

# Survey Paper



## Outline

1. A problem statement using the business problem Real Estates
2. A 10- to 13-question survey to collect primary data regarding selected problem statement.
3. A 700- to 1,050 word analysis of the survey.
  - a. How the proposed survey addresses the problem statement.
  - b. Determining if the survey questions are appropriate for researching the business problem
  - c. Identification of the level of measurement being used for each of the survey questions.
  - d. Ethical implications that must be considered when developing survey questions

## Survey Paper

A clear description of a vision, issue statement and applicable methods of solving a problem is referred to as a problem statement. It entails a business case for projects and the scope of the project with suitable features that will result to success of the project. Problem statement expresses the words used to keep management focused with a representation of a workable problem. It also helps to keep management on the right tract given that the proposal is

attainable in solving the business problem.

The research questions for the survey research addressing nominal, interval and ordinal samples for real estate business will be:

- 1.** What is the purpose of the study?
- 2.** What is the rate of influx of immigrants in the area?
- 3.** Is there demand for ownership of houses in the area? Do you own or desire to own a house?
- 4.** What is the significance of commercial real estate? How much money are you planning to spend in a house?
- 5.** What is the difference between cost incurred and the expected return on the project?
- 6.** What are the variables and instruments used to collect data in the field?
- 7.** What is the amount of income the customer gets?
- 8.** What are the methodologies used to collect data from the target group; the public?
- 9.** Which range of house designs do you prefer?
- 10.** Which sample population is best for this study, and why? What sampling methods to use?
- 11.** Is the market viable? Will it benefit the public in the long run?
- 12.** How are security issues and service level agreement dealt with?
- 13.** Are the resources available able to meet the proposed budget?

## Survey Analysis

**Problem Statement** - How the public is impacted by the shortages in housing due to insufficient finance.

**Vision** - We want all public members to have access to housing at an affordable rate in order to curb shortages of houses.

**Purpose** - The goal of this study is to overcome the housing problems through real estate development.

**Issue statement** - Recently there are many people who do not own houses while others lack houses due to shortages, even if they have finances. If we will ignore this, we will lose many customers who had put their trust in our services resulting to spoiled reputation and loss of revenue.

**Method** - We will help the public in owning houses by selling to them at lower interests and also by evaluating the rate of influx of people to be able to accommodate all of them in the long run.

**Conclusion** - given that a well stated problem is half solved for we shall therefore have to attempt to fix it. This will foster efficiency in solving a problem and the solution will automatically fix the issues and thus the team can get back to executing the business by simply fixing it.

There are shortages of housing in the city which is a result influx of people due to industrialization of the city. In an effort to remain competitive in the market of developing real estate through meeting the demand from increased number of people, we chose to design new commercial houses which will guarantee more customers' satisfaction and more revenue on our side. To achieve this, a research survey has to be conducted in order to identify the degree of demand for houses in the town and the expected returns from such a move. This proposed survey will help in identifying the strength and weakness of the

proposal and provide the best ways of dealing with the issue. Being conversant with the purpose of the study and the information about the total number of immigrants or the influx rate will shade light in determining the number of houses to be set up and thus the returns from such a move.

In ensuring that we make profit during this era of high influx, we have to prepare to take a risk. With the help of the survey questions, we have seen that majority of the public are planning to own houses and this can be the chance for us to expand our business. Coming up with modern houses will enable us to fetch more returns from this project since the rich and middle class generations especially desire to own houses though they are unable to plan well and thus prefer to buy than building on their own. In a nutshell, there is a good market for our project. On terms of cost, the returns will be promising and thus the banks will not be afraid of granting us any amount of loan we may require. In addition, not all investors in this sector are prepared to take the risk yet the public are fervently looking for houses.

The research questions are more appropriate for the research for it reflects the total project. It identifies the need for the public to own houses irrespective of their low income earnings and the desire to move to classy houses. Given that the respondents comprise of both the public and the researcher, it will be more effective for the business to implement the research results. In view of the fact that we aim at meeting the rich and middle class population, understanding their level of income will help us to plan in which types and standards of houses to develop so as to offer affordable charges to them, rates which are not punitive. Furthermore, identifying the amount the public would wish to spend on a house is a great ingredient to our project so as to come up with a considerable value for our houses.

The survey has made use of all the level of measurement. The nominal variable

has been used in the questionnaire to identify the amount of income of the public in order to rank different customers in for different houses. Furthermore, the cost incurred against the returns is revealed in terms of nominal variable. The absolute, ratio and interval variables have also been considered in the questionnaire so that an accurate figure can be obtained. In order to come up with the total number of persons in need of houses, various variables were applied.

The participants' autonomy must be respected by anyone collecting data and in accordance to the best research practices. The ethical implication that must be ensured is confidentiality and informed consent. The participants must inform of the aims of the studies and any legal requirement adhered to. In addition, attention must be taken to ensure that respondents do not find hardship in answering questions so as to ensure truthfulness. The research question must be capable of rephrasing in terms of hypothetical projective respondents in order to get estimates. The questions should not be loaded and general; alternatively, they should be rather specific in order to get the needed information from respondents.

In conclusion, by paying attention to the interests of the public to ensure their satisfaction, a business will be successful in its operation given that the market standards are met. Once the problem of shortages of houses as a result of high influx of people due to industrialization are met will assure the company voluminous profits. Concentration on offering the best services by developing standard houses in the city and outskirts will foster great market. Targeting the rich and middle class population will help us in achieving our goal and thus we shall remain competitive in the market. It is possible to provide shelter to others who are not able in one way or another and make good profits.