

CASE STUDY 7

Property Concept Testing

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**How can I launch my properties
with confidence of good take-up?**

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Considerations

- What are the needs and pain points of my target market?
- How can I improve my new products to meet my target markets' needs?
- What is the acceptable price range for the target market of my products?

What We Did



Conducted surveys and focus group discussions with prospective buyers and real estate agents



Gathered feedback on product concepts and the acceptance level of the pricing



Case studies on competing developers



Competitive analysis

Enabled Our Client To



Strategise their township planning with confidence



Improve their property offerings based on actionable and data-backed suggestions



Position their products in the market according to actual buyers' needs

