

# REAL ESTATE DEVELOPMENT

- JENIS JENIS REAL ESTATE -



# POKOK BAHASAN

1. Pengantar Real Estate

2. Perangkat Pengaturan Pembangunan

3. Jenis-jenis Real Estate

- Residential
- Pusat Perbelanjaan, Hotel, Office dan mixed use serta kepemilikannya

4. Praktek/Proses Pembangunan Real Estate

UTS 23 /10

5. Analisis Pasar Makro

6. Analisis Pasar Mikro

7. Pemasaran / Marketing

8. Studi Kelayakan

9. Pendanaan dan Pembiayaan

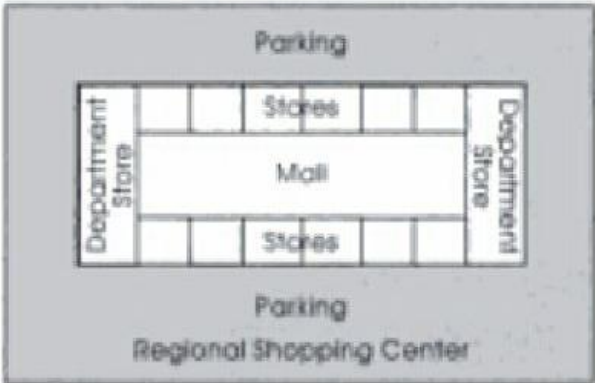
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- **PUSAT PERBELANJAAN**
- **OFFICE**
- **SOHO**
- **HOTEL**
- **MIXED USE**

# BANGUNAN PERBELANJAAN

Berdasarkan tipe tenant, ukuran dan fungsinya, dibedakan menjadi :

Type	Leasing Tenant	Typical Leasable Area (sqm)	Range of Gross Leasable Area (sqm)	Typical Site (ha)	Minimum Support Required (Number of People)
Neighborhood or convenience center	Supermarket or drugstore	4.500	< 9.000	1,2	2.500 - 40.000
Community center	Variety, discount, or junior department store	13.500	9.000 – 27.000	4 - 12	40.000 - 100.000
Regional center	One or more full-line department stores	36.000	27.000 – 67.500	12 - 20	150.000 or more
Superregional center	Three or more full-line department stores	90.000	67.500 – 135.000	> 40	200.000 or more



# BANGUNAN PERBELANJAAN



**RUKO KEBAYORAN ARCADE 3  
BINTARO JAYA**