

Nawin Klinjaroen 2008: A Financial Feasibility Study of Investment on Condominium Broker Company in Pattaya City Changwat Chon Buri. Master of Economics (Business Economics), Major Field: Business Economics, College of Graduate Studies at Si Racha. Thesis Advisor: Mr. Bhisanuwat Thaweewat, D.A. 78 pages.

The objectives of this thesis were to 1) explore general market condition of condominium broker office in Pattaya City 2) perform the financial feasibility of investment on condominium broker office in Pattaya City through financial indicators of net present value (NPV), net benefit investment ratio (B/C) and internal rate of return (IRR) .The switching value was also calculated to find the turnover of the project.

In this study, primary data was collected by interviewing sale supervisors of three condominium broker offices within 500 meters from the project .Secondary data was collected from books, articles, documents, research works and website concerned.

The result of this study showed that there were 3 direct competitors within the project area. Their offices were 2 to 3 floor commercial buildings and covered approximately 150-200 square meters. All offices offered condominium both for rent and for sale and received broker fees according to various services performed. Concerning the financial aspect based on project life of 5 years, and the discount rate of 6.91 percent the project was feasible since NPV came out at 2,831,804.48 baht, B/C was 1.31 and IRR was 20.6 percent. The result of switching value indicated that the revenue could stand the decrease down to 23.5 percent or the cost could stand the increase up to 30.7 percent otherwise, the project would not be feasible. It could also be seen that the decrease of revenue had more impact on the project than the increase in cost.



Student's signature



Thesis Advisor's signature

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