

ON THE DEVELOPMENT OF DOMESTIC DEVELOPMENT

Oksana V. Kuzmenko, Alfred Nobel University, Dnipro (Ukraine).

E-mail: kuzmenko.ksana@gmail.com

Olena R. Serhieieva Alfred Nobel University, Dnipro (Ukraine).

E-mail: sergeeva.e@duan.edu.ua

Anna. V. Teslieva, Alfred Nobel University, Dnipro (Ukraine).

E-mail: annateslevaoo@gmail.com

DOI: 10.32342/2074-5362-2020-1-28-7

Key words: *real estate market, development, development, development, entrepreneurship, segment, office market, algorithm.*

The article considers issues related to the development of the real estate market. The essence of development is specified on the basis of the review of various approaches and systematization of material concerning a category. Peculiarities of the real estate market functioning, including residential and office real estate, as an object of statistical research, are revealed, the state and prospects of development of different segments of the real estate market are investigated. The information and statistical support is analyzed, the choice of statistical indicators for the analysis of the residential real estate market is substantiated. The priority goals and objectives of the state housing policy are established, the mechanisms of its development and implementation are characterized. The dynamics of housing construction in Ukraine is studied and on this basis the problems that hinder the expansion of new housing construction are outlined. The state of the real estate market in 2015-2018 and the 1st quarter of 2019 is considered. Development trends and dynamism of changes in the real estate market are established. The structure of the market is studied with an emphasis on increasing demand in the secondary housing market in the residential real estate and office real estate segments, declining demand for commercial real estate due to changes in the ratio between online and offline trade, increasing demand for warehouses. Price fluctuations per square meter are highlighted as a determining factor of financial success in the real estate market. The factors influencing the mechanisms of state regulation of prices in the residential real estate market are substantiated and possible ways of their regulation are suggested.

Some types of business activities in the field of development are considered. Development is characterized as a business that covers various activities: from the purchase, reconstruction and lease of existing buildings to the purchase of unprepared land and the sale of land. The work of a developer who initiates and coordinates activities for the implementation of processes from the idea, creation, financing, organization to the actual sale of real estate or its lease is considered. The main risks of real estate creation and reconstruction are outlined.

The example of the office real estate market confirms the prospects for development and success of the development of development. An algorithm for the development of office space with successive steps, which may be common to the real estate market: economic feasibility analysis, design, financing, construction, marketing, operation and management. The principle of development in relation to successive steps to the ultimate goal (making a profit) is separated.

References

1. *Development nerukhomosti*. [Real estate development]. Available at: <https://uk.wikipedia.org/wiki>
2. Mehtiev R. *5 pravil dlya formirovaniya polozhitelnogo imidzha developera*. [5 rules for forming a positive image of the developer]. Available at: <https://mind.ua/ru/openmind/20207177-5-pravil-dlya-formirovaniya-polozhitelnogo-imidzha-developera> (in Ukrainian).

3. *Ofitsiynyi sait derzhavnoyi sluzhby ststisticy v Ukraini*. [Official site of the State Statistics Service of Ukraine]. Available at: <http://www.ukrstat.gov.ua>
4. Pejzer R., Gamil' ton D. *Profesijnyj development nerukhomosti: Instrukciya ULI z vedennya bisnesu*. [Professional Real Estate Development: ULI Business Instructions]. Moscow: Mann, Ivanov and Ferber Publ., 2015. 592 p.
5. *Perspektyvy rynku nerukhomosti. Shho ochikuvaty u 2020 roci*. [Prospects for the real estate market. What to expect in 2020]. Available at: <https://goo.su/17RI>
6. Rach V.A., Sharova O. (2008) *Kategorijnyj aparat proektu developmentu nerukhomosti. Upravlinnya proektamy ta rozvytok vyrobnyctva*. [Categorical apparatus of the real estate development project. Project management and production development]. Vol. 2 (26). pp. 40-50. (in Ukrainian)
7. Rashkovsky O.A. (2016), *Development yak pryncypovo nova koncepciya organizaciyi investycijnogo procesu. Derzhavne upravlinnya. Investyciyi: praktyka ta dosvid*. [Development as a fundamentally new concept of investment process organization. Governance. Investments: practice and experience]. Vol. 5. pp. 106-108. Available at: http://www.investplan.com.ua/pdf/5_2016/21.pdf
8. Skakun E.V (2016). *Suchasni metody pryjnyattya rishen` v developers`kyh modelyah organizaciyi budivnyctva*. [Modern methods of decision making in development models of construction organization. International Scientific Practical Conference of Young Scientists «BUILD-MASTER-CLASS 2016»], Kyiv: KNUGA., pp. 162-163.
9. *Chem otlichaetsja zastrojshchik ot developera*. [What is the difference between a developer and a developer]. Available at: <http://dengi.ua/realty/299788-Chem-otlichaetsja-zastrojshchik-otdevelopera>
10. Chumachenko I, Druzhinina K. *Development nedvyzhymosty: sushhnost i perspektivy pravovogo regulyrovaniya*. [Real estate development: essence and prospects of legal regulation]. Available at: <https://goo.su/17Ri>

Одержано 5.12.2019.