

## **Abstract**

There are a lot of small-sized lands in urbanized area of Bangkok. But the use of them for real estate development is rather low despite there are more locational advantages. Although land price is more expensive than that of outskirt, but the transportation cost is rather low. Thus, this study investigates the suitable way of investment on these small-sized plots of land, which are not subjected to the scope of the land subdivision law and they can be developed according to a business plan by reviewing concept of business planning, products in real estate market, building laws, environment assessment factors, and additional factors. The methods of study consist of analyzing the appropriate size of small-sized land from project master plan, conducting a questionnaire survey of 405 subjects who plan to buy a house, and interviewing 4 real estate project managers. Then, the business plan for real estate development on small-sized plots of lands in the inner and middle areas of Bangkok was prepared. It was found that the business plan is able to satisfy the customers' requirements, make high rate of return, and well implemented by small and medium entrepreneurs. The results lead to realization as well as stimulating development on the small-sized land development.