



# Alternaty Sale Planning Sample

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Highly Commended - Best Property Consultancy  
(Vietnam), at the 2013 South East Asia Property Awards.

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alternative  
real estate<sup>™</sup>



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## Alternaty Sales and Marketing Strategy Sample Agenda

- Critical Milestones
- Sales and Marketing Strategy Overview
- **Sales Strategy**
  - Project Sales Phasing
  - [The Resort] Villas Sales Timeline
  - Objectives
  - Current Market Conditions
  - Sales Phase 1: [The Resort] Villas
    - Positioning
    - Product Details
    - Product Structure
    - Rental Pool Structure
    - Key Selling Points
    - Selling Price
    - Sales Rate and Sales Revenue
    - Reference Projects
    - Considerations
    - Payment Terms
- Agency Structure
  - Commissions
  - External Agents
  - Internal Sales Team Structure
  - Agency Structure
- Office Structure and Mockup Units
- Contract Structure
- **Marketing Strategy**
  - Objectives
  - Target Customers
  - Key Selling Points
  - Sales Collateral
  - Marketing Budget
- **Alternaty Proposal for Sales and Marketing Structure**
  - Organisation Structure
  - Brokerage Structure
  - Plan of Implementation



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# Alternaty Sales and Marketing Strategy Sample Sales and Marketing Strategy



Sales and Marketing Strategy

## Sales and Marketing Strategy

- Marketing Component
  - Branding – Performa**
    - 1. Brand Strateg
      - Review a
      - Brand rev
    - 2. Identity and E
      - Status up
    - 3. Roll Out Deve
    - 4. Merchandise
  - Digital Marketing**
    - 1. Websites - Tir
      - Develope
      - Affinity P
      - 3 x Landi
    - 2. Visualisations
      - Scope: 3I
      - Awaiting

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Sales and Marketing Strategy

## Villas Positioning

- Villas for sales within an integrated mana
- Owners have access to full services and
- Managed by International Operator (con
- Pricing Target:
  - Villas Selling Price: US\$ psm on
  - Hotel Rates
    - Guestrooms Rates: US\$ – U
    - Villas: US\$ – US\$
- Construction Costs Budget:
  - US\$ million, equal to approximat
- Design Concept:
  - Modern/Contemporary Design with Vietnamese local art features

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Sales and Marketing Strategy

## Villas

### Product Details



Low Rise Rooms	Land	Net Covered	% by type	Quantity	External % of	Total NFA	Total GFA	GFA/Units
2 Bed Villas	300	150	20.0%	74	15.0%	3,600	4,140	173
3 Bed Villas	400	200	60.0%	72	15.0%	14,400	16,560	230
4 Bed Villas	625	313	20.0%	24	15.0%	7,900	8,825	359
<b>Total</b>	<b>51,000</b>	<b>25,500</b>		<b>120</b>		<b>25,500</b>	<b>29,325</b>	
<b>Total Hotel Rooms/Bungalows on total GFA</b>				<b>270</b>		<b>30,360</b>	<b>35,886</b>	<b>82%</b>

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# Alternaty Sales and Marketing Strategy Sample Sales and Marketing Strategy

Sales and Marketing Strategy  
Pricing Strategy

- International beachfront
- All with sea view
- Proximity to international airport
- Integrated development stage project
- Freehold land
- Capital gain potential
- Investment yield
- Respected developer
- Attractive pricing
- Launch Promotions
  - Launch
  - Free trial
  - Gold
  - Golf membership
  - Win and
  - Win a car

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Sales and Marketing Strategy  
Pricing Strategy  
Sales Report

Pricing	
Type	
2 Bed Villas	
3 Bed Villas	
4 Bed Villas	
Total	

Take Up Rate	
Type	
2 Bed Villas	
3 Bed Villas	
4 Bed Villas	
Total	

Revenue	
Average Selling Rate Per /	
Type	
Escalation	
2 Bed Villas	
3 Bed Villas	
4 Bed Villas	
Total	

Cash Receipts		
Reservation & Deposit	20%	0
Instalment (2017)	25%	0
Instalment (2018)	25%	0
Handover	25%	0
Final Payment	5%	0
Total	75,117,795	0
Selling Expenses	8.2%	0
Net Sales Proceeds	70,460,435	0

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Sales and Marketing Strategy  
Pricing Strategy  
Considerations

- Pricing Adjustment Factors
 

Main Road	Main road, close to beach
+%	+%
- Pricing to be fine-tuned
  - Final design
  - Status of completion
  - Build quality
  - Marketing activities
  - Competing launches
  - Incentives built
  - Rental pool structure
  - Management strategy
  - Investment returns

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Sales and Marketing Strategy  
Sales Strategy  
Agent Structure - External Agents

- Other projects
 

Units	%	Notes
First 10 units	%	% - first deposit
11 - 20 units	%	% - sign SPA
21 + units	%	
- [The Project] - %
- [The Project] - %
- [The Project] - %
  - % - 1st installment / % - 2nd installment or depend on when client sign the SPA)
- [The Project]
  - % (% signed SPA/ % handover because villas already built so a bit different from PQ projects)
- Non-exclusive agency only
- Term month, renewal based on performance
- Agent that brings buyer to the show unit has registration of buyer (Name, last digits of phone number only)
  - Registration of buyer only valid for a limited period, e.g. 3 months, then
- Penalties on bad behavior: strictly enforced when break the rules e.g. unofficial website and social media

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# Sales and Marketing Strategy

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Sales and Marketing Strategy

## Marketing Strategy Sales Collateral

- Equipment and materials list
- Management information – back capability of operator
- Visualisations
- Actual Photos
  - Site status/ construction
  - Views, features of surround
- PDF brochures
- Hard copy brochures
- Pricing Stacking Plan
- Booking Form
- Buyer Registration form (used by)
- Floor Plans
- Master Plan
- Amenities Map and List
- Pricelist

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Sales and Marketing Strategy

## Marketing Budget Advertising –

No. Items	Type	Distribution						
<b>A Advertising</b>								
1 Offline - Print Ads								
<b>Vietnamese Publications</b>								
1 [News]	General News	Nationwide South						
2 [News]	General News	Nationwide South						
3 [News]	Business & Lifestyle	Nationwide South						
4 [News]	Business & Entrepreneur magazine	50-60% Viet 40-50% reg focused						
5 [News]	In-flight magazine	Nationwide						
6 [News]	In-flight magazine	Nationwide						
<b>Overseas Publications</b>								
7 [News]	Travel & Lifestyle	Distributed locations (fitness cent adventure travel agencies, airport lounge, airport offices, airline inflight)	Singapore	Daily	#Full right page # \$3,000/page	2 insertion	US\$	US\$
8 [News]	General/News							
9 [News]			International	Weekly		2 insertion	US\$	US\$
<b>Total (1) - Offline</b>								

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Sales and Marketing Strategy

## Marketing Budget Total Budget

Type	Item	Estimated Cost (Excl. VAT)
Type 1	Marketing Item 1	US\$
	Marketing Item 2	US\$
Type 2	Marketing Item 3	US\$
	Marketing Item 4	US\$
Type 3	Marketing Item 5	US\$
Type 4	Marketing Item 6	US\$
<b>Total Marketing Budget (Prelim.)</b>		<b>US\$</b>

- Budget Notes
  - Preliminary budget estimation, for reference only
  - Subject to customised quotation from agencies and suppliers
  - Excludes venue hire for events (assumed to be held in sales gallery)

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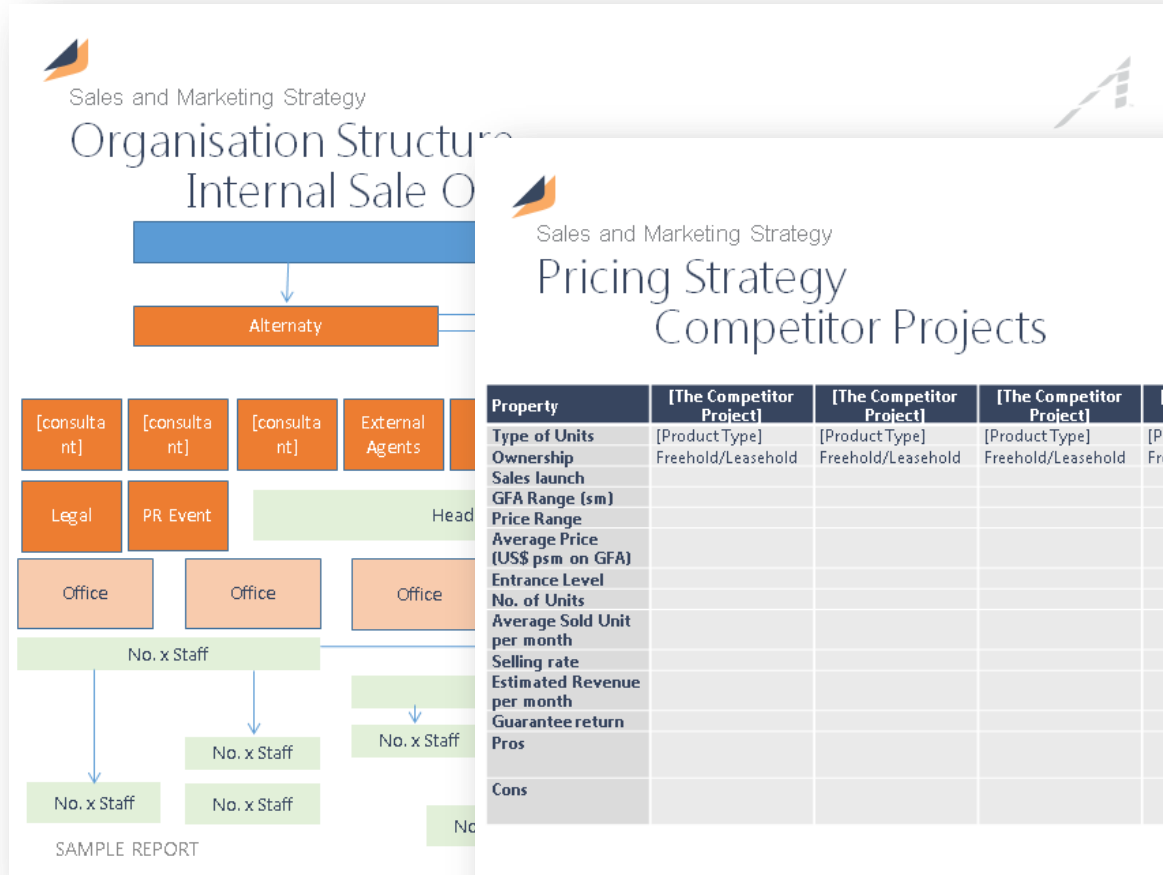
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# Alternaty Sales and Marketing Strategy Sample Sales and Marketing Strategy



Sales and Marketing Strategy

## Pricing Strategy

### Competitor Projects

Property	[The Competitor Project]	[The Competitor Project]	[The Competitor Project]	[The Competitor Project]	[The Competitor Project]	Subject Projection,
Type of Units	[Product Type]	[Product Type]	[Product Type]	[Product Type]	[Product Type]	[Product Type]
Ownership	Freehold/Leasehold	Freehold/Leasehold	Freehold/Leasehold	Freehold/Leasehold	Freehold/Leasehold	Freehold/Leasehold
Sales launch						
GFA Range (sm)						
Price Range						
Average Price (US\$ psm on GFA)						
Entrance Level						
No. of Units						
Average Sold Unit per month						
Selling rate						
Estimated Revenue per month						
Guarantee return						
Pros						
Cons						

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