

Independent Study Title Marketing of Housing Estates in Chiang
Mai Province

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Abstract

The independent study on "The Marketing of Housing Estates in Chiang Mai Province" had two objectives :

1. To study the marketing of the housing estates in Chiang Mai.
2. To study the problems of the housing estates in Chiang Mai.

In this research, data were collected by interview questionnaires from 38 housing estates Entrepreneurs who still run their business until 1993.

The results of the research were as follows :

The housing estates entrepreneurs pay more attention to the product components than other factors of the marketing mix, next were the channels of distribution, promotion, and price factor.

The product components included the design, model, size of the land, utility area, and facilities.

The single houses were concentrated on modern and beautiful design and most of them were less than 50 square wa of land. The land of twin houses was between 30-60 square wa and townhouses less than 20 square wa. The general housing facilities were playgrounds and public parks but cafeterias, tennis courts, and club houses were included in the big projects.

The channels of distribution components, they were found that all of housing projects had their own selling office and 84% of them increased the number of sales agents. For the location, They selected the place which had a nice environment, good view, not far from downtown and convenient transportation.

The promotion component, it was found that the housing estates entrepreneurs pay more attention to advertising and public relations by using cut-out advertisement, brochure, and a warm welcome to the customers.

Regarding to price, it was found that the housing estates entrepreneurs set the price based on the cost of construction, target consumers' purchasing power, and price of competitiveness units, respectively.

The analysis of the problems of the housing estates found that there were problems in operation and marketing .

The important problems in the operating of housing estate were the process of approving the project by the government, the process of installation of electricity supply, water supply and telephones were very difficult, also the problem in lack of skill labor.

The important marketing problems of the housing estates were the decrease in consumers' purchasing power, the increase in the number of competitors and the lack of qualified marketing men.

The recommendation for the housing estate entrepreneurs were :
First, the entrepreneurs should study the customers' need, the customers' purchasing power, and then compare with the competitors before investing in a housing estate business in order to be success in their business and serve the customers' need.