

BAB 2

LANDASAN TEORI

2.1 Pendahuluan

market research

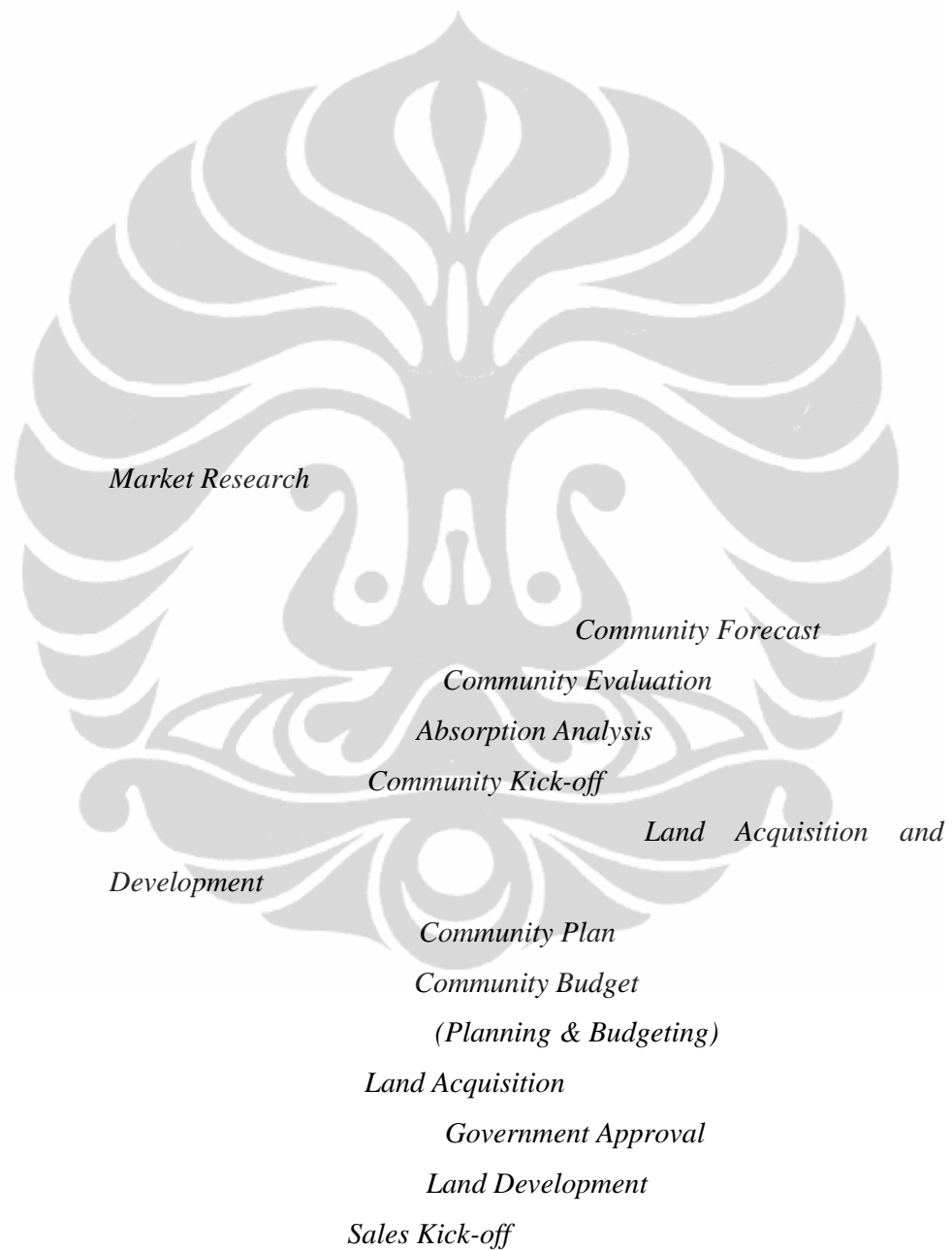
market research

2.2 Bisnis Properti

personal property

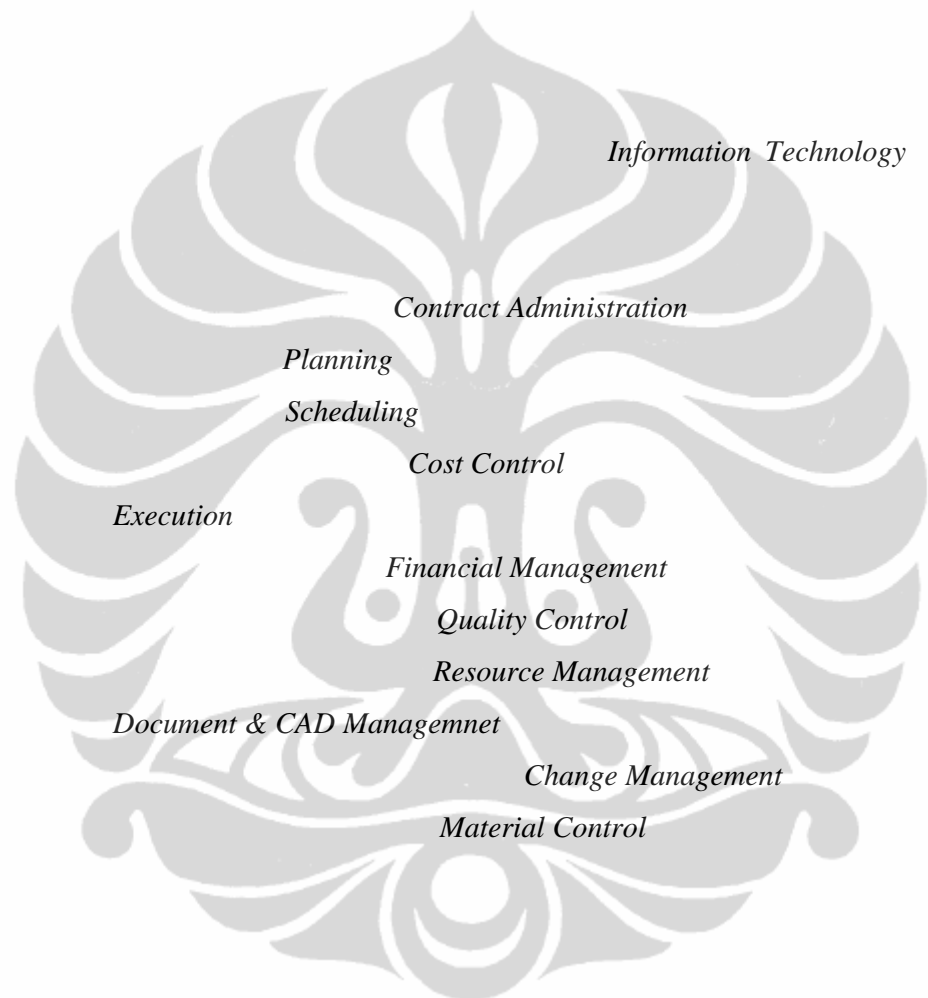
natural law

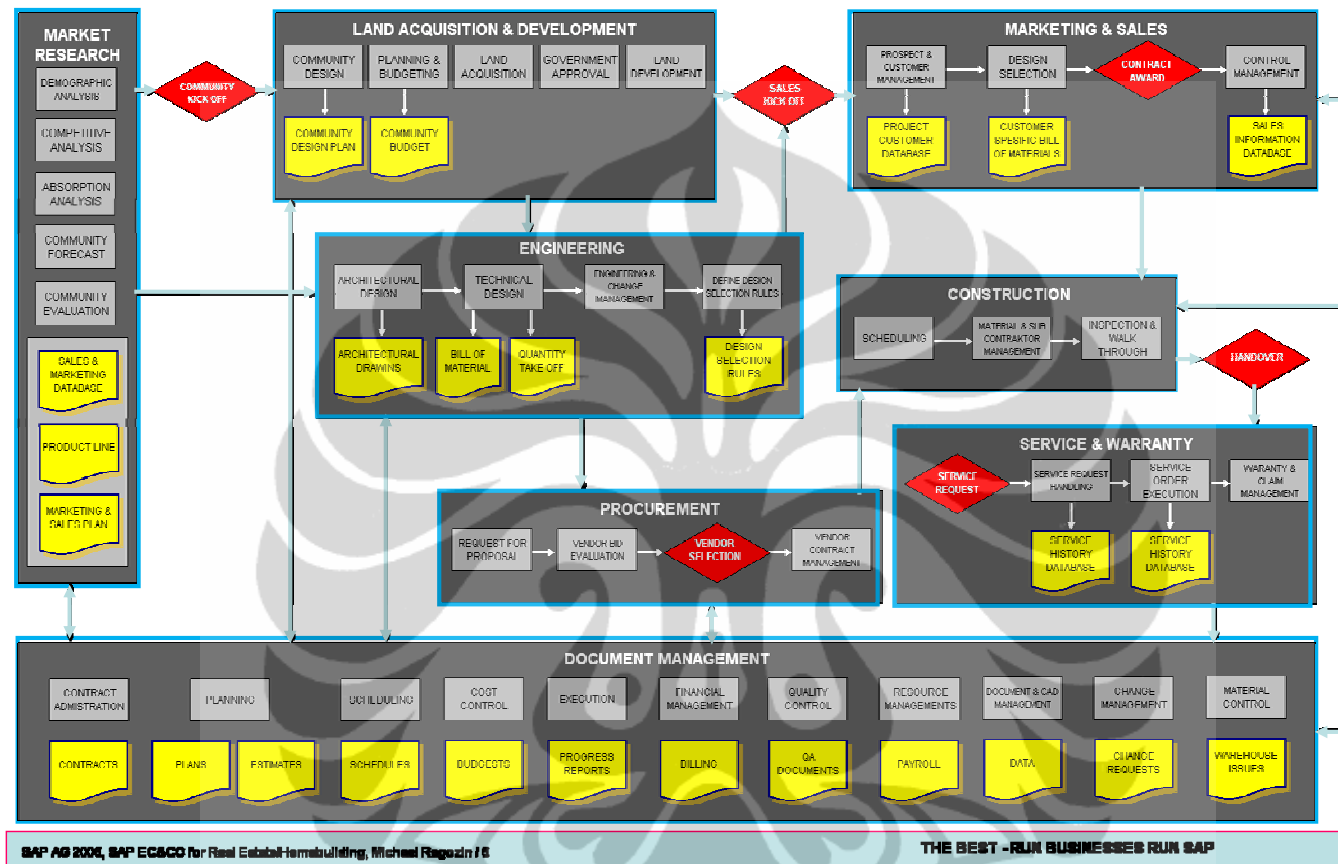




*Engineering**Architectural Design**Technical Design**Engineering and Change**Management**Define Design Selection Rules**Marketing & Sales**Prospect Customer Management**Design Selection**Contract Award**Contract Management**Procurement**Request for Proposal**Vendor Bid Evaluation**Vendor Selection**Vendor Contract**Management**Construction**(Scheduling)**Material and**Subcontractor Management**Inspection and Walk Through**Handover**Service and Warranty**Service Request**Service Request Handling**Service Order Execution**Warranty and Claim Management**check point*

Check point





2.3 Market Research

Market research



customer

customer



1. Arah Pengembangan Kota

Economic Base

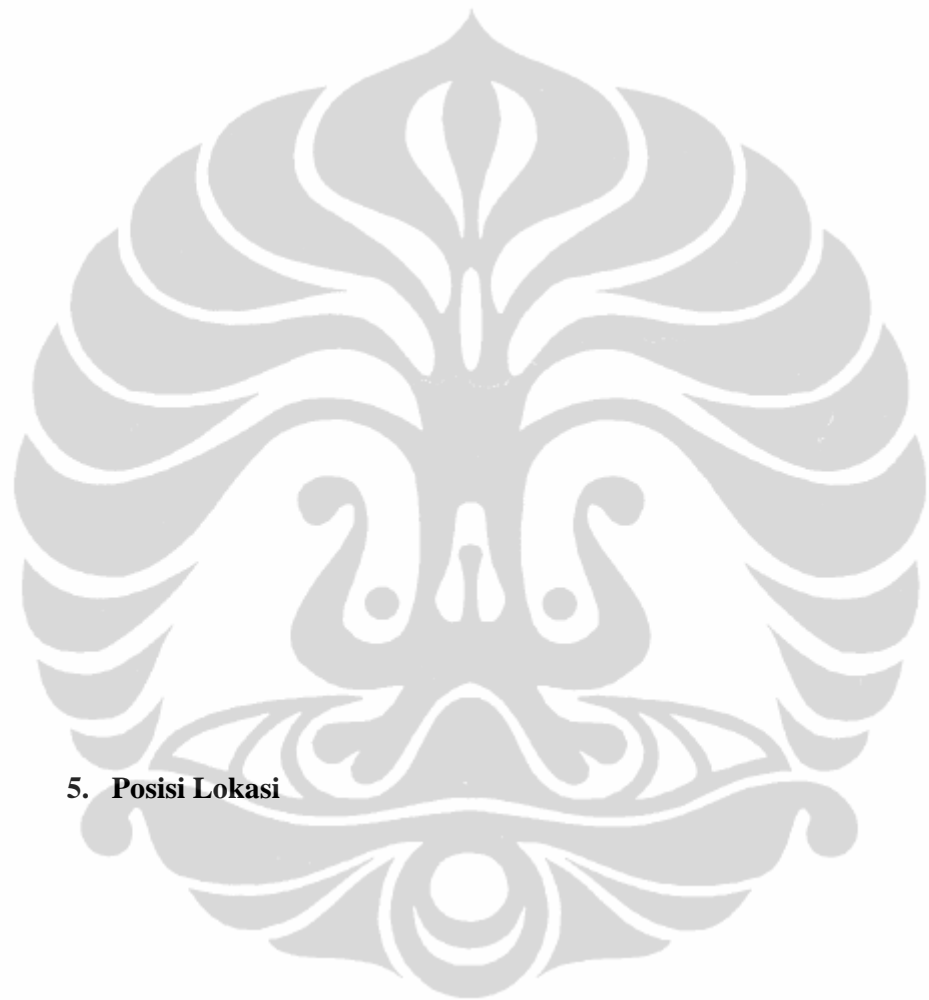


2. Pertumbuhan Lokasi

Life cycle

3. Karakteristik Demografi

4. Basis Ekonomi (*Economic Base*)



5. Posisi Lokasi

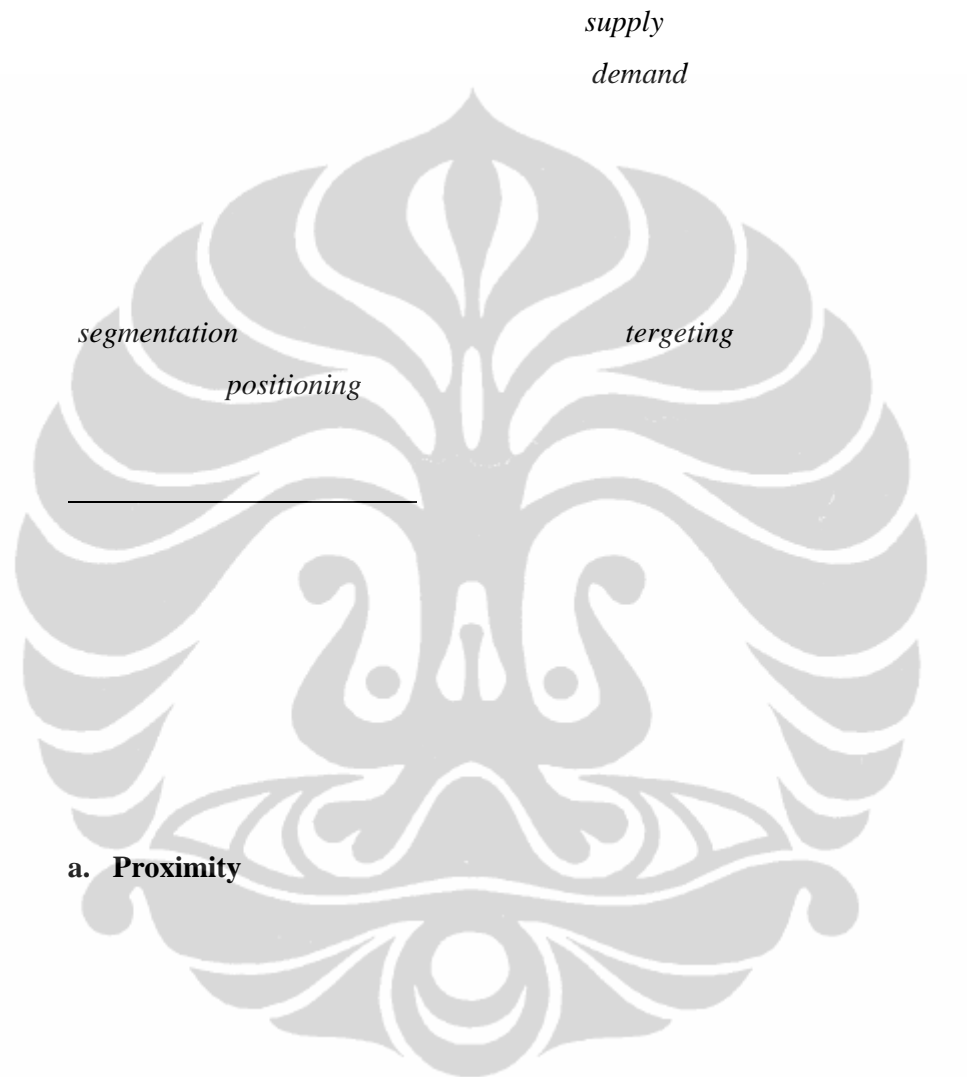
of growth

center

6. Citra Lokasi

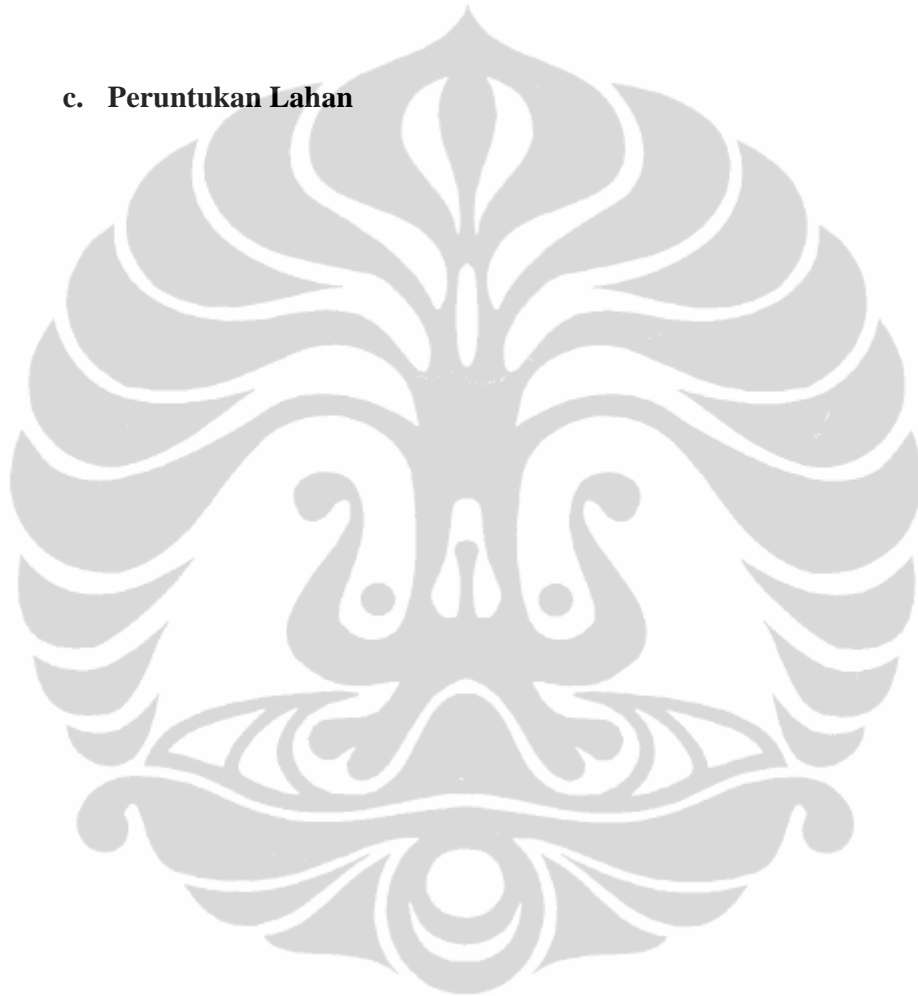
7. Resisten Terhadap Bencana Alam

8. Jaringan Jalan Kota



b. Lokasi Negatif Dan Positif

c. Peruntukan Lahan





d. Rencana Jalan

e. Aksesibilitas

f. Lalu Lintas Dan Transportasi

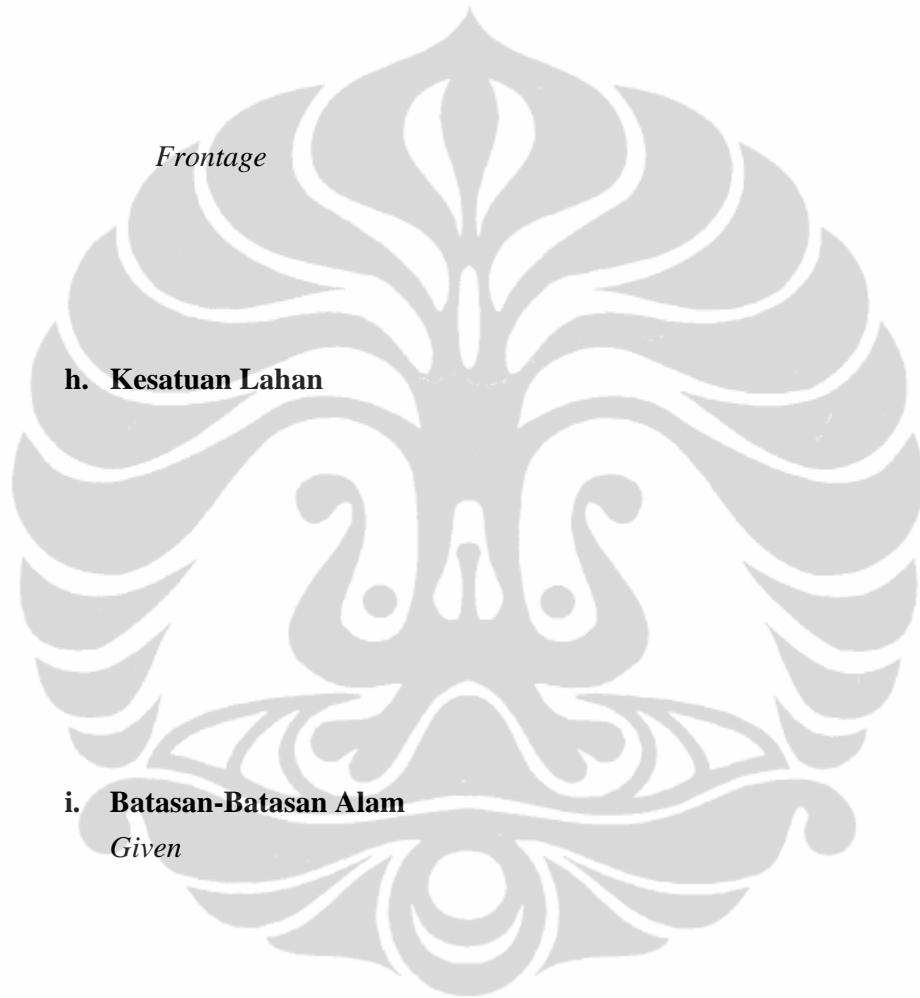
g. Bentuk Lahan

Frontage

h. Kesatuan Lahan

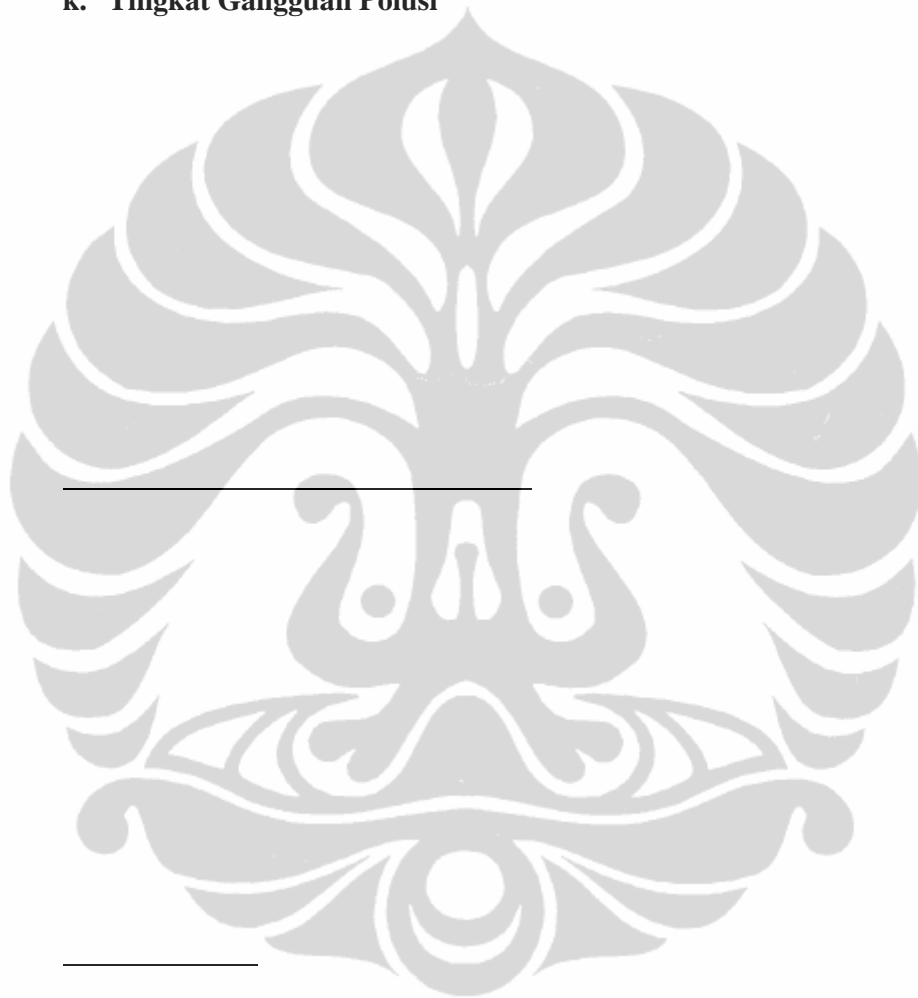
i. Batasan-Batasan Alam

Given



j. Kondisi Utilitas Dan Infrastruktur

k. Tingkat Gangguan Polusi



good news

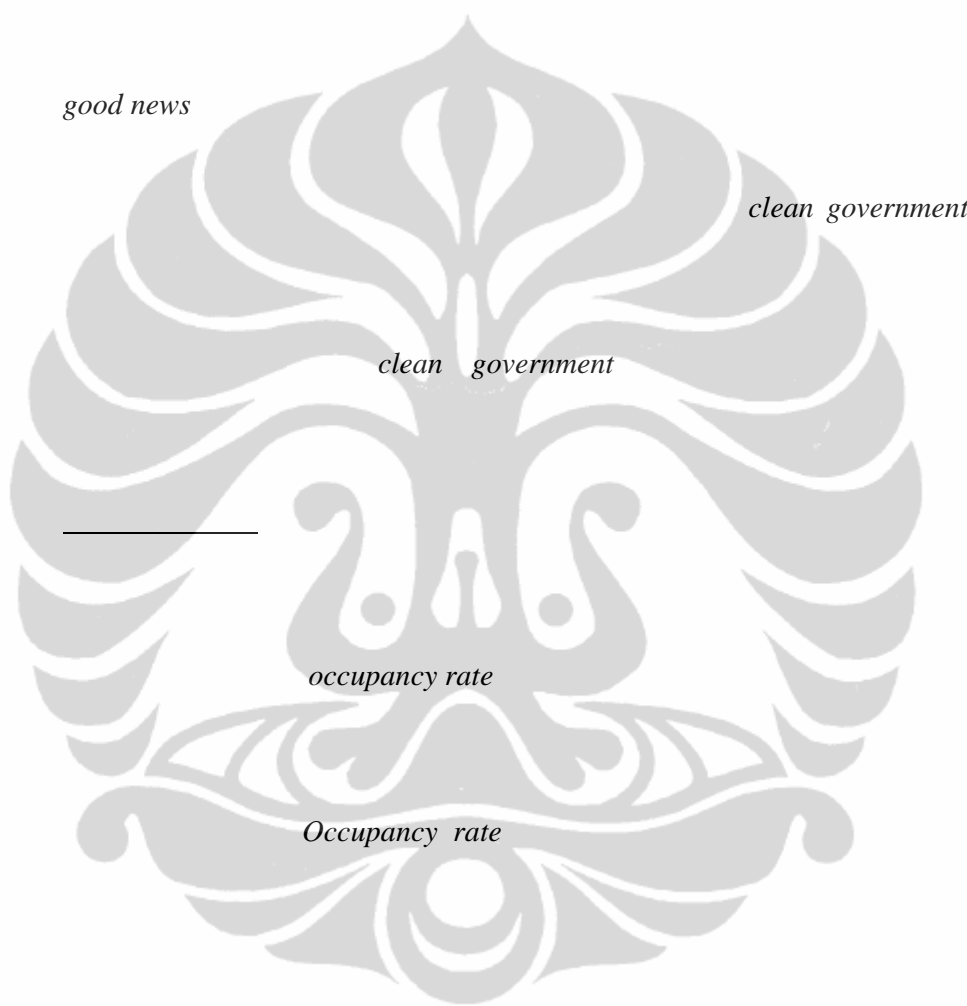
good news

clean government

clean government

occupancy rate

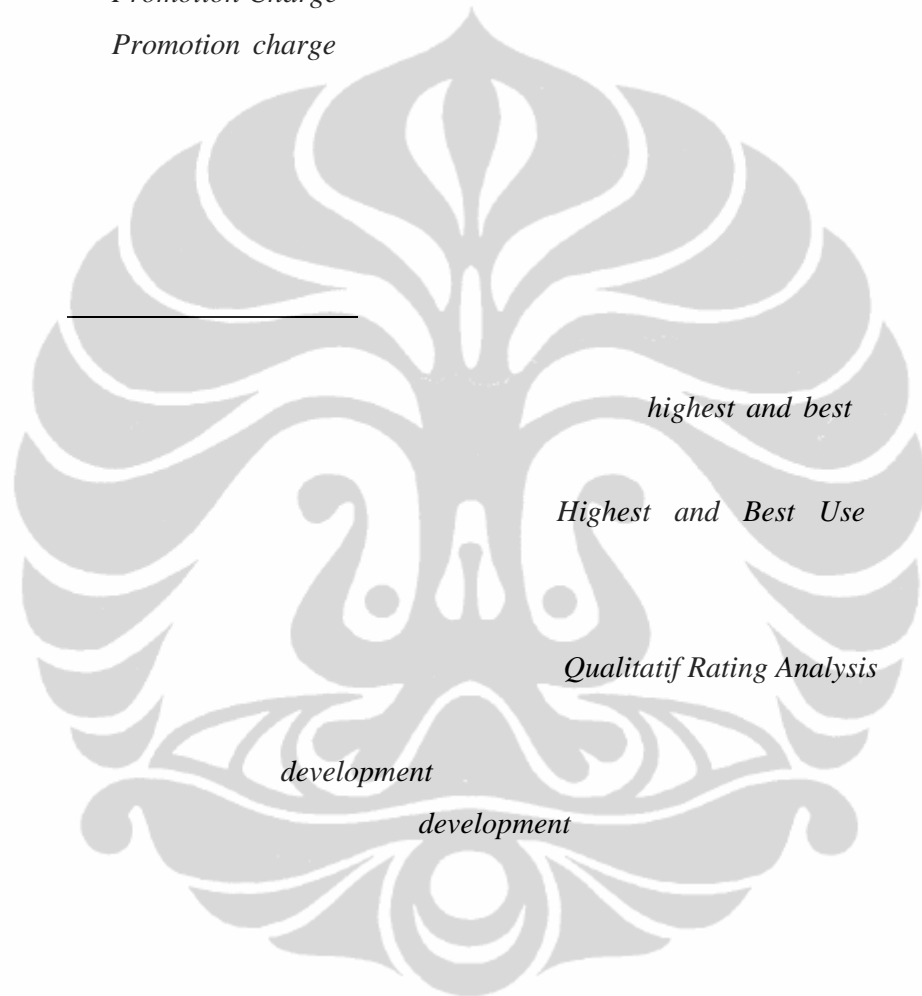
Occupancy rate



Service charge
Service charge

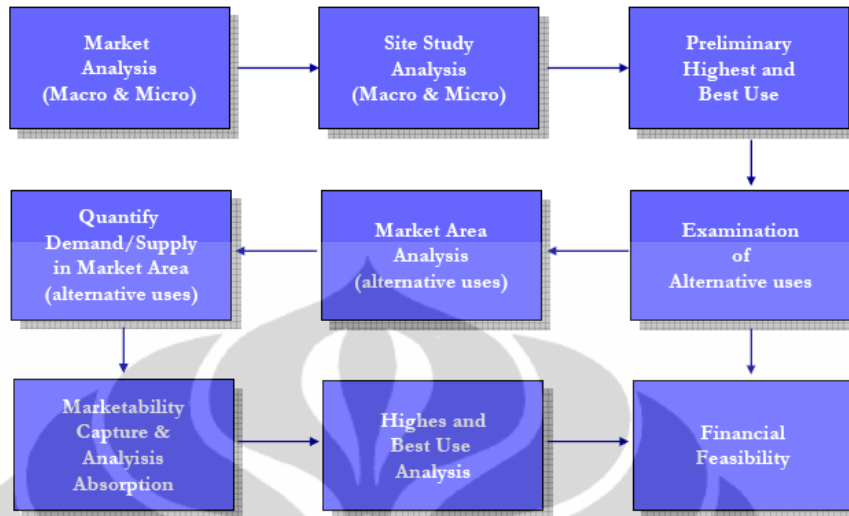
Sinking fund
Sinking fund

Promotion Charge
Promotion charge



HIGHEST AND BEST USE

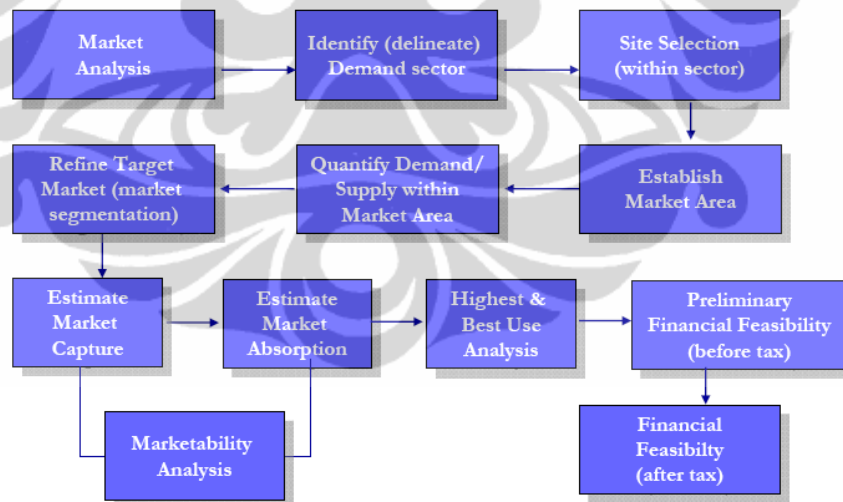
a. Site Known / Use To Be Determined



Highest and Best Use

COMMERCIAL HIGHEST AND BEST USE ANALYSIS

b. Use Known / Site To Be Determined

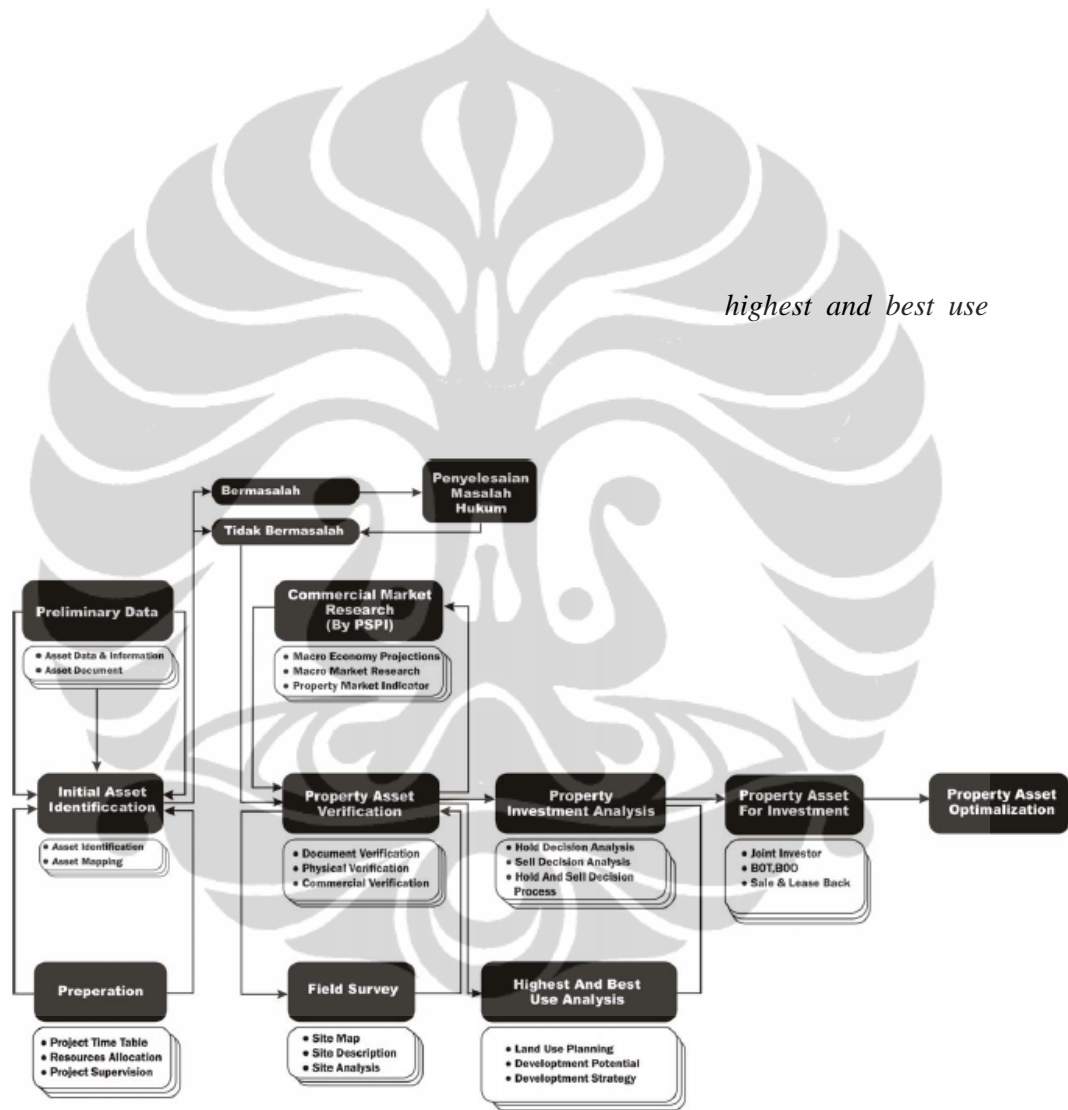


Commercial Highest And Best Use Analysis

Highest and Best Use

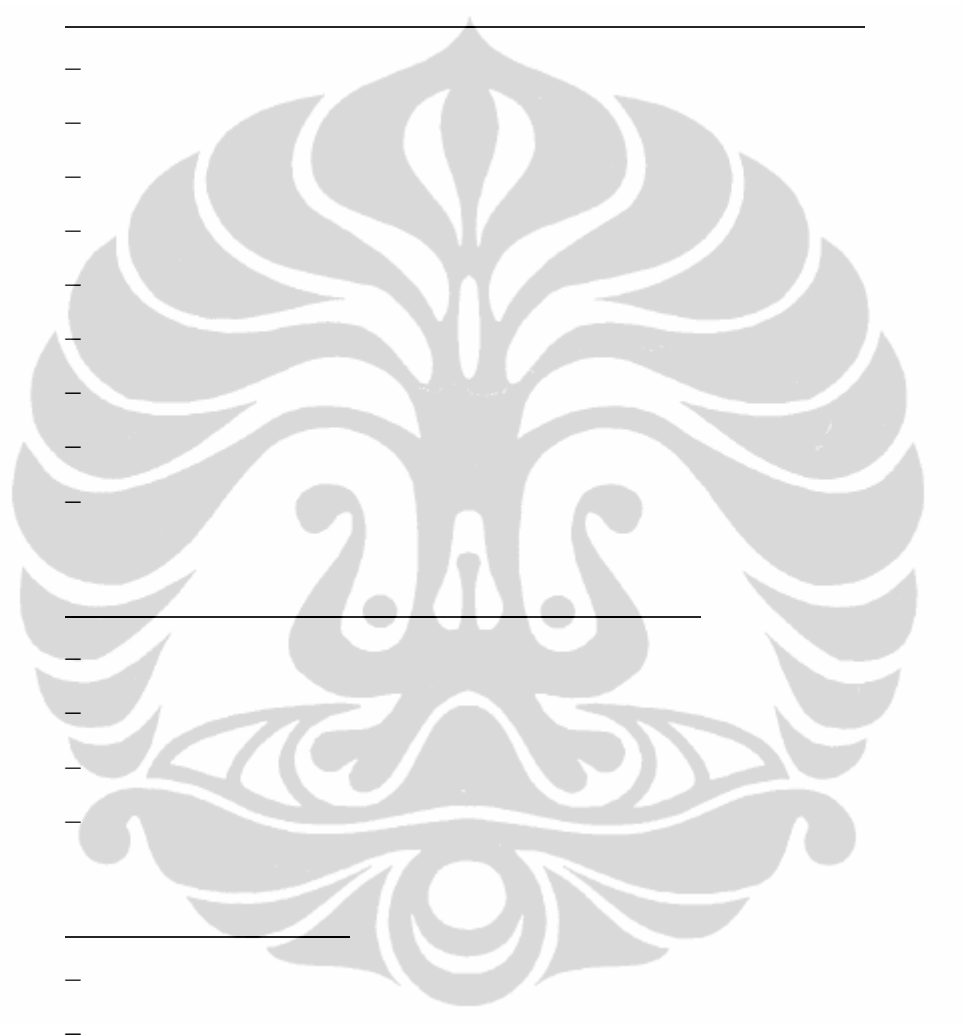
Owner Estimate

highest and best use



Highest and Best Use

Sumber: Panangian Simanungkalit & Associated /PSA



2.4 Indikator Kinerja Investasi (formula pengukuran kelayakan investasi)

source of fund

Net Present Value

$$\Sigma \frac{A_i}{+i n}$$



Internal Rate of Return (IRR)

$$\Sigma \left[\frac{A_i}{+IRR n} \right]$$



Profitability Index Ratio (dahulu disebut Benefit Cost Ratio)



cash flow

cash flow

Break Even Point

Profitability ratio : profit margin, ROI-Dupont analysis

5.

leverage gains

2.5 Kerangka Pengaruh Kelayakan Investasi



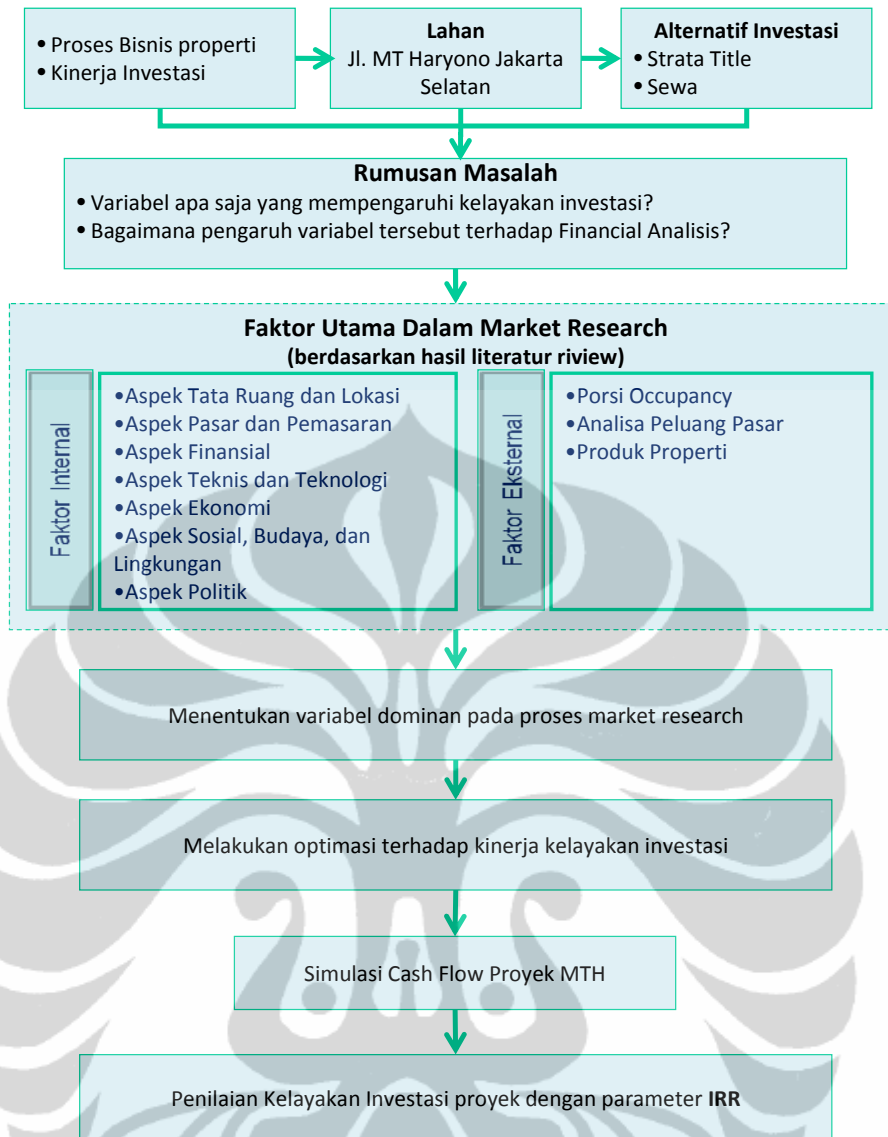
occupancy

Occupancy

cash flow

2.6 Kerangka Pemikiran dan Hipotesa





Melalui rekayasa cash flow, yang menghasilkan pola pendanaan optimum, dapat lebih mendorong kelayakan suatu jenis investasi proyek.