Bugis Junction, a multi-million dollar integrated mixed-use development comprising a shopping complex, a deluxe hotel and a 15-storey office tower is currently under construction and scheduled for opening in mid-1995. The project which targets the middle-upper market, provides an interesting case study of its commercial viability as it is located in the old Bugis Street area which is considered to be not a desirable location for the establishment of such a quality development.

The design and development of Bugis Junction, its development framework, including relevant public policies and existing land-uses were examined. The study also analysed current market conditions and the physical environment of the development.

Case studies of existing mixed-use projects were conducted in order to determine the critical success factors. Based upon the findings and analyses, it was concluded that Bugis Junction possesses some of the critical success factors for a commercial project.

However Bugis Junction suffers from negative image perception, poor physical environment and a relatively undeveloped catchment. In view of these weaknesses and a competitive market environment of the retail and hotel sectors, Bugis Junction will face marketing disadvantages. Therefore, the success of Bugis Junction is critically dependent upon the market conditions, its marketing strategy and the supportive or complementary land uses in the long run.