

ABSTRACT

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STRATEGY FOR PROPERTY DEVELOPMENT USING “LEAN PROJECT DELIVERY” APPROACH

CASE STUDY : Housing Cluster in BSD CITY

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Profitability strategy was needed as an emphasize in a downturn real estate cycle. Relying on traditional development process usually will not achieve the objectives of profitability strategy, which are time efficiency, cost efficiency, and product quality. “Lean Project Delivery” is a system initiated as a solution to these problems. These problems’ existence in the study case at BSD City can not be solved optimally using the traditional approach which is used extensively at present. A downturn real estate cycle which BSD City facing at present sends an urge to shift the company’s real estate strategy emphasize into a profitability one. Choosing the correct profitability strategy will need a careful consideration on the choosen strategy suitability to solve profitability problem. This research has an objective to study the suitability of “Lean Project Delivery” as the latest state-of-the-art in emphasizing profitability strategy for solving the problem of time inefficiency, cost inefficiency, and under-quality in BSD City. This research finds that “Lean Project Delivery” is suitable as an approach for emphasizing the profitability strategy because it can solve the problem of time inefficiency, cost inefficiency, and under-quality in BSD City.

Keyword : housing development process, real estate strategy, profitability strategy, lean project delivery, time efficiency, cost efficiency, quality

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