

MARKET STUDY

TITLE : FACTORY-BUILT HOUSING MARKET POTENTIAL IN PHILIPPINES

COMPONENTS:

- (i) Listing of various government and private entities involved in the provision of funding for housing and a brief description of their lending program.
- (ii) A listing of existing pre-fab or factory-built housing capacity including names and addresses of companies, ownership, operating status, and description of their existing physical plant and product(s).
- (iii) Description of the market, both existing and potential, including size of market, description of type of housing being constructed, identification of existing and potential customers i.e. developers, private companies who provide housing to employees, government housing, etc.
- (iv) An assessment of the potential for the application of Canadian factory-built housing technology in the Philippine market in form of direct investment in new Philippine plant capacity, or joint-venture with existing factory housing producer, or licensing of technology, etc. The assessment should include the economics or viability of employing pre-fab or factory-built technology in the Philippine housing construction context. Is it practical?