

PRAWIT PHANWIROJ : COST SAVING TECHNIQS IN TOWNHOUSE  
CONSTRUCTION CASE STUDY: RAMA IX VILLE PROJECT. THESIS  
ADVISOR: ASST. PROF. ASSAWIN PITCHAYAYOTIN, DR. ROENGNA-  
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Expansion of construction industry during the past 2-3 years (1987-1989) has caused rapid extention of land development in Bangkok metropolitan area and yields satisfactory on investment to developers especially in townhouse and Low rise housing project. In spite of turbulent economic situation such as consturction material price fluctuation, land appreciation from speculation, increasing interest rate from government fiscal policies resulting in increased overall cost and higher expenses for end users, low cost housing project is still in great demand due to its need as basic necessity in life and thus , encouraging developers to stay in business. Interestingly is how developers cope with problems of increasing cost can find methods to reduce construction cost and, at the same time, control quality to acceptable level.

This study has attempted to demonstrate the important cost saving technic by re-design in structural engineering concept and take some construction management technics applied to Rama IX Ville project, a town house development, such as, planning of critical path method (CPM), purchasing and inventory technics, training and Q.C., application of 5 SOR concept, efficiant use of equipment and financial and accounting system in Rama IX Ville project.

Consequently, Such technics have enabled the project to solve the problems of material price fluctuation, labor shortage and increasing interest rates, and continued with the construction without interruption and save 36% from original cost while maintaining same quality throughout.