Percieved Value Matrix

For Customer

(Read as: For 'X' package, 'Y' value drivers are important/key from consumers' perspective)

Package/ Value Driver	**Structure**	**Services**	**Finishes#**	**Facade**	**Infra**
Functionality		✓	✓	✓	✓
Aesthetic			✓	✓ *	✓ **
Brand			✓ (select items)		
Quality	✓		✓		

For Company

(Read as: By doing 'X' package well on the consumers' key value drivers, 'Y' value is generated for Company)

Package / Value Generated	**Structure**	**Services**	**Finishes#**	**Facade**	**Infra**	**Marketing*****	**On-time Delivery**
Cash Flow	✓						
Saleability			✓		✓ **	✓	
Long-term reputation		✓	✓		✓ **		✓

The design, procurement and construction strategies have to be tailored around achieving the aforesaid aspects of value for each package, at the lowest feasible cost. <u>In general, while making tradeoffs between choices/options, focus should be on achieving the aforesaid value parameters for each package and tradeoffs should be made by reducing the extent of spend due to/on account of those value drivers which are not marked as being relevant/important.</u> Ofcourse, product pricing and profitability (PBT margin) are key factors in facilitating the economic value proposition to the consumer and the company respectively.

only in relation to front-of-house / customer facing areas

* Only for Luxury Residential, Excelus & Supremus Office, Experia Mall

** Only landscape and club/facilities

*** includes relevant marketing/design alliances.