

# INVESTMENTS

Partnering for the Success of Entrepreneurship VOLUME 2 • ISSUE 4 • JULY - AUGUST 2010


**MARKETING QUOTES**

"Marketing is not an event, but a process . . . It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely."

**-Jay Conrad Levinson**

"It's not enough that we do our best; sometimes we have to do what's required."

**-Sir Winston Churchill**

"Average service is about meeting the customer's expectations. Great customer service is exceeding it. Give your customers more than they expect, and they'll return to do business with you."

**-Unknown**



FROM THE CHAIRMAN

**" Success is sweet only when you are able to taste it... "**

Journeying across the plains and the rough terrains in this field, I have learnt that many factors we encountered in the journey made us realize how some minor details taken into consideration proved greater value to our clients. Similarly, Thaiba project seemingly added another dimension in our approach, we were just able to sell all 54 units of TCH Community Living –Thaiba.

increased by 30% on the original rate. The figure clearly indicated that such deals are dream project for any investors.

It is a prevalent fact that housing industry is still changing into different stages, and even after a span of 10 years, we are confident enough to assume that standalone houses are still the customers' preference, no matter what may come, Thaiba sales is our standing proof.

I would like to quote Mr. Anthony Trollope whose lines state "It is a comfortable feeling to know that you stand on your own ground. Land is about the only thing that can't fly away," that guided my visions and enthusiasm to heights where I always wanted to reach and am still furthering my dreams, after all, who can stop someone from dreaming better if it means good for the country?

**OM RAJBHANDARY**  
Chairman,  
Brihat Investments Pvt. Ltd.

**B**
**“**

... Land is about the only thing that can't fly away.

**”**

Although both the projects were launched at the same time, during the pre-launching phase TCH TOWER IV - Sitapaila project has been one of the most successful episodes in terms of sales figures for eg. there were more customers than the number of units on sale so customers did not get what they came for.

After a year, out of 54 houses, 13 units (TCH Community Living- Thaiba) were sold through individual as well as REMA's co-ordination. The secondary transaction was very much encouraging with the profit of nearly 20% on the contract value whereas compared to investment it was more than 40% on ROI (return on investment). As usual, at the time of the handover the prices


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# BENEFITS of living in a COMMUNITY

*A well-planned community offers:*

1. A balance between privacy and the community.
2. The most safe and comfortable living environment.
3. A variety of housing choices.
4. Quality of life and a home that is ready-made.
5. Conveniently located recreation facilities, support services and open space.
6. A strong sense of Community Living.
7. Commercial activities which are readily accessible to all the residents.


**CORPORATE HUMOR**


Yes, he is repeating the same idea. But it's our job to look at them in fresh light.

**B**

# RAW LAND INVESTMENTS

continued from Vol II Issue 2 ..



Real Estate Investment

“

It is advisable to review the patterns of growth where....

”

**L**and acquisition can get excruciatingly frustrating when required information isn't readily available. At such times, one should be more cautious and explore all the possibilities in availing information as mentioned below to avoid disasters of any nature later on. However, understanding and proper interpretation of the available data and information should be well done and processed.

**Obtain utility expansion plans** – The area in which the investments is made, if falls under utility expansion zone or is facilitated with all the basic facilities like road, water supply, sewer line, electric utilities, cable television, telephone etc. causes the value of land to escalate whereas in failing to do so can always incur losses, unimaginable, for eg. if the outer ring road plans are not considered, later on the land can be recompensated by the government at the most minimal rates.

**Review historic examples of similar growth** – It is advisable to review the patterns of growth where a similar event occurred 10-20 years back. A case study on similar pattern of growth, and answering questions like how the growth occurred, how land value changed, what were the impacts on, etc. helps in understanding one's direction of investment better.

**Prepare your investment team** - Include your spouse, a good legal advisor, and a real estate agent in your team to realize your goal. Find people who are compatible with your need and who would assist you in the attainment of your goals.



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Real Estate Partnering for Entrepreneurship

## Entrepreneurial Skill

“

I know what I need to know

”

. I do not know what I need to know  
. I do not know what I can do



Happy Fool !

. I do not know what I need to know  
. I know what I can do



Busy Fool !

. I know what I need to know  
. I do not know what I can do



No Fool !

. I know what I need to know  
. I know what I can do



Entrepreneur!

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Real  
Estate  
Marketing  
Agent

## Turning Challenges into OPPORTUNITIES



Unstable political scenario, liquidity crunches, land limitation etc. has definitely slowed down the Real Estate business to some extent. The world's recession along with every other field has also affected the Real Estate business in Nepal. In spite of all these deterrents, Real Estate Marketing Agents (REMA) has been able to achieve the forty two percent of sales target in the first year. It certainly demonstrated their visions that REMAs are able to turn the challenges of Real Estate transactions into opportunities. Despite the existence of most unfavorable circumstances which wouldn't have been possible without the utmost care and efforts of the REMA team.

REMA has successfully boosted the customer's hopes and confidence. They have put in more efforts to provide professional services in order to make the customers happy. They generally execute the practical aspects of the sales and initiate negotiations between the buyer and the seller and also facilitate final deals. REMA also acts as an interface with the financial institutions or banks in case the buyer is in need of a loan for the purchase of property.

"Customers' views as well as experiences towards REMA."

- » Very good in maintaining communication with the customers during all the stages, from the property search level right upto until the settlement date.
- » Highly ethical, professional, organized and astute and has a sufficient knowledge of property market and values.
- » Possessed constantly updated information about what is going on in the Real Estate world.
- » Well experienced in a sense that they eliminate all factors that are stressful as well as tiresome trips plus the deals are made in the most graceful manner.
- » Gained monetary savings by securing the right price for the right property in a given timeframe made their services exclusive.
- » No hesitation in saying that they were worth for every penny of their fee, and can whole heartedly recommend to other property investors as well.



Property  
Handover



HOME BASED TIPS

### DURING AN EARTHQUAKE

*If you are indoors*

1. Seek a safe location immediately, such as in a doorway (if you live in an old, house that is not reinforced).
2. Duck under a sturdy table or desk. If it moves, move with it!
3. Stay away from any heavy objects that could fall.
4. Cover the back of your head and your eyes to minimize injury from flying debris.
5. Stay away from windows. Shattered glass is one of the most serious dangers during an earthquake.
6. Stay in bed if that is where you are and if there is no sturdy desk or table in close proximity. Hold on and protect your head with a pillow, unless you are under a heavy light fixture that could fall. In that case, move to the nearest safe place.
7. If you can not get to a desk or table, drop to the ground, cover your head, and sit down in an inside corner of the building.
8. If cooking, turn off heating elements immediately.
9. Do not sit anywhere near a chimney. You could be hit with an avalanche of bricks or by the chimney tower falling straight into the house.
10. Do not use elevators during an earthquake.
11. Stay calm and brace yourself to keep your balance.
12. Stay inside until the shaking stops! .

## Brihat Community Living

RAMKOT

In today's world where urbanization and urban dwelling has been one of the responsible factors in environmental degradation and hazards, Brihat Community Living - Ramkot had been initiated and eventually launched with a great consideration for environment, promoting Eco urbanization Concept.

The salient features of the project are:

### Location

- » Only 2.4 km from Sitapaila chowk
- » 4 km from the heart of the Kathmandu city- New road
- » Located in the residential area with several other housing projects around the vicinity
- » South oriented land
- » Aesthetically pleasing hilly backdrop

### Eco - Urbanization

- » Solar electricity provision
- » Rain water harvesting
- » Proper garbage disposal system
- » Use of UV protection glasses
- » Use of concrete lightweight blocks instead of bricks



TYPE A

### Project Features

- » A spacious habitant comprising 70 indivisual housing units
- » Beautifully landscaped terrains with chautaris and open spaces
- » Modern cascading swimming pool
- » Units ranges from 3 bedroom to 4 bedroom with an indivisual parking space and lawn in the front yard

### INTERIOR VIEWS



FAMILY LOUNGE



MASTER BEDROOM

## TCH Tower IV SITAPAILA



**LOCATION:** 300 meters from Sitapaila Chowk  
**PROJECT STATUS:** Under Construction  
**HANDOVER DATE:** Poush End 2067

### Salient Features

- » A balance between privacy and community activities.
- » Environmentally sensitive designs laying more emphasis on quality living spaces with natural light and ventilation in the most optimized manner.
- » Open spaces on the ground floor comprising of flower beds and sit-outs.
- » Round the clock security system.
- » Treated water supply.
- » Individual parking space.
- » Elevators.
- » Gymnasium, Sauna & Jacuzzi rooms.
- » Swimming Pool.
- » Generator backups.
- » NEA lines and NTC points.
- » Fire Hydrants.

### TYPICAL FLOOR PLAN

#### Building Type - B

**TYPE:** 6-B2 ( Sixth Floor)  
**BUILT-UP AREA:** 1083.42 SQ.FT

**TYPE:** 4-B1 ( Fourth Floor)  
**BUILT UP AREA:** 1286.47 Sq.ft

**TYPE:** 5-B1 ( Fifth Floor)  
**BUILT-UP AREA:** 1322.19 Sq.ft



Typical Floor Plan  
Type B2



Typical Floor Plan  
Type B1

### INTERIOR VIEW



MASTER BEDROOM  
TYPE - B1

TCH Community Living  
THAIBA



**LOCATION:** Thaiba  
**PROJECT STATUS:** Completed - Ready to move in.



Ground Floor Plan - Type - A



First Floor Plan - Type - A



**LOCATION:** Thaiba  
**PROJECT STATUS:** Completed - Ready to move in.



Ground Floor Plan - Type - E

TYPICAL FLOOR PLAN

Building Type -A

TYPE: 25A  
LAND: : 0-4-3-2.15  
BUILT UP AREA: 1483.48 Sq.ft

Building Type -E

TYPE: 17E  
LAND: 0-2-2-0.02  
BUILT UP AREA: 1378.81 Sq.ft

TYPE: 18E  
LAND: 0-3-2-1.78  
BUILT UP AREA: 1408.81 Sq.ft

TYPE: 19E  
LAND: 0-2-2-0.32  
BUILT UP AREA: 1378.81 Sq.ft



First Floor Plan - Type - E



Second Floor Plan - Type - E

TCH Tower III  
PANIPOKHARI



**LOCATION:** Panipokhari  
Adjacent to Japanese Embassy  
**PROJECT STATUS:** Completed - Ready to move in.



Salient Features

- » A balance between privacy and community activities.
- » Environmentally sensitive designs laying more emphasis on quality living spaces with natural light and ventilation in the most optimized manner.
- » Open spaces on the ground floor comprising of flower beds and sit-outs.
- » Round the clock security system.
- » Treated water supply.
- » Individual parking space.
- » Elevators.
- » Gymnasium, Sauna & Jacuzzi rooms.
- » Swimming Pool.
- » Generator backups.
- » NEA lines and NTC points.
- » Fire Hydrants.

TYPICAL FLOOR PLAN

Building Type -A

TYPE: 1-A1 (First Floor)

BUILT UP AREA: 1119.15 Sq.ft



INTERIOR VIEW

LIVING - DINING AREA

Contact us for more property

## Announcement

The third REMA course is commencing from **September 19 to 24 2010** (Ashwin 3 to 8, 2067).



### Know BI Better

To meet and take your ideas for a better communication and to reinforce our relationship to a better level of understanding **Follow us on FaceBook.**

Brihat Investments  
*A place where ideas get their recognition.*



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We would be more than happy to send you our newsletter regularly and also anticipate your feedbacks to help us make our publication better. Kindly contact us to get our BI newsletter on a regular basis, if you so desire.

# World Environment Week



**B**rihat Investments has in a gesture for its humane causes duly supported, Nepal Environment Week through Society of Aware Students (SAS). It is a community initiated by some cerebral scholars whose primary objective is to spread the very essence of humanity all over the globe starting from Kathmandu.

It basically works for the empowerment of students who are prime supporters. It staunchly supports and prescribes transforming leadership attitude among students for a better tomorrow as well a better Nepal.

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## Heartiest Congratulations !

With gratitude in our hearts  
Brihat Investments family  
congratulates

**Mr. Om Rajbhandary**, for being  
accoladed by BOSS Top 10 Business  
Excellence Award as one of the  
**Top 3 CEOs.**

*"The key to success  
rests in people like you,  
who embody the spirit of greatness  
by saying, "Yes I can, and so can you!"  
Thanks for your inspiring dedication  
and tremendous examples to the  
business community."*

We appreciate your devotion to your position and wish that we had more leaders like you.



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