

Research Methods in Business and Economics

Evaluation: module #2 Secondary data research

Group members (3 persons max.): Write a short summary of a secondary data research based on housing preference survey results (dataset provided by the lecturer), and provide some recommendations for residential development. Please remember, that your cooperation is important, as every group member will get the same grade. Try to avoid free-riders.

Research area/topic: Let's assume that you are working for a residential development company ABC Ltd from *country of your choice*. ABC company has bought a parcel in Krakow. The property is located in western part of the city on Stelmachow Street (near Galeria Bronowice). According to the land use regulations the potential development of the parcel is: 2 Mid-rise multifamily housing buildings, 4 stories above the ground (including ground floor), 8000 sqm of usable space.

Report outline:

Page 1: Introduction (desktop research)

- 1) Briefly discuss economic situation in Poland (related to construction and housing)
- 2) Describe dealing with construction permits in Poland compared to other country (*your choice*)
- 3) Present a brief overview of housing market in Poland (affordability, market cycle)

Page 2: Competitive environment (dataset1)

- 1) Analyze housing supply and identify differences in structure of apartments on offer, and sale process
- 2) Provide some examples of comparable residential development projects (direct competitors)

Pages 3: Client profile, target groups (dataset2)

- 1) Describe key characteristics of potential house buyers.
- 2) Create a typology of house-buyers (using at least 2 variables). Describe 3 major groups.
- 3) Assess the budget constraints of potential house buyers. Construct a demand curve.

Pages 4: Housing preferences (dataset2)

- 1) Identify types of apartments is the most popular among future house buyers (area, number of rooms, etc)
- 2) Describe the key factors taken into account when choosing between residential projects

Page 5 Recommendation/guidelines

Translate information about housing preferences into practical business guidelines for this specific developer project.

- 1) Pricing strategy, marketing solutions
- 2) Recommendation for architecture of the building and landscape/facilities on-site
- 3) Structure and standard of apartments in the building

Project due
31st May 2024 (23.59)

Please send an electronic copy (pdf) to gluszakm@uek.krakow.pl