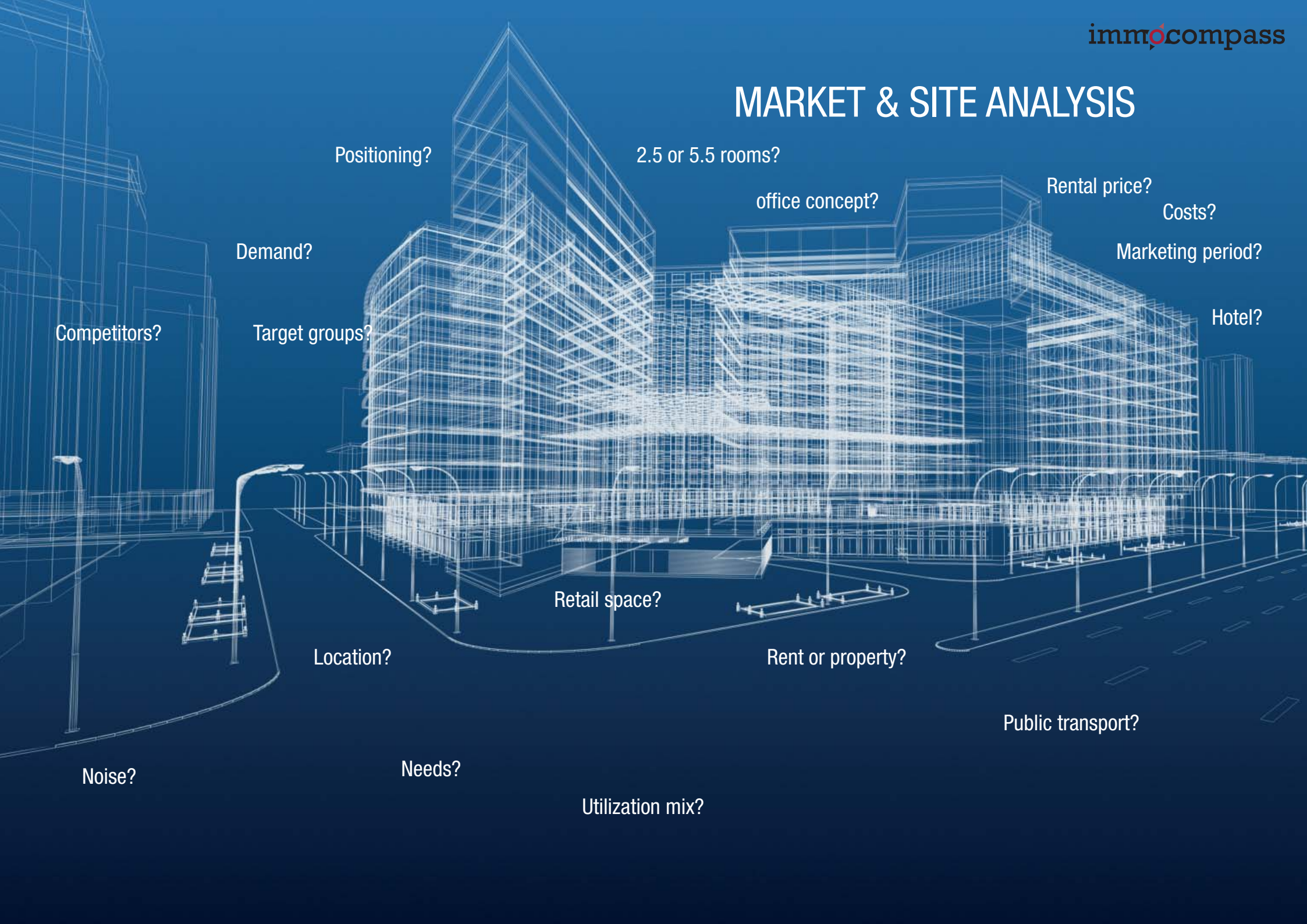


MARKET & SITE ANALYSIS



Positioning?

2.5 or 5.5 rooms?

office concept?

Rental price?

Costs?

Demand?

Marketing period?

Competitors?

Target groups?

Hotel?

Retail space?

Location?

Rent or property?

Public transport?

Noise?

Needs?

Utilization mix?

MARKET & SITE ANALYSIS

BASIS FOR REAL ESTATE AND AREAL DEVELOPMENT, POSITIONING AND MARKETING

What kind of target groups is possible for the site?

Site analysis

Price level, infrastructure provision, supply, sunlight, view, noise, density, visibility, pedestrians, ... Strengths and weaknesses in regards to different target groups.

What kind of target groups should be addressed?

Target group analysis

Traget group identification by age, household size, purchasing power, orientation, employee group according to sector and size, demand analysis and predictions, demand criterias.

With what marketing periods, revenues and real estate values can I anticipate?

Market analysis

Market development and predictions for living, office, retail spaces, logistics, hotel, ... rental price, description of competitors, marketing periods: Chances & risks.

What is the ideal product for that site?

Product description

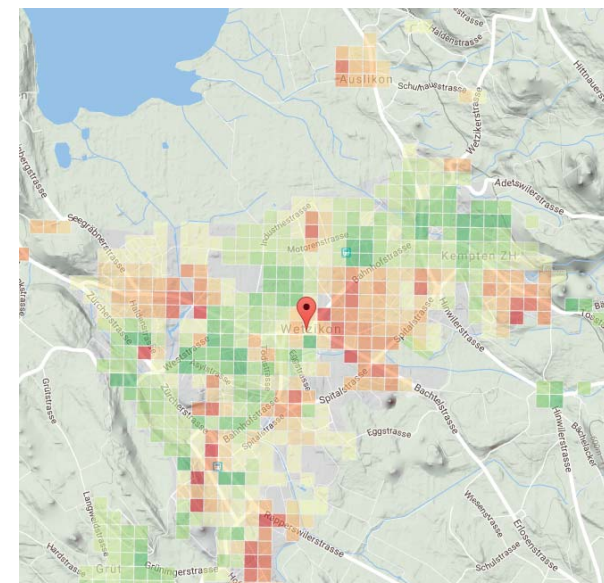
Basis market and site analysis, positioning, target groups, utilization mix, utilization arrangement, stages, calculations of efficiency

How big is the demand for retail space, housing in old age, serviced offices?

Demand analysis

Demand analysis and predictions according to individual topics, description of competitors in Konkurrenzbeschreibung at home and abroad, trends and development according to individual topics.

Market analysis



Perimeter ○ PLZ ● Region

Lagerating

- ÖV
- Lärm
- Aussicht
- Exposition
- Steuern
- Wohnmiete
- Kommerz-Miete

