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硕士学位论文

A 地产公司海口市盈滨半岛庄园项目分析

Analysis of A Real Estate Company  
Haikou Ying Bin Peninsula Manor Project

温双伟

指导教师姓名: 孟林明 副教授

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## 内容摘要

A地产公司主要从事房地产开发与销售，经过十余年的历练，目前累计开发面积数十万平米，为进一步将公司做强做大，A地产公司基于目前房地产市场低迷、土地价格较合理的情况，拟在海口澄迈盈滨半岛购买一宗土地，介入海南房地产市场。

建设国际旅游岛，在相当长的一段时期内，是海南经济社会发展的总战略、总目标，海南进入了一个新的重大发展机遇期。由此，海南国际旅游岛建设上升为国家战略。

本论文旨在运用投资学、财务管理和市场营销等学科的相关知识及分析方法对该项目进行分析，通过对宏观环境、行业发展状况、竞争策略、营销策略及风险的分析，以论证项目是否可行。

本论文主要分三个方面进行分析：1、宏观经济分析，即从房地产行业在我国经济中的地位、历史任务、行业的发展趋势情况分析，推断房地产业在我国还有较长时间的良好发展机会；2、市场营销分析，通过对海南房地产市场的调研，确定产品及其定位，制订价格策略，提供产品的便利性策略，利用产品质量、价格优势与对手竞争；3、项目经济效益与风险，本文通过对项目的赢利能力和发展潜力进行分析，对可能的风险提出了相应的对策。最后根据对整个项目的综合评价，得出投资方案可行的结论。

**关键词：**房地产； 商住项目； 投资分析。





## **Abstract**

A real estate company mainly engaged in real estate development and sales, after more than ten years of experience, the total development area of hundreds of thousands of square meters, for the company bigger and stronger, A real estate company, the current real estate market downturn, the land price is reasonable based on the situation, to buy land in the Haikou Chengmai Peninsula foreshore surplus, in Hainan real the real estate market.

The construction of international tourism island, in a fairly long period of time, is the general strategy, Hainan's economic and social development goals, Hainan has entered a new development opportunity period. Therefore, the construction of Hainan international tourism island rises for national strategy.

This paper aims at using investment theory, knowledge and analysis methods of financial management and marketing disciplines, carried on the analysis to the project, based on the macro environment, industry development, competition strategy, marketing strategy and risk analysis, in order to prove the feasibility of the project.

This paper is divided into three aspects: analysis of 1, macroeconomic analysis, that is from the real estate industry development trend in China's economic status, historical mission, industry, infer that real estate in China for a long time and the good development opportunity; 2, analysis of marketing, through the investigation of Hainan the real estate market, determine the product and its positioning, pricing strategy, provides convenience for product strategy, the product quality, price advantage and competitors; 3, project economic benefits and risks, through the analysis of profit ability and development potential of the project, and put forward the corresponding countermeasures to the possible risks. Finally, according to the comprehensive evaluation of the whole project, concludes the feasible investment plan.

**Keywords:** real estate; residential project; investment analysis.



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