Structure and content of the report

	Example	Comments
- **Abstract**	The following report focuses on the Alfa project, which is a part of the Dalénum project that was developed in Lidingö between 2010 and 2022 by JM. The Alfa project belongs to the part of Dalénum that is called The Inventor and constitutes the final phase of the development of Dalénum, which will take place between 2023 and 2025. The Alfa project is integrated into the overall vision of Dalénum which relates to the industrial heritage of the area that has been developed into a new vibrant district of the city, combining a dynamic mixture of top-class housing, infrastructure, and amenities located in a picturesque part of Lidingö close to the waterfront. The Alfa project conceptually interacts with the rest of the built environment in Dalénum, yet simultaneously preserves its own unique character, designed in accordance with the detailed plan of the area. The Alfa project will be constructed in _____ phases, starting in early 2022 and finishing at the end of 2023, and consists of _____ tenant-owned apartments of _____ to _____ rooms that are priced at approximately _____ SEK/m2, mainly targeting households from Lidingö and central parts of Stockholm such as Östermalm_ _____. The market success of the Alfa project is the main concern of the following report, which is approached through conducting a "Level A-C" market analysis of the project. The report, therefore, aims to support the market ambitions of JM by providing a thorough analysis of the Alfa project in comparison to its main competitors, following the *base/ optimistic/ pessimistic* economic scenario.	There is an example of abstract. Don't use this text please. Just use it as a reference. It should contain the main conclusions of your analysis. Usually it shouldn't be more than 1 page. Write it in the end of whole work when you know the results.
- **Content**	-	This may be exactly what is proposed in Project Report.pdf. You can extend it, but I don't recommend shortening it.
- **Purpose and objectives**	The purpose of the following report is to determine the market success of the Alfa project by conducting a Level C market analysis, to support JM's strategy for the project development with additional data. Therefore, the main objectives of the report include: - Providing the overall vision of the Alfa project in relation to Dalénum and its main competitors; - Conducting productivity analysis, establishing the amenity index, as well as providing analysis of the target groups, supply and demand, competitive pricing, and market gap analysis, among others; - Providing the overall recommendations regarding the successful implementation of the project, based on the economic outlook, market analysis, and financial statement.	You can use this text for this item
- **Methodology**	-	You should present here the main theory about C level of Analysis since we use it.

Project overview of the Alfa project	-	
- **A. Vision of Dalénum and the Alfa project** - **B. Development agreement for Dalénum** - **C. Detailed development plan for Dalénum** - **D. Infrastructure solutions including car parking**	-	Use the sources from Canvas and any that you could find in internet to perform these items. Lägesrapport Royal Seaport project.pdf Development_agreement_JM[1].pdf
- **E. Phases in the Alfa project**	-	Decide please, should you have 1 to 2 phases. If you chose 2 phases, it could be easier to start selling apartments in the finished apartment complex. In this way, there is already an income for the construction company during the construction period of the second phase. This can reduce the financial risk of the development project.
- **F. Architectural design**	-	You should give a brief description of your buildings. Will they be similar to neighboring ones? What about their energy efficiency, building materials etc.? Probably, they will correspond to the buildings around? or not? Will it be something completely different? Why? You may present several pictures or sketches. You can make it later when you will know the amount of the apartments should be produced. Thus, you can suggest the number of floors in your building (buildings).
- **G. Landscaping and amenities**	-	Describe here what do exist already around this area and will you do new – playgrounds, gym, bas stop……
- **H Pricing of apartments**	-	You can do it later after Asking price analysis (lab in Canvas named Supply). Use the data from UCBV.se and Hemnet.se to know what are the current price per 1 sq m. Remember about different ways of price formation for Condominium and for Tennant-owned association. Read about it in lecture and don't forget to add to asking price the share of loan for Tennant-owned assosiation.
Economic outlook		
- **A. International economy** - **B. National economy** - **C. Regional economy**		Use the sources mentioned in our lecture to know current situation with macroeconomy. Use the lecture from Cecilia. Use the **NPO_Autumn2022_2209202.pdf** put in the Canvas in Academic paper module. Make you forecast on the basis of performed analysis about macroeconomy in the next several years. Don't forget to present data in graphs, figures, pictures to demonstrate trends. Perform the result for Optimistic, Pessimistic and Base scenario Use the file Scenarios.xls from Canvas for this.

Market analysis		
- **A. Productivity analysis**		Describe very shortly the theory about productivity analysis. Present here 3 tables with you results of productivity analysis and 1 with locational analysis. Also you can put it into Appendixes since they are quite wide.
- **B. Amenity index**		Give the definition what is Amenity index Calculate Amenity index for our project. Make conclusions.
- **C. Target groups**		Use the result of you lab *Market areas and Target group*. Present here results of your studying of Mosaic system profiles **Mosaic profile Dalenum.pdf** **Mosaic profile Engelbrekt.pdf** **Mosaic profile Gashaga.pdf** **Mosaic profile Oscar.pdf** **Mosaic profile Hedvig Eleonora.pdf** **Mosaic area Dalenum.png** **Mosaic area Gåshaga.png** Which group presented in our area in the best way? Who are these people? Which type of amenities could be interested for them? Use the Handbook of Mosaic system in Canvas and your own results from using Mosaic system. The access to this system was provided to some of you (1 per each group) after our lecture with Johan Lundin (from InsightOne). Also you should use the results of Pivot tables which you created in this lab (Market area Dalenum Canvas.xlsx and Net migration Lidingö.xlsx. Notice the age and the income of people who moved to Lidingo and in particular Dalenum in previous years.
- **D. Urban growth and market area**		Use the result of you lab *Market areas and Target group*. What is the primary market area, secondary and extended market area according to Home-moving technique? Use the theory from our lecture about Urban growth to describe the model which corresponds to the urban growth structure in Lidingo.
- **E. Demand**		Use the result of Penetration rate lab. Here I put an explanation I gave you in Announcement in Canvas several days ago. So read it again please if necessary. We use the penetration rate method to define demand.

		1) Open file "Demand 2022 Canvas.pdf " and read it thoroughly. 2) Open file "Penetration calculation 2022.xls" 3) Find in this file 3 tables. First - "Number of sales Dalenum 2012-2014, 2015-2016, 2017, 2018" Second - "Number of households 2012-2014, 2015-2016 and 2017-2018, Statistics Sweden (2021)" Third - "Total number of households 2021. Statistic Sweden 2022. To be used when forecasting potential demand." 4) Use first and second table to calculate penetration rate for PMA, SMA, EMA for each period of year and for each income group. (by dividing number of sales from first table on number of households from second table) 5) Calculate average penetration rate for whole period (for each income group and each area (PMA, SMA, EMA). 6) Analyse the result and make conclusion: Is this tendency going to continue? Should we adjust calculated penetration rate according to the current market and economic situation. Forecast the penetration rate for the next 2023-2025 years (for each income group and PMA, SMA, EMA). 7) Now you have forecasted penetration rate for next years for PMA, SMA, EMA and you have number of households from table 3. Calculate expected number of sales by multiplying penetration rate with number of households from 3 table for appropriate area. 8) Decide which income classes should we consider? Just with high income? Or perhaps households with lower income could be our potential buyers also? You should use the result of your previous work where you investigated the target group on the basis of migration flows. If the result of that migration analysis showed that the households with low income still moved to Dalenum in previous years, perhaps we shouldn't skip this fact and should consider them as potential buyers also. (Despite of not high income, perhaps, these households can sell their previous houses and buy new one in your project.) It's up to you to decide, to investigate, and to make conclusion. As a result of this lab, you should calculate the number of potential buyers for your project for 2023, 2024, 2025. It could be the same for each year if you decide that the trend of penetration rate will be stable. It can be different if you think that the situation will become better or opposite. Adjust the average penetration rate from previous years according to you assumption. On the basis of this you know how many units you should produce during the whole project. Present tables with penetration rate calculations here or in Appendixes. Don't forget to explain your assumptions and conclusions. It should correspond to your assumption and conclusions made within economic outlook. Perform the result for Optimistic, Pessimistic and Base scenario Use the file Scenarios.xls from Canvas for this.

- **F. Competitive supply**		Perform here the results of your Supply Lab. Investigate existing supply and planned supply. You could get Existing supply from UCBV.se analizing previous years' trends with sales for appropriate area. You could get Planned supply from municipality's web site and from web sites of projects. Investigate Northern Sea Port project in order to know how many units they are going to produce during 2023-2025. Don't take into account phases of project which will finish after our project. They are not our competitors. Calculate total amount of competitive units from Gashaga, Dalenum and Northern Sea Port (existing and planned). Important about Northern Sea Port: If you will receive high number of planned units in this project remember about the point we discussed during the lecture about Competing Supply. Not high number of buyers are ready to change their primary area. So perhaps not so many buyers are ready to move away from Lidingo to Northern Seaport. Perform the result for Optimistic, Pessimistic and Base scenario Use the file Scenarios.xls from Canvas for this.
- **G. Competitive pricing analysis**		Use the results of Supply Lab. You should study the listing in the Hemnet.se or other resources. Find the average price per 1 sq m in similar projects. Remember about price formation. Present here results of your study. Perform the result for Optimistic, Pessimistic and Base scenario Use the file Scenarios.xls from Canvas for this. Add here your suggestions about type of ownership should be proposed – Condominium or Tennant Owned association (BRF in Swedish). Read about it sources mentioned in Lecture about Competing supply. What is in higher demand now in Stockholm? What could you recommend?
- **H. Market Gap and absorption, rate of turnover**		Calculate these indicators on the basis of the Lecture Market Gap.
Financial statement		
- **A. Development costs**		Use the file **Construction costs Alfa project 2022.xlsx** from Canvas in Project work module. Determine the number of apartments in the main table according to your Demand analysis. Distribute this total amount between apartments with different number of rooms in additional table in the same sheet.

		Calculate the average area per apartment on the basis of the approximate number of members of households. We have around 34 sqm per 1 person. So calculate in appropriate way the area for 2,3,4,5 rooms apartments. The number of members and the number of rooms depends on your target group. Is your target group in age where people usually live with kids? Do they need a lot of rooms? Or 1-2 is enough? Chose the business area as an area for different services. Usually it can be the part or the total area of the first floor of building. If for example you have 4 apartments per each floor and you know the average area per 1 apartment you can find the first floor area. You don't need to provide very detailed calculation here. It will be enough just to present some business area. It will be excluded from the residential area but still will affect the construction costs for project. Perform the result for Optimistic, Pessimistic and Base scenario (create 2 tables with the same indicators, change some of them according to different scenarios)
- **B. Profitability**		Check the Profit margin project in the bottom of the main table. Perform the result for Optimistic, Pessimistic and Base scenario Is it ok for developer? Remember what we discussed with Olof Peterson during his lecture and his answer on my question about the margin.
Conclusion and recommendations		
- **A. Final conclusion and recommendation**		Put here your final conclusion and recommendation. It should be wider than in Abstract. Present here all 2 Scenarios table from Scenarios.xls please. Chose the one scenario which is more realistic from your point of view.
References Appendices		