SUMMARY

Recently, the government of Singapore has issued a call to local developers to diversify and venture abroad. This is in view of the increasing level of competition in the local construction industry and the limited availability of land for development in Singapore. The call is a challenge to developers to explore and market their expertise to the overseas construction industry. It can also be used to measure their company standing when compared to other international firms in the same field.

The dissertation studied and reviewed several key factors that effect the successful implementation of overseas property development projects. The studies also relate how these factors affect the decision making process of several Singaporean developers who have property development interests overseas. These developers are likely to have multi-disciplinary businesses, ranging from property development and investment properties such as resorts, hospitality and hotel facilities and management.

In the study, it was found that Singapore developers are encouraged by potential business climate in the particular market, opportunities for access to larger international markets and possibility of spreading business and investment risks. They wish to promote or export a particular brand name belonging to the organisation. Such an investment complements the organisation’s other segment of businesses.

Decisions to venture overseas are based on projected returns on investment, having a team of professional management staff and sufficient capital. It would only be commercially viable if the projected return on investment exceeds the returns projected for a local project in Singapore. A successful project could promote the organisation internationally as a reputable and capable developer. The companies would have the necessary management and technical expertise advantage.

The dissertation also highlighted factors that affect the successful management of international projects. These include in-depth and sufficient planning, setting realistic and attainable objectives, control of project schedule, cost containment, provision of contingency measures, risk allocation, participation of top-level management, involvement of joint venture partners and impact of cultural and communication differences.