



Becky Dale



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ACM

ACM is a 25-year-old residential real estate developer looking to define a strategic roadmap for the mid-term (5 years) as well as the long-term (25 years)

GOAL

Analyze ACM's strategy, market position, and capabilities and assess strategic opportunities for the next 5 years

DELIVERABLES

1

High-level housing industry analysis and competitive landscape for Philippines

3

Analysis of growth opportunities, barriers, drivers, and risks

2

Analysis of ACM's capabilities and value proposition

4

Decision framework and roadmap of next steps

Sales & Marketing

- Website redesign
- Sales and Customer care tools
- Online advertisement

Construction & Home Design

- Fast-Track Financing
- Prefabricated Construction
- Bulk buying
- Customer centric design

Financing & Pricing

- Pricing Promotions

Land Acquisition

- Streamline process
- Leverage PTC
- Government partnerships

