

EXECUTIVE SUMMARY

Alphaland Corporation is a Real Estate Development company duly registered in Securities and Exchange Commission. A unique property developer with attractive collection of properties in prime locations, differentiating itself through the development of premium residential, commercial, leisure and resort properties with unique lifestyle propositions.

The company's primary objective is to deliver "real value" to customers as excellence sells itself, create markets in unique leisure developments, and penetrate domestic and international markets and selective acquisition and strategic developments. Alphaland's unique approach to property development is to focus on and develop properties that cater to discerning customers who are able to truly understand and appreciate the finer details in their developments.

This paper attempted to develop a three-year strategy formulated for ALPHALAND CORPORATION (ALPHA), a holding company with a principal business of real property development. The strategy aims to increase the perceived value of ALPHA so that corporate management, external customers and sales representatives sees it as the leading real estate developer in the industry.

The strategy was developed by studying the direction ALPHA desires to take, its Vision and Mission statement; the external factors that affect the Company; and the internal strengths and weaknesses of the Company.

After identifying the threats, opportunities, strength and weaknesses, ten strategies were developed using business strategy formulation tools such as Threat-Opportunities-Weaknesses-Strength (TOWS) Matrix, Strategic Position Action Evaluation (SPACE) Matrix, Internal-External Matrix and Quantitative Strategic Planning Matrix. The results of analysis using the matrices helped the researcher come up with the strategic plan for Alphaland which resulted to strategy prioritization, action plans and control plans.

