

Business plan perumahan dengan konsep Smart Home Puri Arsana 2 Sawangan Depok = Business plan of housing with smart home concept Puri Arsana 2 Sawangan Depok

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Abstrak

Kebutuhan hunian tempat tinggal terus tumbuh seiring pertumbuhan penduduk yang juga terus meningkat, terutama bagi masyarakat yang beraktifitas dan bekerja di Jakarta. Sebagai pengembang perumahan yang baru berdiri di tahun 2013, PT. Presisi Rekayasa Propertindo melanjutkan pengembangan usahanya dengan perencanaan pembangunan Perumahan Puri Arsana 2 Sawangan Depok yang berlokasi di daerah Sawangan Depok. Untuk memberikan nilai tambah, perumahan direncanakan dibangun dengan konsep Smart Home. Hal-hal yang dipertimbangkan dalam Business Plan adalah aspek lingkungan makro dan industri, aspek pemasaran, aspek operasi dan aspek keuangan. Aspek keuangan juga mempertimbangkan Surat Edaran (SE) BI No. 15/40/DKMP 2013 tentang penerapan manajemen resiko pada bank yang melakukan pemberian kredit atau pembiayaan pemilikan properti.

The needs of people's for housing continue to grow as the population growth continues to increase, especially for people who working and have activities in Jakarta. As a newly established housing developer in 2013, PT. Precision Engineering Propertindo continues to grow their business with planning to develop Housing of Puri Arsana 2 Sawangan Depok which located in the area of Sawangan Depok, West Java. As added value, the Housing is planned to be built using the Smart Home concept. Aspects that needs to be considered in developing business plan are the macro environment and industry aspects, marketing aspects, operational aspects and financial aspects. Financial aspects also consider the new regulation of BI. 15/40/DKMP 2013 which apply the risk management in banks by giving a new limitation for credit or financing of property ownership.