

Potential Questions

Why have you chosen Prefabrication?

- Currently the number of houses being built does not meet the demand in the UK.
- Prefabrication enables housing to be produced in mass and constructed in a much shorter time frame.
- There is a notion that there is a lack of skill and trust in the UK's labour force.
- Using prefabrication reduces the time spent on site and the need for skilled labour.
- The advance in technology allows prefabrication to be more efficient, economical and sustainable compared to conventional methods.
- The client prefers to have a fixed budget and know what exactly they are going to receive for their money.
- With our prefabrication system the client will obtain a schedule so they can see what will be happening from the concept of the brief to the hand over point, which sets the clients mind at ease.
- The collaboration between prefabrication and BIM allows our company to manage every aspect of design and improve efficiency.
- Our backgrounds
 - Josh C. Built prefab
 - Sam H. Worked with bespoke prefab
 - Joe D. Sustainability BRE Innovation Park
 - George P. Housing

What are the weaknesses of your company?

- The word 'Prefab' had a negative stigma attached to it and there are still some people who do not believe in its potential. It is our job to make them realise its benefits and opportunities.
- PA is a new firm so it has no track record, not proven.
- At the early stages the company will have no contractual relationships.
- It will take time to develop a well-established image.

- The housing demand is increasing so more companies may adopt prefab and become competition.
- Bespoke - competition Huf Haus and Baufritz (but we can do it cheaper - less travel cost and closer relationships with clients and contractors)
- High start up cost
- A lot of lending from the Gov and banks - 10 years to pay back.

Why do we use modular design for residential developments?

- Reduces the cost
- More efficient construction
- Still allows flexibility internally
- Best of both worlds
- We make the scheme work overall by master planning and design the external envelope so they don't look monotonous and work in their context.
- Developer / Client has more of an active role in the design process so they will be happy in their own home thus creating a happy community.
- Bridge the gap between supply and demand.

Bespoke

- Much more flexible to design.
- Uniquely design to fit their context.

What is different about bespoke homes compared to residential development homes?

- More flexibility in bespoke
- Choice of floor plans, to increase efficiency and speed in residential

What is the difference between our business and competitors?

- We offer bespoke housing and sustainable developments
- We offer a wide range of set floor plans - choices but increased efficiency
- We do it faster and more efficient, to meet gov. demands.

How do we use BIM in our business?

- Crucial part of our business
- Fully integrated into our prefab method
- More precise estimated

- Improves general efficiency - creating a professional and successful image.
- We use Vectorworks - IFC Data (all companies can view information) - BIM programmes such as Solibri
- From 2016, every government project had to use BIM and so we adopted straight away.

What do we mean by European Methods?

- European is currently the leading market in prefabrication architecture - very successful
- We want to adopt these methods
- i.e waste efficiency, reuse materials, precise construction 5 layers of insulation
- In the UK we're stuck in tradition, niche market so wasn't to adopt their methods

What do you mean by sustainability?

- Economical, environmental social - we consider all of the above
- Economical - Efficiency on the site and in construction waste efficiency, cost reduction through integration of BIM
- Environment - Prefab means less land disturbance materials are emission tested and we avoid toxic glues/unhealthy substances - are want to provide healthy homes
- Social - sustainable communities, green space and parks. People have had input into design so more attached

What is the purpose of the Innovation Park?

- Procure work from potential clients
- Marketing tool
- Targets professionals and education
- Raises awareness of PA
- Demonstrates our process and services
- Raises awareness of what can be produced
- Showcase of our potential
- Begin in 2023 - 2 buildings to show new technologies

Do we do anything other than residential?

- Focus on the residential sector. However, we are open to other opportunities. Our process can be easily adapted.

How do we get clients and business?

- The innovation park
- Exhibitions and roadshows
- Awareness of completed and proposed projects
- Online social media
- Online adverts
- Networking from previous jobs and experience
- Geographical targeting
- Website

Where do we get these figures?

- Construction 2025 document
- Personal survey
- Informed judgments through research

Why do we allow clients and developers to play an active role within in the design process?

- Healthy integrated approach
- More emotional attachment to their homes
- Feel more involved in the project
- Social sustainability
- Provides a personal touch on the design of their homes
- Homes can easily be adapted to the growth of families

What are our basic costs?

- 60k for innovation park
- 180k for bespoke - sell for 250k av. three bed
- 90k for sustainable developments sell for 102k based on three modular units

What role do we play as architects?

- We all have prior design experience and knowledge
- Worked in the industry
- Making everything work as an overall scheme [integrated] with facades masterplans and urban design
- Bespoke - more options to achieve exactly what we want

Sales

- If the sales are slow to materialise the business may seek to target other markets sooner such as the

public sector, as well as the residential sector. The directors may also seek part time work as tutors in local universities as a source of income.

- If the sales are higher than expected the firm will invest in more staff earlier on to enable the production of more properties and developments.
- If the costs are higher than anticipated the directors of Precision Architects might have to cut the number of staff down and take on less work. The demand for housing has increased over the last 10 years and the need for sustainable communities has aggressively grown, thus the demand for related architectural services and design has also improved. The high margin income derived from the Company's revenues will ensure that the business maintains profitability after 2025 and is able to service the debt sought in this loan shown below (07.3|Source of Funds) despite the current difficulties in the housing market.