CHAPTER 50

Developing a Business Plan for Creating a Real Estate Construction Firm

Isha Khule[1], Hrushikesh Kakade[2], Janmejay Bhosale[2] and Kulashree Asai[2]

ABSTRACT

The article submits the framework of the business plan in setting up a real estate building company, Apex Constructions, with the motive towards green and innovative construction methodologies. Along with rising urbanization, housing space as well as commercial space is being looked for increasingly. Apex Constructions, the company, will cater to this requirement with the implementation of green building concepts and newer technology construction methods from a vision angle of delivering ecologically friendly as well as financially effective solutions. Government infrastructural development, commercial developments, and residential complex developments are the firm's target market and lean towards buildings designed with preference to sustainability and energy efficiency. Financial planning of solid strength lies with the business model, whereby they use a combination of pre-sales, developer equity, and banking financing for sustaining operations. A formal marketing strategy employing both traditional and digital media will enhance brand recognition and establish trust. The organization will also focus on project management excellence with an emphasis on cost control, quality, and timely delivery. Since the global building industry has a projected 5% average yearly growth rate, Apex Constructions is looking to take advantage of the surge in trends of smart buildings and green building. By offering reliable, quality, and sustainable building solutions, the firm hopes to become a leader in the evolving property scene, creating long-term value for clients and stakeholders.

Keywords: Real estate construction; Sustainability; Green building technologies; Project management; Urbanization.

1.0 Introduction

Offering quality, environmentally friendly designs, Apex Constructions is a modern real estate development firm hoping to transform building methods in urban and suburban locations. The building sector is growing as the pace of urbanization rises and the need for homes, businesses, and combination structures rises as well (Barrett 2022). Apex Constructions aims to meet this need by offering building solutions combining ecological concerns with formal and practical requirements.

[1]*Corresponding author; School of Construction, NICMAR University, Pune, Maharashtra, India (E-mail: P2370717@student.nicmar.ac.in)*
[2]*School of Construction, NICMAR University, Pune, Maharashtra, India*

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

Serving private homeowners, contractors, real estate developers, commercial property investors, public sector customers needing dependable and high-quality construction solutions adaptation for today's needs, we are a firm with many faces. Using the rising trends in construction technology and green building materials as well as solid project management ideas, our company is committed to lifting the standard in the building sector (Sciences & Chidinma 2012). Our objective is creating environments that improve life, not just completing one project and then on to the next and the next. We have great expertise in environmentally friendly building and make use of modern construction techniques, goods and technologies in line with efficient building standards. This method not only solves the evolving needs of the market but also presents Apex Constructions as a leader in the shift toward a more sustainable building concept (Vos *et al.*, 2016). Apex Constructions is well situated in a metropolitan area where the strategy calls for efficient use of proximity to current high-end markets and low running expenses. Combining the administrative anchor with the flexible, high-tech project execution mechanism allows one to deliver projects with the intended correctness, flexibility, and speed. Our operational approach additionally emphasizes on the great contact with the suppliers as well as the dependable network of qualified subcontractors, which enables to regulate the resource allocation, quality, and time-sensitive variables (Dinna *et al.*, 2020).

As part of our expansion plan, a strong marketing strategy using both traditional and digital channels to raise brand recognition and trust is very important (Jelonek & Nguyen 2022). Our polished website and regular social media activity help our online presence to let clients see our portfolio, learn more about our commitment to excellence, and contact our personnel. We will also engage with trade publications, real estate exhibits, and professional groups to cultivate a reputation for quality and inventiveness in the construction company. Our customers are our first concern; we promise a seamless procedure from beginning to end via honest and open communication (Wei & Chris 2012).

The financial stability and scalability of Apex Constructions are derived from a comprehensive financial plan meant to preserve strong profit margins and maximize income possibilities. Focusing on metropolitan and suburban sites with high demand can help to produce a varied portfolio of projects with stable revenue (Anene *et al.,* 2019). Our sources of income government contracts, mixed-use buildings, homes, and businesses give consistency and scope for growth. Effective project completion, cost control, and a rising clientele will provide consistent cash flow, which Apex Constructions expect to break even in the first two years. Not just a construction firm, Apex Constructions is committed to excellence, sustainability, and creativity in the real estate sector (Coiacetto 2009). As urban surroundings evolve and customer demands rise, our dedication to quality and ethical construction will help us to establish ourselves as a dependable partner having a major impact on the building industry (Liu *et al.,* 2018). Faced with the demands of the modern world, Apex Constructions is ready by focusing on sustainable development and value-driven results, therefore leaving a legacy of quality and dependability for many years to come (Lindholm *et al.*, 2006).

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

1.1 Company and domain name

Company Name: Apex Constructions: Apex Constructions has been created to represent energy, innovation, and development in construction. The name "Apex" distinguishes us in an oversaturated marketplace by representing an energetic, forward-thinking approach. This is true to our intent to provide the real estate world with new and original ideas while retaining the highest sustainability and quality. ApexConstructions.com shall be a colorful online gateway through which we get to communicate our brand values, promote our services, and exhibit our portfolio. The site will be an active gateway through which potential clients are able to see our work and understand more about our dedication towards constructing better, greener places. It shall include project galleries, client testimonials, and tutorial materials on green construction techniques. There will also be an integrated client portal on the site through which customers can readily interact with our project management staff, access files, and track progress. ApexConstructions.com will further be search engine optimized so that it reaches more individuals and becomes a prime source for high-quality construction services. Our goal is to position Apex Constructions as a top company in the development of real estate in urban and suburban areas through our online presence.

1.2 Market analysis and research

Industry Overview: A major player in the world economy, the building industry has expanded greatly, mostly in response to the real estate market. The building sector is expected to keep growing due to elements like infrastructure development, urbanization, and the requirement of residential and commercial space. With an eye on developing nations and places becoming more urbanized, current industry assessments indicate that the worldwide building market is likely to rise at a compound annual growth rate (CAGR) of 5%. Future building methods will change in response to growing demand for intelligent, sustainable, and energy-efficient constructions. Particularly in cities, infrastructural projects, commercial structures, and residential buildings are constantly in demand in areas where population is rising fast. With the most recent advancements in environmentally friendly and green buildings, real estate developers and property owners are seeking for construction companies that give sustainability and cost-effective top priority without sacrificing quality.

1.3 Target market

The primary target market for Apex Constructions includes:

Urban Residential Market:

- *Demographics:* Homeowners, investors, and middle-class to upper-class urban developers in need of new housing projects, mixed-use developments, and apartment complexes.
- *Geographic Focus:* There is a considerable demand for residential spaces in major metropolitan centers that are undergoing substantial expansion and urban sprawl because of the growing population and the limited availability of available dwellings.

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

Commercial Market:

- *Demographics*: Developers of commercial real estate, corporations in need of office space, and retailers seeking customized building solutions for their stores.
- *Geographic Focus*: Emerging commercial centers and urban business districts include locations that may be modified to meet the demands of contemporary businesses, such as co-working spaces and mixed-use projects.

Government and Institutional Projects:

- *Demographics*: Contracts with the local and federal governments for civic buildings, affordable housing, and public infrastructure.
- *Geographic Focus*: Regions with government-led building projects focused on social housing, transit and public welfare.

Real Estate Developers:

- *Demographics*: For residential, commercial, and industrial projects, large developers are looking for dependable, effective, and superior construction services.
- *Geographic Focus*: Real estate hotspots in quickly emerging areas, suburban growth zones, and high-demand metropolitan areas.

1.4 Competitive analysis

Direct Competitors:

- Big, reputable construction companies with a wide range of projects under their belts. These businesses often provide a variety of services, such as design, development, and construction management.
- More specialised, smaller businesses that cater to certain sectors, such luxury residences or eco-friendly structures, and provide more specialised services at a higher price point.

Indirect Competitors:

- Local building firms and contractors that could have cheaper costs but lack the creativity, attention to sustainability, and substantial resources required for complicated or large-scale projects.
- It might be difficult for property developers to get contracts in certain markets if they have in-house construction teams or depend on subcontractors.

1.5 Market trends

Sustainability and Green Building:

- In the real estate building sector, sustainability has emerged as a significant trend. Demand for eco-friendly structures, energy-efficient designs, and the use of sustainable materials is rising as people become more conscious of climate change and the effects that construction has on the environment.

DOI: 10.17492/JPI/NICMAR/2507050 ISBN: 978-93-49790-54-4

- Clients looking to lower their operating expenses and carbon impact are increasingly pursuing green building certifications like LEED (Leadership in Energy and Environmental Design).

Technology Integration in Construction:

- The building industry is increasingly embracing new technologies like 3D printing, drones for surveying, building information modeling (BIM), and robotics. Through faster, more precise, and more efficient building projects, these technologies save budgets and deadlines.
- Demand is moving to favor high-tech, energy-efficient buildings as automation and smart building technologies get more prevalent.

Post-Pandemic Demand for Residential and Commercial Spaces:

- The COVID-19 outbreak has impacted on the demand for retail, office, and housing spaces, therefore influencing the real estate market. Though suburban residential property is more in demand, the commercial real estate market is evolving as more businesses seek hybrid workspaces and flexible office layouts.

1.6 Market size and growth opportunities

In 2023, the size of the international construction sector was predicted to be over $12 trillion, and it is likely to expand rapidly over the following several years. Particularly with regard to the construction of companies and residences, the real estate sector is expected to be quite important for the growth of this market. Emphasizing ecologically friendly and innovative building solutions will help Apex Constructions to seize this expanding business. The middle class's rise in emerging countries, the shift toward sustainable urban development, and government infrastructure spending show likewise great economic possibilities. These trends demonstrate how addressing the evolving requirements for smart, sustainable, and modern architecture may help Apex Constructions to become a major influence in both developed and underdeveloped nations.

2.0 Literature Review

The building sector, which is marked by changing technological and market patterns, is plagued with specific challenges and opportunities for companies. This literature review discusses several research studies concerning building materials, technology innovation, business models, and operational strategies that affect the building sector. Through investigating technology environments, construction health and safety, and business strategy impact, this review presents insights into the present and the future that are propelling success in construction businesses. The discoveries of these investigations will guide creating a business plan that is specific to industry needs, competitive activity, and marketplace demand.

Pradoto *et al.* (2021) present an overall view of Indonesia's development of steel and concrete construction material technology, with a focus on the history of development and

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

development in the future of construction material technology. The research highlights policymakers to formulate an overall understanding of construction material innovation to improve technological growth and implementation in Indonesia. Interviews, surveys, and literature reviews were used as research tools to collect relevant information about the market. Ghosh *et al.* (2022) carried out a comprehensive study of digital technologies in construction, with emphasis on such emerging technologies as BIM, blockchain, and IoT.

Scientometric mapping and weighted mind-map analysis were used in their study to investigate trends and worldwide influence of the technologies. Their study chose noteworthy topics like sustainability, safety for construction workers, and systems as noteworthy clusters to be noteworthy areas, offering a blueprint for the effective integration of digital technologies into building construction. Ahmad *et al.* (2012) spoke about the use of Building Information Modeling (BIM) in landscape architecture, exhibiting its need for expert landscape architects to innovate and effectively work alongside other experts employing BIM technology. The study indicates the imperative necessity for the development of professional BIM software for landscape architecture to enhance design productivity and collaboration, which is essential for the development and integration of the industry with other fields of construction in the future.

Li *et al.* (2021) examined the structure, relationship, and requirements of urban street spaces, suggesting an integral intelligent decision-support system for urban design. Their system has infrastructures, services, maintenance, and management elements, illustrating how intelligent technologies are capable of improving urban construction processes. This model is a template for the application of engineering management across different industries under Industry 4.0. Cao *et al.* (2021) presented a thorough literature review of health and safety in construction, highlighting the changing challenges and innovative research directions in this field. In their study, they investigated the fragmentation of health and safety research, suggesting a more integrated approach to deal with new norms and practices in the construction sector to create safer and more efficient working environments. Sternberg (2014) also explained how building and land development companies influence the city form, i.e., the tendency towards "postmodern landscapes." Sternberg says construction companies no longer pay attention to manufacturing commodities but instead to their branding and iconic products. This new focus has redesigned cityscapes such that companies concentrate on marketable images to sell to consumers.

Jang *et al.* (2019) further investigated the influence of business models on the international performance of construction firms. Through their study, they established availability of funds, geographic diversification, and application of business model type to have considerable impacts on profitability, revenue growth, and market performance. This establishes the importance of strategic planning by construction enterprises to achieve success across borders. Takima *et al.* (2016) conducted a study on the effect of disasters on construction companies in Malaysia, examining the psychosocial factors that influence workers before and after natural and man-induced disasters. According to their study, the quality of work,

DOI: 10.17492/JPI/NICMAR/2507050 ISBN: 978-93-49790-54-4

employment, and career development are influenced by disasters, and firms are required to take such issues into consideration while developing crisis management policies in order to avoid disruption and maintain productivity. Kalel *et al.* (2015) were concerned with planning projects among small-scale Indian construction firms, specifically analyzing the application of registration systems in allocating resources. It was confirmed in the study that proper planning of labor, materials, and equipment, though comparatively less in number, is crucial in the timely completion of construction projects. It highlights the necessity for sophisticated project planning techniques among small-scale contractors. Onyechere *et al.* (2023) studied financial management practices among construction companies in Delta State, Nigeria, and emphasized the importance of formal planning, corporate governance, and management of resources in order to enhance financial performance.

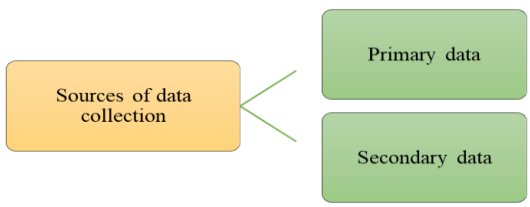
The study revealed that effective financial practices have a critical contribution towards profitability and operational efficiency in construction companies. Marichova (2019) illustrated how intangible assets such as knowledge, people, and systems are responsible for the competitive edge of a company. She posited that an integrated business model, being the economic basis of strategic actions, is at the heart of organizational success. The study emphasizes the need for construction companies to tackle internal and external challenges through operational changes at a strategic level. This review of the literature identifies the multifaceted dynamic of the construction sector, touching on numerous subjects ranging from technology and health and safety to business models and operational efficiencies. All the studies add to an appreciation of the forces driving successful construction companies, with significant insights into the changing dynamics of the sector.

3.0 Research Methodology

3.1 Primary data collection

Primary data will be collected in the form of surveys, interviews, and focus groups with the key industry stakeholders like real estate investors, builders, architects, and government policy makers. Surveys will collect customers' expectations regarding pricing, quality, and timeline, whereas market challenges will be assessed through interviews. Focus groups will enable discussion on customer satisfaction and green construction practices.

Figure 1: Sources of Data Collection



Source: compiled by author

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

3.2 Research design

The study design will involve descriptive and explanatory methods. Current industry trends, customer tastes, and regulatory factors will be described through descriptive research, while explanatory research will uncover relationships among market forces. Qualitative and quantitative methods will be employed to incorporate primary and secondary data into formulating an extensive business plan for the construction company.

3.3 Data collection methodology

This study will collect primary information from real estate stakeholders through surveys, interviews, and focus groups. Secondary data will be derived from industry reports, academic papers, and case studies to offer a broader understanding. Both the data complement and supplement each other to offer balanced analysis, providing insights into customer needs, trends, and competitors' activities for the business plan.

3.4 Secondary data sources

Secondary data is to be sourced from reports, research reports, market research reports, and industry reports. They will provide background information on competitor strategies, consumer trends, and industry trends. With the enhancement of secondary data with primary observation, the study will offer thorough insight into the market and shape the development of an effective business plan.

4.0 Result and Discussion

4.1 Detailed budget breakdown

- *Land acquisition:* Includes the purchase price, legal fees, and taxes. Research local market rates and regulations in Pune.
- *Construction costs:* Labor wages, material costs (cement, steel, etc.), machinery rentals, and utilities.
- *Permits and approvals:* Costs for environmental clearances, zoning permissions, and government sanctions.
- *Marketing and sales:* Advertisements, social media campaigns, real estate expos, brochures, and sales commission.
- *Operational costs:* Staff salaries, software tools, office expenses, and transportation.
- *Contingency funds:* Reserve 10-15% of the budget for unforeseen expenses like material price hikes or project delays.

4.2 Project overview

- Location: Ravet, Pune
- Project Type: G+4 Luxurious Studio Apartment

DOI: 10.17492/JPI/NICMAR/2507050 ISBN: 978-93-49790-54-4

- Total Floors: 4
- Total Flats: 12 (3 Flats per Floor)
- Total Land Area: 6000 sq. ft
- Project Duration: 24 to 36 months

4.3 Land acquisition

- Total Land Area: 6000 sq. ft
- Land Price per sq. ft: ₹2,500 (Approximate Market Rate in Ravet)
- Total Land Cost: ₹1,50,00,000

4.4 Construction details

- Total Built-Up Area: 14,400 sq. ft (Each Flat: 1,200 sq. ft Approx.)
- Construction Rate per sq. ft: ₹3,500
- Total Construction Cost: ₹5,04,00,000

4.5 Cash flow statement (monthly)

Monthly Cash Flow for G+4 Studio Project

Table 1: 24-Month Plan (Aggressive Timeline)

Month	Activity	% of Cost	Monthly Expense (₹)
1-3	Land Purchase, Legal Fees	30	162900000
4-6	Design, Permits, Approvals	5	27150000
7-12	Foundation & Structural Work	25	67875000
13-18	Walls, Roofing, Electrical, Plumbing	15	40725000
19-24	Interiors, Elevator, Parking, Landscaping	25	67875000
24	Final Approvals & Miscellaneous	5	8145000

Source: Compiled by author

4.6 Average monthly cash flow (24-month plan): ₹67,87,500

The 24-Month Plan (Aggressive Timeline) ensures rapid project execution, allocating funds in structured phases to maintain efficiency and financial discipline. The initial three months focus on land acquisition and legal formalities, covering 30% of the total cost. In the next three months (4-6), 5% of the budget is allocated to design, permits, and approvals, enabling smooth regulatory processing. The foundation and structural work take place between the months 7-12, utilizing 25% of the funds. Moving forward, walls, roofing, electrical, and plumbing are completed in months 13-18, consuming 15% of the total cost. The final major phase (months 19-24) includes interiors, elevators, parking, and landscaping, utilizing another 25% of the budget. Lastly, in month 24, 5% of the funds are allocated for final approvals and

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

miscellaneous expenses, ensuring project completion and readiness for occupancy. This timeline accelerates development, enabling quicker market entry and potential early returns on investment.

Table 2: Additional Costs

Item	Total Cost (₹)
Security Systems	15,00,000
Landscaping & Common Areas	20,00,000
Parking Facilities	25,00,000
Contingency Fund (10% of total cost)	1,50,00,000
Advertising Budget	5,00,000
Facebook Ads (₹15,000 per month)	3,60,000
Hoarding (₹20,000 per month)	4,80,000
Brochures (₹20,000 per month)	4,80,000
Total Miscellaneous Costs	2,23,20,000

Source: compiled by author

The Additional Costs section covers essential expenses beyond construction and land acquisition, ensuring the project's overall functionality, security, and market reach. Security systems (₹15 lakh) and landscaping & common areas (₹20 lakh) enhance the safety and aesthetics of the project, while parking facilities (₹25 lakh) provide convenience for residents. A contingency fund of ₹1.5 crore (10% of total cost) safeguards against unforeseen expenses. Advertising and marketing costs, including a general budget of ₹5 lakh, Facebook Ads (₹3.6 lakh), hoardings (₹4.8 lakh), and brochures (₹4.8 lakh), support brand visibility and sales efforts. Together, these components amount to ₹2.23 crore, ensuring smooth execution, project appeal, and successful market penetration.

Table 3: 36-Month Plan (Extended Timeline)

Month	Activity	% of Cost	Monthly Expense (₹)
1-6	Land Purchase, Legal Fees	30	81450000
7-12	Design, Permits, Approvals	5	13575000
13-18	Foundation & Structural Work	15	40725000
19-24	Walls, Roofing, Electrical, Plumbing	15	40725000
25-30	Interiors, Elevator, Parking, Landscaping	25	67875000
31-36	Final Approvals & Miscellaneous	10	27150000

Source: compiled by author

4.7 Average monthly cash flow (36-month plan): ₹45,25,000

The 36-Month Plan (Extended Timeline) follows a structured approach, spreading expenses over a longer period to ensure steady financial management and controlled execution. The first six months are dedicated to land acquisition and legal fees, utilizing 30% of the total cost. In the months 7-12, 5% of the budget is allocated to design, permits, and approvals,

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

ensuring compliance with regulatory requirements. Foundation and structural work are completed between the months 13-18, consuming 15% of the funds, followed by walls, roofing, electrical, and plumbing in months 19-24, also accounting for 15% of the cost. In the months 25-30, interiors, elevators, parking, and landscaping are implemented, utilizing 25% of the total budget. Finally, in the months 31-36, 10% of the funds are allocated for final approvals and miscellaneous expenses, ensuring smooth project handover and completion. This timeline allows for a balanced financial flow, reducing monthly cash flow stress while maintaining construction momentum.

Table 4: Material List and Estimated Costs (Per Sq. Ft.)

Material	Unit	Cost per Unit (₹)	Cost for 1,000 Sq. Ft. (₹ Lakhs)
Cement (OPC/PPC)	Bag (50 kg)	400	4
Steel (TMT Bars)	Ton	65,000	6.5
Bricks (Fly Ash/Red Clay)	1,000 bricks	7,500	3
Sand (River Sand/M-Sand)	Cubic ft.	50	2.5
Aggregates (10mm, 20mm, 40mm)	Ton	1,500	2
Ready Mix Concrete (RMC)	Cubic Meter	5,000	6
Plumbing Materials (Pipes, Fittings, Valves)	Lot	Varies	2.5
Electrical Materials (Wires, Switches, MCBs, Panels)	Lot	Varies	3
Tiles (Flooring & Wall Cladding)	Sq. Ft.	70	3.5
Wood & Plywood (Doors, Windows, Cabinets)	Sq. Ft.	150	4.5
Paint & Finishing Materials	Liter	300	2
Glass (Windows & Partitions)	Sq. Ft.	250	2
Roofing Sheets/Concrete Slabs	Sq. Ft.	350	3.5
Sanitary Fixtures (Toilets, Sinks, Faucets, Showers)	Set	15,000	2.5
Hardware & Miscellaneous	Lot	Varies	2
Labour & Machinery Costs	-	-	10
Other Contingencies & Miscellaneous Costs	-	-	5

4.8 Estimated total cost per 1,000 Sq. Ft. = ₹60.0 Lakhs

The Material List and Estimated Costs provide a detailed breakdown of construction materials and their estimated expenses per 1,000 sq. ft., ensuring a clear understanding of resource allocation. Key components include cement (₹4 lakh), steel (₹6.5 lakh), bricks (₹3 lakh), sand (₹2.5 lakh), and aggregates (₹2 lakh), forming the structural foundation. Ready Mix Concrete (₹6 lakh), plumbing (₹2.5 lakh), and electrical materials (₹3 lakh) contribute to building integrity and functionality. Flooring, woodwork, glass, and roofing add aesthetic and structural elements, while sanitary fixtures (₹2.5 lakh), paint, and finishing (₹2 lakh) enhance interiors. Labour and machinery costs are estimated at ₹10 lakh, with other contingencies at ₹5 lakh, leading to a total estimated cost of ₹60 lakh per 1,000 sq. ft. This estimation ensures cost efficiency while maintaining high construction quality.

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

4.9 Funding and loan sources

- Developer Equity Contribution: 30% (~ ₹2,63,16,000)
- Bank Loan: 50% (~ ₹4,38,60,000)
- Customer Pre-Sales & Investment: 20% (~ ₹1,75,44,000)
- Stakeholder Investment: 4 stakeholders invested ₹1 crore each (~ ₹4,00,00,000)

4.9 Loan process details

- *Eligibility check & loan application:* The developer presents to the bank a thorough business strategy, cost projections, and project viability report starting the financing procedure. This covers predicted returns as well as financial statements and market research. Before advancing with the approval procedure, the bank then assesses the developer's creditworthiness, historical project experience, and financial stability.
- *Approval & sanctioning:* Once the first evaluation is over, the bank authorizes the loan depending on project viability, lending capacity, and available collateral—which may include pre-booked apartments or the land—which serves as security. Usually depending on the quality of the papers and financial institution verification, the approval procedure lasts from thirty to sixty days.
- *Disbursement schedule:* Multiple rounds of disbursement of the loan amount coincide with project milestones to guarantee methodical cash allocation. The first step, at thirty percent, addresses legal expenses and property purchase. Foundation and structural work fall in the second phase, 25%. Interior and finishing employ the third phase, (20%). The fourth phase (15%) backs landscape and parking projects. Approvals and other project costs divide the last phase—10%—between them. These organized disbursements reduce risks and guarantee regulated money flow.
- *Repayment Plan:* After a 24-to-36-month moratorium, loan repayment starts and gives the developer time to finish building and start making money. Flat sales, rental revenue, and developer equity returns provide a source of repayments. Based on the bank's terms and current state of the market, the interest rates fall between 8 and 12%.
- *Risk management & compliance:* Strict compliance policies banks implement help to reduce operational and financial risks. Frequent project inspections guarantee correct money use and loan requirements are followed. Compliance checks provide financial discipline by means of funds issued only when the building progress satisfies set standards, therefore preserving transparency and lowering default risks.

5.0 Conclusion

Development of a real estate construction company necessitates a risk management plan combining project execution and cost planning. This proposal features a G+ 4 Luxurious Studio Apartment project in Ravet, Pune, covering financing sources, acquisition of land, construction

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

costs, and land reclamation. Lending on a systematic basis prevents money flow breakdown through the adoption of eligibility tests, staggered disbursement, and repayment dates. Two financial models—24-month aggressive and 36-month extended timeline—offer flexibility in capital management and implementation. Estimation of construction cost facilitated through an exhaustive list of materials and cost analysis is made to be budget-effective. Further, improvement in sales and visibility is a marketing strategy involving internet ads, hoardings, and brochures. The financial model increases the project viability by introducing developer equity, bank finance, stakeholder financing, and consumer pre-sales. This strategy is a solid base for a profitable real estate development company through the inclusion of risk management strategies and taking advantage of market analysis of customers ready for new banking services. The interplay between astute marketing, operational excellence, and organized finance in India's thriving real estate industry assures profitability and sustainability over the long term.

References

Ahmad, A. M., & Aliyu, A. A. (2012). The need for landscape information modelling (LIM) in landscape architecture. *13th Digital Landscape Architecture Conference, Germany*, 531–540.

Anene, O. T. (2019). Strategies for improving and sustaining real estate development business performance in Nigeria.

Barrett, D. (2022). *A business plan for construction companies entering into real estate development*.

Bevan, T., & Vancity Community Investment Portions. (2012). *Social purpose real estate toolkit*.

Cao, X., Lu, R., Guo, L., & Liu, J. (2021). Construction health and safety: A topic landscape study. *Organization, Technology and Management in Construction*, *13*(2), 2472–2483. https://doi.org/10.2478/otmcj-2021-0027

Chidinma, U. (2012). Application of technology in business: Developing a web-based real-estate information system for the Nigerian market.

Coiacetto, E. (2009). Industry structure in real estate development: Is city building competitive? *Urban Policy and Research*, *27*(2), 117–135. https://doi.org/10.1080/08 111140802499080

Dinna, T. A., Najib, M., & Ali, M. M. (2020). Business model development strategy on property industry: Case study on PT CNI.

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

Ghosh, A., Abawajy, J., & Chowdhury, M. (2024). Redefining the construction managerial landscape to facilitate Industry 4.0 implementation: Scientometric mapping of research frontiers. *Construction Innovation*, *24*(3), 657–683. https://doi.org/10.1108/CI-11-2021-0224

Jang, Y., Ahn, Y., Park, M., Lee, H. S., & Kwon, N. (2019). Business models and performance of international construction companies. *Sustainability*, *11*(9), 2575. https://doi.org/10.3390/su11092575

Jelonek, D., & Nguyen, H.-T. (2022). Comparative analysis of business strategy of Vietnamese real estate developers: The use of Hoffer matrix.

Li, Z. (2022). Construction of school-enterprise cooperation practice teaching. *Computational Intelligence and Neuroscience*, *2022*, Article ID unknown.

Lindholm, A.-L., Gibler, K., & Leväinen, K. (2006). Modeling the value-adding attributes of real estate to the wealth maximization of the firm. *Journal of Real Estate Research*, *28*(4), 445–476. https://doi.org/10.1080/10835547.2006.12091187

Liu, G., Li, K., Shrestha, A., Martek, I., & Zhou, Y. (2018). Strategic business model typologies evident in the Chinese real-estate industry.

Marichova, A. (2019). Creating a sustainable business model in the construction firm. *Ovidius University Annals of Constanta - Series Civil Engineering*, *21*(1), 75–86. https://doi.org/10.2478/ouacsce-2019-0009

Pan, W., & Goodier, C. (2012). House-building business models and off-site construction take-up. *Journal of Architectural Engineering*, *18*(2), 84–93. https://doi.org/10.1061/(ASCE)AE.1943-5568.0000058

Pradoto, R. G. K., Soemardi, B. W., Gazali, A., Putri, A. T., Purba, R. P., & Mahardika, I. (2022). The technology landscape of construction material in the Indonesian construction industry. *IOP Conference Series: Earth and Environmental Science*, *1022*(1), 012017. https://doi.org/10.1088/1755-1315/1022/1/012017

Salunkhe, S. M. K. H. (2017). A study of effective scheduling techniques for improving the profitability of construction firms. *International Journal of Science and Research (IJSR)*, *6*(6), 2525–2528.

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*

Sternberg, E. (1996). A case of iconographic competition: The building industry and the postmodern landscape. *Journal of Urban Design*, *1*(2), 145–163. https://doi.org/10.1080/13574809608724378

Studies, E. (2023). *Journal of Environmental Design (JED)*, *18*(2).

Takim, R., Talib, I. F. A., & Nawawi, A. H. (2016). Quality of life: Psychosocial environment factors (PEF) in the event of disasters to private construction firms. *Procedia - Social and Behavioral Sciences*, *234*, 28–35. https://doi.org/10.1016/j.sbspro.2016.10.216

Vos, M. B., Volker, L., & Wamelink, H. (2016). Real estate development by architectural firms: Is the business model future-proof?

DOI: 10.17492/JPI/NICMAR/2507050 *ISBN: 978-93-49790-54-4*