# ANALYSIS DETERMINING THE SELLING PRICE OF HOUSING UNITS IN THE DEVELOPMENT OF GRAND MANDIRI RESIDENCE, DEPOK

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## Abstract

In determining the selling price of houses, the price offered must compete with other nearby housing prices that have segmentation and concept is not much different. It is that consumers are interested in buying a house in the housing. The selling price of the house is a reference to election consideration by consumers, in addition to the facilities and design. The purpose of this final project is to determine the selling price of houses in the development of the Grand Mandiri Residence which takes into account the cost to deliver gains, and acceptable to consumers according to market demand.

Determining the selling price using breakeven analysis that brings the cost curves and revenue curves. The cost curve is obtained from the calculation of fixed costs and variable costs. Revenue curves derived from the demand curve derived from the survey.

Based on the analysis results obtained in accordance with the selling price and the cost analysis of market demand for the type 120 is Rp 767,455,121 with 34 units and for the type 140 is Rp 1,174,668,574 with 6 units.

**Keywords**: Break Even Point Analysis; Costs Curve; Demand Curve; Grand Mandiri Residence, Price.
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