

The Zeppelin Group – Real Estate & Building

Real Estate Asset, Project, Facility, and Marketing Management

Zeppelin Real Estate Analysis Limited

Real Estate Analysis, Investment Strategy, and Portfolio Monitoring

Common Q & A on Analysis

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Why do we need Analysis?

As economies, cities, countries, and regions become more inter-linked, in part due to the technological and communication advances, business scenarios have become more complex and investment decisions based on a hunch may not be viable anymore. Modern business operational approaches including analytical systems are required.

What is the Purpose of Analysis?

- (1) To enhance profitability and to reduce risks
- (2) To complement and supplement intuitive / descriptive analysis thus resulting in a more comprehensive and disciplined assessment

What are the Potential Benefits of Analysis?

- (1) Overall Business Operational Effectiveness and Efficiency may be enhanced
- (2) Become More Competitive and Competent than your Counterparts = Even an extra few % in annual profit margin over your competitors will spell immense differences in the long run:

Assumption:	B's annual return=	20.00%	A's > B's by extra=	5.00%
Year:	Starting Capital	10	20	30
Company A:	1,000,000	9,313,226	86,736,174	807,793,567
Company B:	1,000,000	6,191,736	38,337,600	237,376,314

What Analysis is or can do:

Analysis in the quantitative sense = data + formula. It can also be descriptive however and can range from simple to sophisticated. How it is done depends on the user requirements and expectations, nature and scale of the tasks, circumstantial constraints, and resources allowed including time. It may involve seeking, assembling, compiling, analyzing and/or utilizing data and information from direct and indirect sources. It helps formulate investment strategies, manage real estate portfolios and make business decisions. It is NOT meant for predictions but for projections where "what-ifs" scenarios are simulated and assessed. It does not guarantee investment success but if used properly will enhance the probability of achieving success.

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