800	1,379,140	1,500,987	2,693,037

Administrative Expenses					
Admin Payroll Cost	236,000	238,360	240,744	243,151	245,583
Office Rent	60,000	60,600	61,206	61,818	62,436
Utilities	2,561	2,587	2,613	2,639	2,665
Telecommunication	3,360	3,394	3,428	3,462	3,496
Internet Expenses	937	947	956	966	976
Printing & Stationery	200	202	204	206	208
Legal & Professional Fee	-	-	-	-	-
Miscellaneous	500	505	510	515	520
Total Cost of Services	303,558	306,594	309,660	312,757	315,884

Selling & Marketing Expenses					
Selling & Marketing Payroll Cost	520,500	541,140	726,453	761,732	986,067
SEO / Website / Memberships	36,750	32,340	40,021	29,349	21,522
Social Media Marketing	36,750	32,340	40,021	29,349	21,522
Offline Marketing / Print Media Adds / Others	49,000	43,120	53,361	39,131	28,696
Total Cost of Services	643,000	648,940	859,856	859,561	1,057,808

12.2.3. Headcount Statement Assumptions

Particulars		Year - 1	Year - 2	Year - 3	Year - 4	Year - 5
Number of Employees	Cost Center					
Chief Executive Officer	Admin	1	1	1	1	1
Director	Admin	1	1	1	1	1
Project / Site Manager	Direct Cost	1	1	1	1	1
Construction/ Civil Engineers	Direct Cost	2	2	3	3	4
Structural Engineers	Direct Cost	2	2	3	3	4
Architects	Direct Cost	4	4	6	6	8

Labour/Quantity Surveyor/Roofers/Framers/ Foundation Layers	Direct Cost	2	4	4	6	6	8
Renovation Personal	Direct Cost		2	2	2	2	2
Manager Sales & Marketing	Sales		1	1	1	1	1
Sales & Marketing Associate	Sales		1	1	2	2	3
Property Marketing Agent	Sales						
Graphic Designers	Sales		1	1	1	1	1
Content Creator	Sales		1	1	1	1	1
Customer Service Associates	Sales		2	2	2	2	2
Accountant	Admin		1	1	1	1	1
Office Helper	Admin		1	1	1	1	1
			25	25	32	32	39

Salary Rate		Yearly				
			1%	1%	1%	1%
Chief Executive Officer	60,000	60,000	60,600	61,206	61,818	62,436
Director	60,000	60,000	60,600	61,206	61,818	62,436
Project / Site Manager	59,000	59,000	59,590	60,186	60,788	61,396
Construction/ Civil Engineers	% of Sales	2%	2%	2%	2%	2%
Structural Engineers	% of Sales	2%	2%	2%	2%	2%
Architects	% of Sales	1%	1%	1%	1%	1%
Labour/Quantity Surveyor/Roofers/Framers/ Foundation Layers	% of Sales	1%	1%	1%	1%	1%
Renovation Personal	58,000	58,000	58,580	59,166	59,757	60,355
Manager Sales & Marketing	59,000	59,000	59,590	60,186	60,788	61,396
Sales & Marketing Associate	58,000	58,000	58,580	59,166	59,757	60,355
Property Marketing Agent	58,000	7%	7%	7%	7%	7%
Graphic Designers	58,000	58,000	58,580	59,166	59,757	60,355
Content Creator	58,000	58,000	58,580	59,166	59,757	60,355
Customer Service Associates	58,000	58,000	58,580	59,166	59,757	60,355
Accountant	58,000	58,000	58,580	59,166	59,757	60,355
Office Helper	58,000	58,000	58,580	59,166	59,757	60,355

Salary Expense	Cost Center					
Chief Executive Officer	Admin	60,000	60,600	61,206	61,818	62,436
Director	Admin	60,000	60,600	61,206	61,818	62,436
Project / Site Manager	Direct Cost	59,000	59,590	60,186	60,788	61,396
Construction/ Civil Engineers	Direct Cost	98,000	107,800	266,805	293,486	573,927
Structural Engineers	Direct Cost	98,000	107,800	266,805	293,486	573,927
Architects	Direct Cost	98,000	107,800	266,805	293,486	573,927
Labour/Quantity Surveyor/Roofers/Framers/Foundation Layers	Direct Cost	98,000	107,800	266,805	293,486	573,927
Renovation Personal	Direct Cost	116,000	117,160	118,332	119,515	120,710
Manager Sales & Marketing	Sales	59,000	59,590	60,186	60,788	61,396
Sales & Marketing Associate	Sales	58,000	58,580	118,332	119,515	181,065
Property Marketing Agent	Sales	171,500	188,650	311,273	342,400	502,186
Graphic Designers	Sales	58,000	58,580	59,166	59,757	60,355
Content Creator	Sales	58,000	58,580	59,166	59,757	60,355
Customer Service Associates	Sales	116,000	117,160	118,332	119,515	120,710
Accountant	Admin	58,000	58,580	59,166	59,757	60,355
Office Helper	Admin	58,000	58,580	59,166	59,757	60,355
Salary Expense Summary						
Cost of Services	Direct Cost	567,000	607,950	1,245,738	1,354,245	2,477,815
Administrative Expenses	Admin	236,000	238,360	240,744	243,151	245,583
Selling & Marketing Expenses	Sales	520,500	541,140	726,453	761,732	986,067
		1,323,500	1,387,450	2,212,934	2,359,128	3,709,464

13. Return on Investment

IRR & Payback	Year - 0	Year - 1	Year - 2	Year - 3	Year - 4	Year - 5
Net Profit		493,063	538,274	1,006,790	1,124,860	1,605,855
Add: Depreciation		157,001	280,451	458,884	610,551	812,968
Less: Capital Expenditure	(1,046,677)	-	(980,000)	(1,470,000)	(1,470,000)	(1,960,000)
Add: Terminal Value	-	-	-	-	-	-
Free Cash Flow	(1,046,677)	650,064	(161,275)	(4,326)	265,411	458,824

Investment Analysis	
IRR	5%
Payback	20.0

14. Conclusion

One of the most internationally recognized industries is the construction market. This sector's development is well complemented by growth in the business world and demand for urban and semi-urban residential places. The demand for residential properties increases throughout Suburbs as more people seek new designs and luxury amenities. Also, people's changing standard of living allows them to invest in residential properties to earn good returns. Therefore, ABC is looking to serve the community by fulfilling its living needs.

ABC will be an experienced residential construction company that will provide houses at affordable prices to middle-income groups. After designing and adding amenities, we will buy the land and convert it into residential places. It will be a good opportunity for the locals and foreigners to invest in property. Initially, we aim to serve Perth, and subsequently, we will expand throughout Australia. ABC will flourish due to changing consumer demands about residential places as per the market trends. Therefore, we can get a significant market share by developing more relations to create a strong base.

The monetary examination of the task is likewise positive for the expanding benefits step by step; the undertaking is required to return benefits in further years. The task will be valuable for the financial specialist with the correct field-tested strategy and promoting methodology.