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Title: Factors Determining choice of offices in Conservation Shophouses

ABSTRACT

Conservation shophouses in the CBD area are mostly used as offices. This dissertation is to study the factors determining the choice of offices in these restored shophouses.

Some literature reviews on location theory and empirical works pertaining to choice of office location were examined. The reasons were mainly attributed to the economic benefits of accessibility and complementary nature of trades.

A survey in Tanjong Pagar revealed that rental was the most important factor, followed by location, building design and its aesthetic appearance.

Keywords:

Shophouses
Conservation
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Location
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