

Contents available at Iraqi Academic Scientific Journals

Iraqi Journal of Architecture and Planning

المجلة العراقية لهندسة العمارة والتخطيط

Journal homepage: <https://iqjap.uotechnology.edu.iq>

The Role of Marketing on the Success of Residential Investment Projects in Baghdad

دور التسويق على نجاح المشاريع السكنية الاستثمارية في بغداد

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Submitted: 10/06/2022

Accepted: 05/08/2022

Published: 11/05/2023

KEYWORDS

Marketing, Location,
Design, Cost, Marketing
Investment

ABSTRACT

The housing process in Iraq needs a comprehensive review, starting with its political philosophy and the content of its strategy, to produce a new vision and more efficient and empowering approaches for its central role in securing and caring for certain groups of society, especially those with limited income and those in need. In addition to emphasizing self-help and mutual assistance within the framework of future housing methods, this is one of the best ways to mobilize efforts and energies. Moreover, it is an entry point for developing innovative, non-traditional methods of high value. This research highlighted the role of marketing in the performance of residential investment projects in Baghdad (Points of strength and weakness). This research aims to clarify the impact of marketing management on the success of local residential investment projects in Baghdad through site selection, engineering designs, Cost, technology, and attracting residential investment to achieve spatial and temporal benefits. Through its implementation, the investment housing projects will be successful. To achieve the goal, a theoretical framework will be built and applied to the "Bruges Residential Investment Project" and "Dar al-Salaam Residential" projects.

الكلمات المفتاحية

التسويق، الموقع، التصميم، الكلفة،
الاستثمار التسويقي

الملخص

تحتاج عملية الإسكان في العراق إلى مراجعة شاملة، تبدأ بفلسفتها السياسية ومحتوى استراتيجيتها، لغرض إنتاج رؤية جديدة ومقاربات أكثر كفاءة وتمكيناً، لدورها المركزي في تأمين ورعاية فئات معينة من المجتمع خصوصاً ذوي الدخل المحدود والمحتاجين. بالإضافة إلى التأكيد على المساعدة الذاتية والمتبادلة في إطار أساليب الإسكان المستقبلية، وهذه إحدى أفضل الطرق لتعبئة الجهود والطاقت، وهي مدخل لتطوير أساليب مبتكرة غير تقليدية وذات قيمة عالية. تتناول البحث إبراز دور التسويق في أداء المشاريع الاستثمارية السكنية في بغداد (نقاط القوة والضعف). الغرض من البحث هو توضيح (إثراء) التسويق على نجاح المشاريع الاستثمارية السكنية المحلية في بغداد من خلال اختيار الموقع، والتصميمات الهندسية، والتكلفة، والتكنولوجيا، وجذب الاستثمار السكني لتحقيق المنفعة المكانية والزمانية. ومن خلال تنفيذها ستكون مشاريع الإسكان الاستثماري ناجحة، ولتحقيق الهدف سيتم بناء إطار نظري وتطبيقه على مشروع "البروج السكني" و "دار السلام السكني".

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DOI: <https://doi.org/10.36041/iqjap.2022.134233.1045>

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1. Introduction

The concept of marketing was not clear in the past as it was considered an incomprehensible activity. However, its objectives, characteristics and types have been clarified in recent times, especially after the multiplicity of research in the study of the concept and the increased need for it because of the high competition in engineering and non-engineering works and the need to pay attention to the concept, especially after the invasion of the world by Virus Corona and the greater orientation of electronic supply and purchase.

Approved research methodology:

- Creating a theoretical research framework while presenting the relevant concepts.
- Extracting the key and secondary vocabulary and possible values to build the theoretical framework.
- Study and analysis of selected research samples from local residential complexes to measure the role of settlements.
- Conclusions and recommendations.

2. Marketing Concept

- Marketing Isan integrated the business through which companies build strong customer relationships and create value for themselves and their customers. The buyer is the user who utilizes the building in most cases. For this purpose, it is necessary to build strong relationships with customers to provide tailored solutions to meet the specific needs of customers.
- Philip Kotler defines marketing as "The art and science of exploration, presentation and creativity to meet the target market's needs". First, marketing identifies unrealized needs and desires, determining the market size and profit potential. Then, it identifies the sectors where the company can better design designs and promotes appropriate products and services. (Kotler, 2008, p. 29).
- Marketing is a human activity associated with the presence and behaviour of individuals. The marketer needs to recognize the needs and desires of individuals to satisfy them. Gratification must be through the products provided to the market by the enterprise, which are goods and services. It is also done through the exchange process, the latter through the time and spatial dimension that represent the market. (Sweidan, Haddad - Marketing Contemporary Concepts - p. 29).
- Not every marketing activity is for profit, as it has appeared in non-profit institutions, such as charities and governmental organizations that have used it to market medical services and military areas. On this basis, marketing areas can be viewed from two perspectives:
 - a) Narrow marketing: Targets organizations that seek profit in a short period without considering the benefit that the consumers receive, such as multinational companies.
 - b) Comprehensive marketing: Targets all organizations, whether for profit or not, and the abuse of products as goods, services or ideas. This concept emphasizes consumers' and society's short- and long-term well-being, such as hotels, banks, insurance companies and telecommunications companies. Marketing has become a commonly applied function regardless of its objectives or output quality.
 - The importance of architectural marketing is moving away from profitability because the architectural work cannot be sold directly. The result is to improve the architectural identity and increase the competition, reducing the city's visual distortion locally.

3. Marketing Strategies for Local Residential Investment Projects

Marketing strategies are adopted according to statistics from the Iraqi Ministry of Planning in accordance with the population density and the actual need for housing units, which the National Investment Authority guarantees in its housing policies for governmental projects and investment housing units in Iraq.

- Analysis of the urban environment and the target of customers.
- Go to meet the requirements of comfort and satisfaction for the customer and provide technical and social infrastructure services; choose the appropriate project location, promotion and construction time; study the ease of access to the site and the availability of jobs within one complex or nearby areas, and study the customer satisfaction according to the equation below:
Customer satisfaction -----good----- the company's profits ----- the success of the investment
Encouraging reverse nutrition for the customer ----- maintaining the satisfaction
- Consistent Marketing: It is an integrated marketing process that needs cooperation and governmental support for projects to achieve the highest benefit and community service to customers. (Sajida al-Kindy, p. 42, 2016).

4. Marketing Elements of Residential Investment Projects

4.1 Location

- **The general location:** The weaknesses and strengths of the selection of the general mayor of the residential complex are analyzed for the city within which it is located and, in case it departed from the centre, indicating the main roads and highways linking the city centre. One of the most important determinants to be provided at the general site of the residential project is the availability of transportation and ease of movement - distance from the city centre and easy access to vital centres - and distance from the airport and its relationship to the investment returns derived from the rent. Furthermore, the location and the distance from the commercial centres are within the complex or the main commercial areas within the city and its relationship to the availability of services as well as the study of the relationship of the number of floors to the concept of the number of units within the complex and the view of the neighbourhoods.
- **The location of the residential unit:** The strengths and weaknesses of the site of the single housing unit or building within the complex are analyzed through several determinants (floors and means of the number of units within the single floor of vertical construction or the number of units within the one street for horizontal construction and its location relative to the project - the number of floors and units within the project - the direction of the residential unit - the distance between one housing unit and another or building another, and the width of the streets as well as the approaches) (Walid Al-Sayed Mustafa, p.8, 2020).

4.2 Design

Achieving functionality for users through the design process, including comfort and customer satisfaction, for example, smart spaces or flexible spaces - the study of building use and user behaviour - the study of elements properties (visual, physical and mechanical) - design flexibility - thermal comfort - sound comfort - visual comfort - the study of psychosocial- technical aspects and devices - environmental and motor sensors - finishing materials architectural elements - furniture, can be summarized as shown below (Hussein Walid Hussein, Ahmed Abdul Mahmoud, "Marketing creativity and its impact on the design of green construction").

a. Residential unit design

- **Exterior design (External environment):** The design of the external housing unit identifies the weaknesses or strengths, which reflect on the marketing of units in particular and the complex in general. It is related to the exterior design of the residential unit concerning the nature of external terminations, the design of lighting and the design's architectural character or visual identity. In the case of vertical complexes related to the number of floors, the location and view of the residential unit according to the floor, the design area of the open outer regions, and green spaces or balconies. While about the environmental aspect, the nature of guidance and lighting studied the natural wind, solar guidance, solar steering, solar or rain breaker design and heat-insulating glass.

- **Interior design (Interior environment):** The strengths and weaknesses of the interior design depend on several factors, including the area of the residential unit, the nature of the internal termination, the nature of the structure (functional flexibility by reducing spaces or dividing spaces into parts), the number of interior spaces and internal services, as well as the importance of environmental design in achieving thermal comfort for users.
- b. Site design:** Measuring the importance of the site in the design of the public site includes the beginning and its relationship to the design of the surrounding areas from the outside and the design of the internal outline of the site, which highlights its strengths and weaknesses in several factors. These factors comprise the infrastructure, design of green spaces and their distribution within the complex or buildings, provision of parking for each housing unit, project services that include project escorts of service buildings, design of the internal network (communications, electricity, roads, gas and health works), as well as the extent of the use of sustainable materials, which achieve sustainable design or green design that attracts investors first and customers second (Marwa Kasid, p., 22, 2022).
- c. Digital marketing and design:** It includes digital marketing of residential units or projects, comprising augmented reality technologies, presentation of design and presentation through platforms, the process of speeding up the transmission of information through information technology, and the development of marketing programs through websites. The use of digital applications through advanced technological equipment in the implementation and design of residential projects distinguishes them from traditional projects and increases their marketing value.

4.3 Cost

An important factor in the marketing process (Cost of land, construction cost, construction techniques and technology used, the strength and weakness of any project or sales of residential units) is significantly affected by the Cost and three main elements:

- a. Construction cost:** (land value - design cost - Cost of economic study - Cost of future development - Cost of building materials - wages of labour and equipment)
- b. Operating cost:** (Cost of services - Cost of maintenance - Cost of development)
- c. Cost of financing:** (construction time of building - insurance - loan interest - the value of extinction)

5. Investment

Investment is defined as a series of expenses at successive periods. This investment may be in the form of material such as land, buildings and machinery or a non-physical form like money on demand such as bonds and shares.

Or, it is adding a new production capacity to the productive assets in society by creating new projects, expanding the existing projects, replacing or renovating the projects that have expired, and purchasing the issued securities to create new projects, resulting in an increase in the national product of goods and services in a later period. (A. D. Lecture of Star Al Bayati)

5.1 Residential investment

Many people interested in the residential sector mix the types of residential investment, the majority believe that it is the land trade only, and some believe that it is developed by construction. Still, it is diverse and not the same:

- a. Land and real estate trade
- b. Residential development for a real estate development
- c. Investing in annual income real estate Assets Generating Income

The above types are the basis of the work of any real estate investor, and one of the most important characteristics of each other is the degree of risk, the duration of the investment, and the annual return ratio. The second type is characterized by average risk, average time and average return; an example of this type of project development by construction and the construction of real estate projects of all types of units and this type is considered. The average risk and average profit reach more than 30% per annum. The latter type also has low returns and long-term returns. For example, the investor buys a building or a rented property that generates no income annually and annual returns of more than 7%, but the risk may not be mentioned. (Ovary p. 44, 2010)

It is concluded that the most important characteristic of the investment environment in other countries is the constant change in circumstances and factors affecting investment attractiveness in terms of opportunities and challenges. Therefore, promotional proposals cannot be adopted unless the investment-repellent policies are represented by the intersections of investment law No. 13 of 2006 with the new and in-force legislation in Iraq and the lack of regulatory structure, which needs to be eliminated. Furthermore, further specialization and division of labour, the high ceilings of controls and determinants for the establishment of investment projects increase the Cost of investment in Iraq, thus raising its prices, and the disparity in the relative advantages enjoyed by the provinces, which requires the distribution of exemptions and privileges in the investment law to achieve justice in the line of initiation of investment attraction. (Sajida al-Kindy, p.54, 2016)

5.2 Investment management

Investment, in general, is a stream of spending on productive assets, such as buying equipment, machinery, and transportation for production projects called capital assets and also representing the investment in real estate or securities to achieve a profit return added to wealth and capital.

Investment management or financial management is the professional management of assets in various securities (shares, bonds, other securities) and other assets (such as real estate) to meet specific investment objectives for the benefit of investors. Investors may be institutions (insurance companies, pension funds, companies, charities, educational institutions, etc.) or private investors (whether directly through investment contracts or through collective investment schemes that are more common, such as mutual funds or trade funds). (Thomas, p.3, 2017)

5.3 Marketing investment for residential investment projects

- a. Investing in residential projects requires marketing research and economic studies to identify the strengths, weaknesses, opportunities and threats of the project, and through what has been reviewed during the studies in advance during the first and second quarters, can identify the elements of residential investment for residential investment projects.
- b. Residential investment cycle: It includes four elements or stages comprising the role investment process (bottom - direction up - peak - decline).
- c. Residential investment objectives: These include achieving the appropriate return, maintaining and increasing capital, continuing and increasing the evidence and ensuring the necessary liquidity through the marketing of the project and the ongoing registration process with the project's construction. (Sajida al-Kindy, 2016)
- d. National and individual investment: It comprises less threatened governmental and private investments, which are always relatively lower and more vulnerable to threats but often characterized by rapid construction.
- e. Performance integration in construction (space performance, acoustic, thermal, optical, integrative) - functional flexibility - smart buildings - permanence - residential performance, problem study and solutions) to make the private or public investment process successful.

6. Discussion of Previous Studies

A series of studies on marketing and marketing management will be discussed as follows: -

6.1 Study of (Badr Abdel-Kader, 2012) (Marketing Green Architecture in Egypt)

This study indicated that green architecture could be successfully adopted in Egypt through an effective marketing model. However, as a developing country, Egypt is in dire need of saving resources, reformulating its identity and providing housing for an increasing population. In a current way, the construction rarely has any green incentives and adopted a methodology to reach out to how to market green architecture, focused on marketing as an effective tool for professional green buildings for enthusiasts and advocates in the world, and provided green design features as sustainable strategies and new products for potential green buildings. Therefore, the main objective of this study is to represent a model of marketing green architecture in Egypt applicable and culturally acceptable and prove the need for green architecture in Egypt and the possibility of marketing green architecture in Egypt to build an effective marketing model for green marketing.

Also, this research focused on the importance of the site, sustainability and green buildings and how they are marketed in a way that makes them acceptable in Egypt for their importance in reducing and saving resources. This was done by introducing the concepts of effective marketing and its vocabulary and mentioning the importance of architectural design in preserving the architectural identity and construction techniques as well as the internal and external environment, achieving sustainable architecture and marketing role in performing the acceptability in these buildings.

6.2 Study of (Yutong Meng, 2016) (A Study on Real Estate Marketing Strategy in the Era's Background)

This study examined the problems in real estate companies, such as single marketing and short-term profit pursuit. It addressed the possibility of taking full advantage of diverse marketing methods, brand marketing and other strategies to provide the best marketing impact to organizations. Concepts, marketing, and marketing strategy addressed the real estate market.

Also, this research concentrated on introducing the important role and the president of marketing as well as its necessary tools and strategies in the residential real estate market, in particular through exposure to several vocabulary corporate marketing, design, cost management process, location selection, design and importance in achieving competition between companies and business development in addition to clarifying marketing theories and clarifying weaknesses and marketing power in managing the successful marketing process.

6.3 Study of (Hunter Gravatt, 2018) (The Impact of Digital Marketing Decisions on Market Outcomes in Residential Real Estate)

This study addressed the competitive and rapid marketing of residential real estate, marketing and digital design, and strategies. The strategies must effectively meet the information needs and demands of industry keys or stakeholders (buyers, sellers and agents). It Identifies the optimal digital marketing options for selling properties online in digital channels, where the buyers search. Where the e-marketing efforts affect the buyers and market results, particularly from relying on the VR technologies in the marketing of housing units for sale, digital technology has created a "shake-up in marketing" with almost everything that exists under e-marketing and in the form of digital marketing across the most companies and industries. The Internet's widespread use and continued use impact the growth and consumer communication behaviour. Evolved digital environments influence the buyer's search behaviour. In residential real estate, a competitive and fast-paced industry that relies heavily on the assembly and the distribution of real estate details to achieve sales, its digitization of the house sale/purchase is a positive shift. It has affected sellers and real estate agents representing the residential real estate market.

Also, this research focused on introducing the concepts of digital marketing in sales, promotion and design of residential units through the process of quantitative data analysis and the investment of marketing efforts as well as using digital technologies to know the market results and using techniques (virtual reality

- digital applications - electronic media). On the other hand, the study examined the concept and role of digital information transmission speed technologies (INFORMATION TECHNOLOGY) and development, the digital environment through digital research, research of buyer's behaviour, and its role in the competitive industry process.

6.4 Study (Sajida Al Kindy, 2016) (Strategic Planning Department for Sustainable Housing Projects)

This study addressed the concept of planning and management, considering planning as the basis for different administrative functions, particularly sustainable strategic management, to achieve a cost-saving planning budget compatible with the internal and external environment of sustainable housing projects. To enable the Iraqi market to meet the growing housing need and allow the target group with its diverse inputs from these projects, intelligent growth strategies, sustainability indicators and planning and design management of the internal and external environment are required.

Also, this research reached an integrated methodology to manage housing projects' planning and design methodology. Strategic planning is one of the most important stages of strategic management, which is considered an efficient mechanism in the management of housing projects, and in the planning and management of the internal and external environment of projects as it evinced the importance of strategic management in determining the efficiency of management. The cost-effectiveness of managing the design and planning of housing projects, the duration of the significance of management and strategic planning in the process of setting goals for projects and developing appropriate activities, as well as the role of intelligent growth strategy and management of indicators for achieving the housing sustainability (diversity - system - empowerment) to enable the target groups to own housing units, are necessary. Therefore, strategic planning is an efficient management mechanism for project management by adopting the elements of comprehensive strategic management and adopting (strategic thought - strategic plan - strategic planning) to achieve the goals.

6.5 Study (Marwa Kassid and Safaaaldeen Hussein Ali) (The Role of Construction Technology Techniques in Improving the Performance of Contemporary Housing Complexes, Bismayah City in Iraq: A Case Study)

This study was concerned with the contemporary construction techniques which accelerate construction at the lowest cost and performance efficiency, especially in housing projects in Iraq. This was done through planning and engineering solutions to meet the population's needs through the concepts of the architectural design of residential units and the design for the urban fabric of the residential complex in general. Then, the solutions for the construction fabric were found, including building materials, methods and building systems that must be adopted in the construction of residential investment complexes through the number of pieces to be delivered and the study of delivery links and places of assembly of construction elements, and through the use of hollow solar panel technology.

Also, this research concentrated on the role of architectural design in the construction of residential units on the general side of the urban fabric and on the particular aspect of interior design and the effectiveness of future expansion and the opening of interior spaces to provide larger areas within the single housing unit, all of which is part of improving, efficiency and effective performance in construction and thus strengthens and supports. Furthermore, the marketing process increases the demand for units and sales through flexibility and reduced costs for residential units.

6.6 The most important vocabulary of studies

Table (1) explains the most important aspects discussed in the studies on the marketing (source) researcher.

Table 1: Preparation of the researcher for the most important aspects discussed in the studies on marketing

Key vocabulary	Secondary vocabulary	Possible values	
Site X1	Public site X1-1	Project location relative to the city centre	X1-1-1
		Transportation and highways provide the link	X1-1-2
		Distance from malls	X1-1-3
		Distance from the airport and the relationship to investment return	X1-1-4
	Residential unit site X1-2	Number of floors or number of units within one floor or street	X1-2-1
		Directing housing units	X1-2-2
		Number of floors or number of units within one floor or street	X1-2-3
Design X2	The exterior design of the residential unit X2-1	External termination	X2-1-1
		Number of floors - heights	X2-1-2
		Exterior lighting design	X2-1-3
		Architectural character	X2-1-4
		Environmental aspect	X2-1-5
	The interior design of the residential unit X2-2	Multiple spaces for residential units	X2-2-1
		Internal terminations	X2-2-2
		Space area	X2-2-3
	Outline design X2-3	Infrastructure and basic services	X2-3-1
		Greenery	X2-3-2
		Adequate parking	X2-3-3
		Service project facilities (swimming pool - g... etc.)	X2-3-4
		Environmental aspect and sustainability (green spaces - bodies of water)	X2-3-5
		Internal network design	X2-3-6
		After the parking lot from the entrance to the apartment	X2-3-7
	Digital design and marketing of marketing plans and programs X2-4	Augmented reality platforms and technologies	X2-4-1
		Speed of information transmission (IT)	X2-4-2
		Developing e-marketing software	X2-4-3
		Construction and Digital Design Department	X2-4-4
		Digital Applications in Buyer and procurement research studies	X2-4-5
		Facilitate booking and purchase.	X2-4-6
Cost X3	Construction X3-1	The value of the land	X3-1-1
		Design cost	X3-1-2
		Cost of economic study	X3-1-3
	Operating X3-2	Cost (electricity + Internet + water)	X3-2-1
		Wages for labour and equipment	X3-2-2
		Cost of maintenance and services	X3-2-3
		Cost of security protection for the project	X3-2-4
	Funding X3-3	Construction time of the building	X3-3-1
		Interest in government loans	X3-3-2
		The value of extinction	X3-3-3
Residential Investment Marketing X4	Residential investment targets X4-1	Achieving the right return	X4-1-1
		Capital preservation	X4-1-2
		Continuity and increase in income	X4-1-3
		Ensuring the necessary liquidity	X4-1-4
	National and individual investment X4-2	Government or private	X4-2-1
		Functional flexibility of designs	X4-2-2
		Smart technology and speed of construction	X4-2-3

7. Practical Study

7.1 Practical study projects

During the research, the descriptive-analytical method was used to select the selected sample to achieve the vocabulary of the theoretical framework and show the relationship between indicators. This analysis is based on detailed explanation texts, drawings and illustrations of selected advisories, selected as the best

current residential investment projects in demand in the market. It includes the process of electronic analysis (project description based on locations) in accordance with the concept of electronic marketing. It then re-analyzes the project according to the specific vocabulary of the measurement and based on description, charts and illustrations. After that, the verification values of each of the detailed indicators are measured. The research eye will be analyzed as models X-1 and X-2, according to the variables of the theoretical framework

7.1.1- Project I: Bruges Residential Investment Project. Buruj Housing Project

Bruges Residential Complex is located on the Baghdad International Airport Street, for which the implementing company relies on high-quality standards in the design and implementation of the project, and one of the best residential sector projects in the capital has adopted the system of selling cash or monthly instalments in the sale of its units, which will reach 2,658 housing units. For Marketing Company Cities Real Estate Development site Afor Ammon, Al-Nisour Square, near Baghdad Tower, the project is 10 minutes from Baghdad International Airport and consists of vertical residential buildings on 14, 16, 20, and 25 floors. The apartments are divided by area and the number of bedrooms to 8 types and start from 154 meters to 248 meters square, service buildings and private secured gates with various entertainment actions and activities. The project site and the general plan are shown in Figure (1).

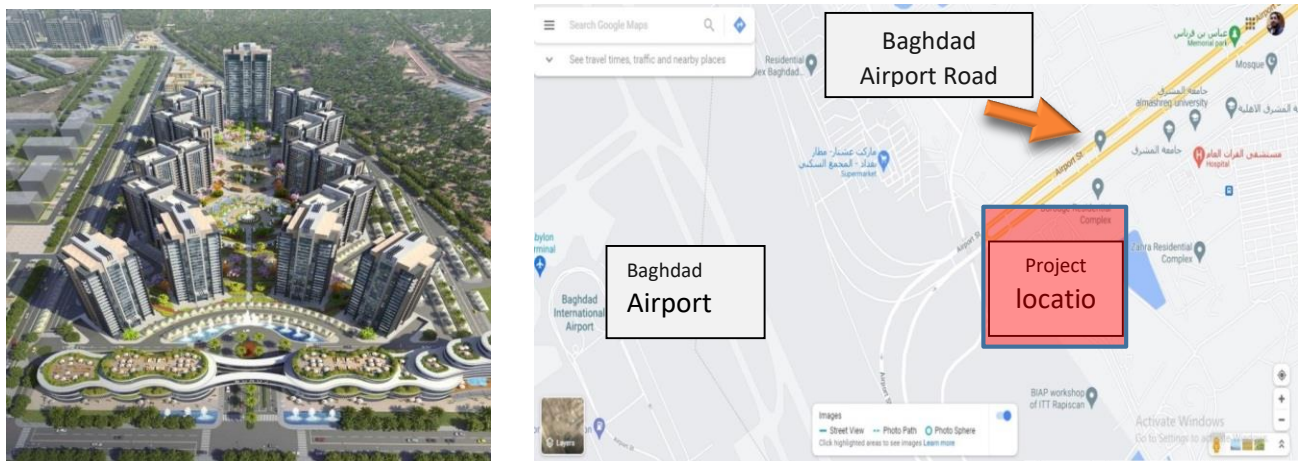


Figure 1. Project site and general plan <https://www.facebook.com/Burujig/>

7.1.2 Project II: Dar al-Salam Housing Project

This project belongs to the Ministry of Labor and Social Affairs and is located in 50 dunums on the street of Muthanna Airport in central Baghdad beside Karkh. The Total Cost is about 272 billion and 491 million Iraqi dinars. The number of the towers of the nickname is 28, and the reservation is for all citizens. This project is semi-city integrated and characterized by large areas between buildings, and this is the most important thing that distinguishes the project from all projects. The other apartments belong to a governmental agency (Ministry of Labor and Social Affairs - Department of Retirement and Social Security for Workers). The project's design is characterized by the relationship of buildings within the complex and according to the site plan, and the good choice of the location of the complex for the city centre and its impact design on the city's urban fabric. And such a project was studied and analyzed, and Figure (2) depicts the project location and outline.



Figure 2. Project location and outline, source (<https://earth.google.com>)

7.1.3 Analysis of projects according to the statistical equation and analysis of strengths and weaknesses

To analyze the projects accurately, projects have been visited. In addition, the information from the project marketing managers has been recorded to be compared with the researcher's analysis to reach the most accurate practical results. The value of each individual is given as revealed in Table 2.

The following equations will be relied upon to calculate the percentages of secondary vocabulary and possible values:

Statistical equation adopted to calculate the rates of possible values: $*100\% \times \frac{x_i}{\sum x_i}$

Statistical equation adopted to calculate the percentages of secondary vocabulary: $x = \frac{\sum x_i}{n}$

Where the total values = The number of values achieved = The number of values = $\sum x_i$ in, percentages = x

Table 2: Practical results and the value of each individual

The power of the singular	Weak	Medium	good	Very good
Single-digit power	1	2	3	4

7.1.4 Borouge Residential Investment Project Analysis (X-1), Table number 3:

Table 3: Project (X-1) Analysis

Project location relative to al-Menea Center	X1-1-1	Good location
Transportation and highways provide the link	X1-1-2	Well available
Distance from malls	X1-1-3	Very good, in addition to the availability of commercial centres within the project
Distance from the airport	X1-1-4	Very good, not more than 10 minutes.
Number of floors and number of units within one floor	X1-2-1	Heights of up to 20 floors and unit promise are very good
Directing housing units	X1-2-2	The steering is excellent and consistent with the earth's shape.
Distance between one housing unit and another for vertical or horizontal construction	X1-2-3	The distance is very good and within standard limits.
External terminations	X2-1-1	Terracotta building packaging with hardened glass and dye for some aspects
Number of floors - heights	X2-1-2	It starts on 17 floors and ends on 27 floors
Exterior lighting design	X2-1-3	The exterior lighting of the gates and entrances was well taken care of

Architectural character	X2-1-4	The architectural style is good and thoughtful in a modern character, and heritage touches are not introduced or related to local heritage.
Environmental aspect	X2-1-5	The environmental aspect of the design was not taken care of, but green spaces and lakes were well provided
Multiple spaces for residential units	X2-2-1	Several apartments are well divided according to each family's needs.
Internal terminations	X2-2-2	Customer-based design and interior completion of new buildings are good for the use of modern equipment.
Space area	X2-2-3	The design of residential units from the inside is an oriental design suitable for local use. Space spaces are relatively good and vary from unit to unit according to the size of one unit or the type of apartments, tower or stage.
Infrastructure	X2-3-1	Good attention to infrastructure services such as water, electricity, sewage pipes, central gas and telecommunications
Greenery	X2-3-2	Very good.
Parking	X2-3-3	Very good.
Service project facilities (swimming pool - g - ... etc.)	X2-3-4	Integrated and excellent services
Environmental aspect, sustainability and availability (green spaces and water bodies)	X2-3-5	This aspect has not been well taken care of.
Internal network design	X2-3-6	A road around me on the perimeter of the project with functionally good entrances and exits
Sustainable design	X2-3-7	Weak to medium
Augmented reality platforms and technologies	X2-4-1	There's no.
Speed of information transmission (IT)	X2-4-2	Good.
Developing e-marketing software	X2-4-3	Medium
Digital Construction and Design Department	X2-4-4	Relatively weak.
Digital Applications in Buyer and procurement research studies	X2-4-5	Weak
Facilitate booking and purchase.	X2-4-6	Only through sales centres.
The value of the land	X3-1-1	Medium price for its location near the city centre
Cost of design and construction	X3-1-2	Design by a consulting firm and good design
Cost of economic study	X3-1-3	There is no information on this, although there is an economic feasibility study.
Cost of services (electricity - water- Internet)	X3-2-1	High for the use of highly efficient materials
Wages for labour and equipment	X3-2-2	Relatively medium local engineering cadres with an approximate number of 110 engineers on site and foreign employment
Cost of maintenance and services	X3-2-3	Residents receive additional fees for maintenance and services later, as in other complexes.
Cost of security protection for the project	X3-2-4	It's getting paid.
Construction time of the building	X3-3-1	Relatively fast-to-use equipment and materials that allow for rapid construction
Interest in government loans	X3-3-2	Loan banks collect interest
The value of extinction	X3-3-3	The project is an investment and depends on after-sales services
Achieving the right return	X4-1-1	The project achieves high sales revenues due to increased demand relative to market supply and the high need for housing units.
Capital preservation	X4-1-2	The project keeps capital, and capital increases as the value of units increases.
Continuity and increase in income	X4-1-3	The high pace of work with the provision of loans leads to the continued availability of liquidity as the number of registrants increases.
Ensuring the necessary liquidity	X4-1-4	Buyers take guarantees for units, and the value of the number of loans

Government or private	X4-2-1	Private investment under the supervision of the Baghdad Investment Authority
Functional flexibility of designs	X4-2-2	There's no functional flexibility, and it's functionally good space.
Smart technology and speed of construction	X4-2-3	Construction is relatively fast, with no smart construction or termination technologies.

7-1-5 Dar AL Salam Housing Project Analysis (X-2), Table number 4

Table 4: Project (X-2) Analysis

Project location relative to al-Menea Center	X1-1-1	Very excellent location
Transportation and highways provide the link	X1-1-2	Well available
Distance from malls	X1-1-3	Very good, in addition to the availability of commercial centres within the project
Distance from the airport	X1-1-4	Good compared to road congestion
Number of floors and number of units within one floor	X1-2-1	High altitudes of up to 20 floors and the number of units is very good
Directing housing units	X1-2-2	Good unit orientation and distance between buildings allow for good steering and openness towards the interior and green spaces.
Distance between one housing unit and another for vertical or horizontal construction	X1-2-3	The distances between the buildings are very good.
External terminations	X2-1-1	A building was not completed until the study was prepared, and we were informed that the facades were sprayed and dyed.
Number of floors - heights	X2-1-2	Up to 20 floors
Exterior lighting design	X2-1-3	The design shows no interest in outdoor lighting.
Architectural character	X2-1-4	There is no architectural character or distinctive architectural identity. Still, there is a good general theme with the introduction or attempt to introduce arches into the administrative or commercial building to introduce local heritage.
Environmental aspect	X2-1-5	The design is not interested in this aspect, but we provide green spaces. Still, concerning the internal environmental part of the residential units, there is no interest in choosing the internal details.
Multiple spaces for residential units	X2-2-1	Several apartments are well divided according to each family's needs.
Internal terminations	X2-2-2	Relatively weak.
Space area	X2-2-3	The design of residential units from the inside is an oriental design suitable for local use, and space spaces are relatively good and vary from unit to unit according to the area of the unit.
Infrastructure	X2-3-1	Significant attention to infrastructure services such as water, electricity, sewage pipes, central gas and telecommunications
Greenery	X2-3-2	Good relative to the project area and number of buildings
Parking	X2-3-3	Parking is provided, and the design doesn't make that clear.
Service project facilities (swimming pool - g - ... etc.)	X2-3-4	Multi-storey parking, a huge shopping mall, schools, a health centre and integrated services
Environmental aspect, sustainability and availability (green spaces and water bodies)	X2-3-5	This aspect has not been well taken care of.
Internal network design	X2-3-6	Good network consistent with project design
Sustainable design	X2-3-7	Good.
Augmented reality platforms and technologies	X2-4-1	There's no.
Speed of information transmission (IT)	X2-4-2	Good.
Developing e-marketing software	X2-4-3	Medium
Digital Construction and Design Department	X2-4-4	Relatively weak.

Digital Applications in Buyer and procurement research studies	X2-4-5	Weak
Facilitate booking and purchase.	X2-4-6	Only through sales centres.
The value of the land	X3-1-1	Too high for its location in the city centre.
Cost of design and construction	X3-1-2	Design and implementation by an investment contracting company the Cost is relatively low.
Cost of economic study	X3-1-3	The Department prepares an economic feasibility study to obtain official investment approvals.
Cost of services (electricity - water- Internet)	X3-2-1	Very good.
Wages for labour and equipment	X3-2-2	Relatively medium local engineering cadres and foreign labour have been introduced for terminations and construction.
Cost of maintenance and services	X3-2-3	The occupants are taken care of for maintenance and services.
Cost of security protection for the project	X3-2-4	It's being overreacted, and the security means haven't been clarified later.
Construction time of the building	X3-3-1	Relatively average
Interest in government loans	X3-3-2	Loan banks collect interest
The value of extinction	X3-3-3	The project is a government investment, and there are no studies.
Achieving the right return	X4-1-1	The project achieves high sales revenues
Capital preservation	X4-1-2	The project keeps capital, and capital increases as the value of units increases.
Continuity and increase in income	X4-1-3	The high pace of work with the provision of loans leads to the continued availability of liquidity.
Ensuring the necessary liquidity	X4-1-4	Buyers take guarantees for units, and the value of the number of loans
Government or private	X4-2-1	Government investment by implementing a private company
Functional flexibility of designs	X4-2-2	Medium functional flexibility or study of residential performance
Smart technology and speed of construction	X4-2-3	Medium-speed construction with no smart construction or termination technologies

As presented, after the samples and elected projects have been described and analyzed separately, as well as according to the vocabulary of the theoretical framework and based on its vocabulary prepared for measurement and application, the values of vocabulary verification will be measured and according to the results of the analysis of each of the elected projects.

The theoretical framework (180) included a degree of possible values, with the Buruj Housing Project achieving **141 degrees** of possible value, the Dar Al Salam housing project achieving **124 degrees**, and finally, the marketing management ratio for investment housing projects in Iraq can be calculated according to the following equation:

Marketing for residential investment projects = Total results of value points achieved per single ÷ Total value point results for total vocabulary) × 100

(Buruj Housing Project) = $(141 \div 180) \times 100 = 78\%$

(Dar AL Salam Housing Project) = $(118 \div 180) \times 100 = 65\%$

8. Results of Practical Studies

8.1 Results related to the first application vocabulary (Location) for projects residential investment in Iraq

The application results on the elected projects elucidated the strengths and weaknesses of the first single (site), which represents the general location and the housing unit location relative to the floors and their heights, where each model (X-1) achieved a ratio of 82%_m. In contrast, the model (X-2) achieved the highest percentage and reached 89%. It was concluded from what was provided that the site's importance is very large concerning the general location related to the project location, the availability of transportation, distance from important trade centres, distance from the airport, and the location of the single housing unit

related to the number of floors and the direction of the housing unit as well as the distances between buildings. Where the ratios between the civil projects converged, and the characterization of the government project vocabulary is subjected to greater scrutiny by government agencies internally before presenting it to the Investment Authority. See Figure (3).

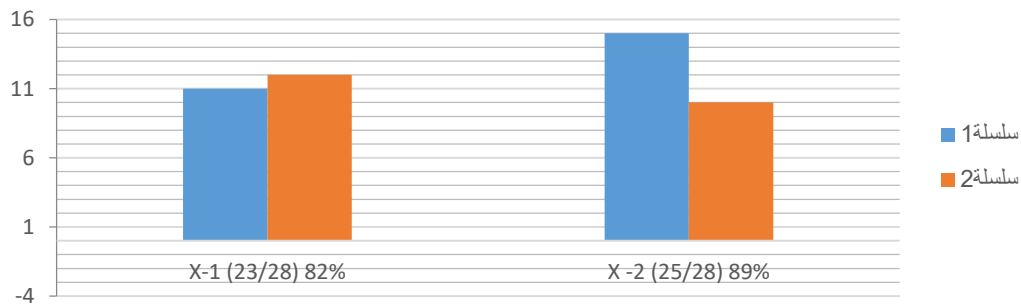


Figure 3: First major single test results on study models

8.2 Results associated with the second application vocabulary (Design) for projects residential investment in Iraq

The results of the application on the elected projects displayed the strengths and weaknesses of the second single (design), which represents the exterior design, interior design, and outline design, where the model (X-1) achieved a ratio of 77%. In comparison, the model (X-2) achieved 58%. Therefore, the design plays a major role in the marketing process and increases the sales of interior and exterior designs, the outline, and the importance of almost all secondary vocabulary and application values, see Figure (4).

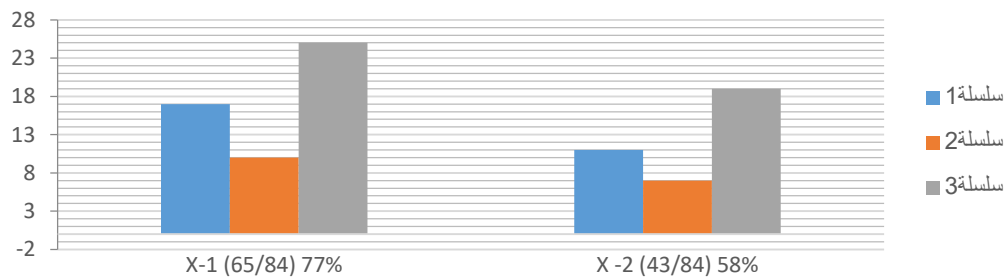


Figure 4: Second main single test results on study models

8.3 Results related to the third application vocabulary (Cost) for residential projects investment in Iraq

The results of the application on the elected projects exhibited the strengths and weaknesses of the third single (Cost), which represents the construction cost, operating Cost, and Cost of financing, where these vocabularies are the most important and influential on the marketing of any residential project, where the model (X-1) achieved 75%. In contrast, the model (X-2) achieved 72%. The noting in the Cost reached similar proportions despite the price disparity between the complexes. Still, the Cost of operation and financing gave the gap in the ratios from the application to the projects, see Figure (5).

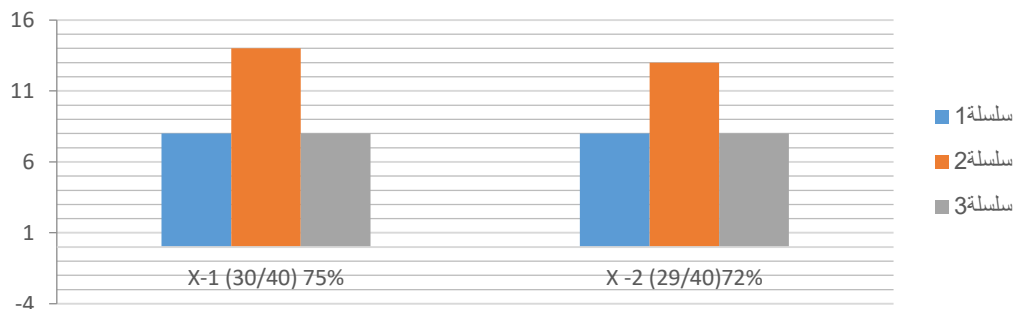


Figure 5: Third main single test results on study models

8.3 Results associated with the fourth application vocabulary for projects residential investment in Iraq

The application results on the elected projects illustrated the strengths and weaknesses in the fourth major (residential investment), which represents the residential investment objectives and national and individual investment, where the model (X-1) achieved 82%. In comparison, the model (X-2) gained 75%. The clear convergence in the investment process between public and private investment in its vocabulary was inferred. It includes achieving the appropriate return, maintaining capital, continuity of income, and ensuring liquidity. The type of investment and functional flexibility of design and the use and introduction of smart technology for the construction capacity is to achieve the best-desired investment process results, see Figure (6).

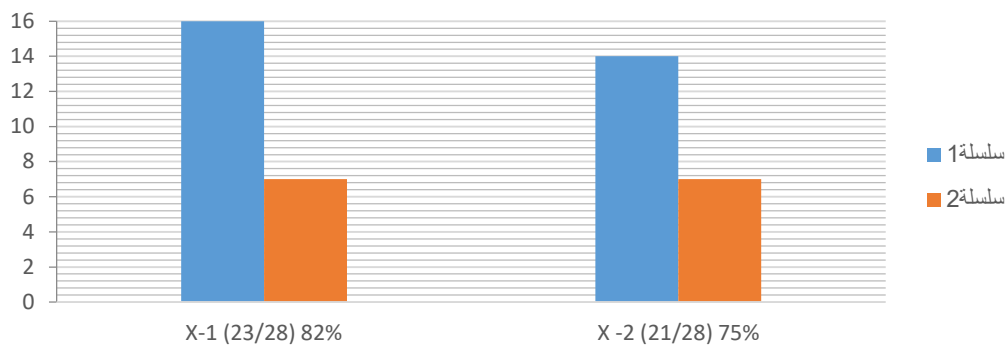


Figure 6: Fourth main single test results on study models

It was concluded from the results of the application to the elected projects that there is a difference in the application of the marketing process for residential investment projects, and in general, the results of the vocabulary of private investment on public investment and the vocabulary of the site and cost in particular for all projects appeared closely, but for the application models achieved the project of residential investment zodiac (Buruj Housing Project). The highest percentage of vocabulary achievement when applying is by 80%, which supports the validity of the hypotheses to achieve the highest level of marketing processes resulting from the quality of the services provided and considers the percentages achieved qualitatively. As well, the decrease is noted in the ratios of the Dar Al Salaam residential investment project and returned to a government agency in achieving the vocabulary of marketing in particular, which calls for focusing and guidance on the interest in the marketing aspect of projects for its role in increasing the quality of services provided to any project note, see Figure (7).

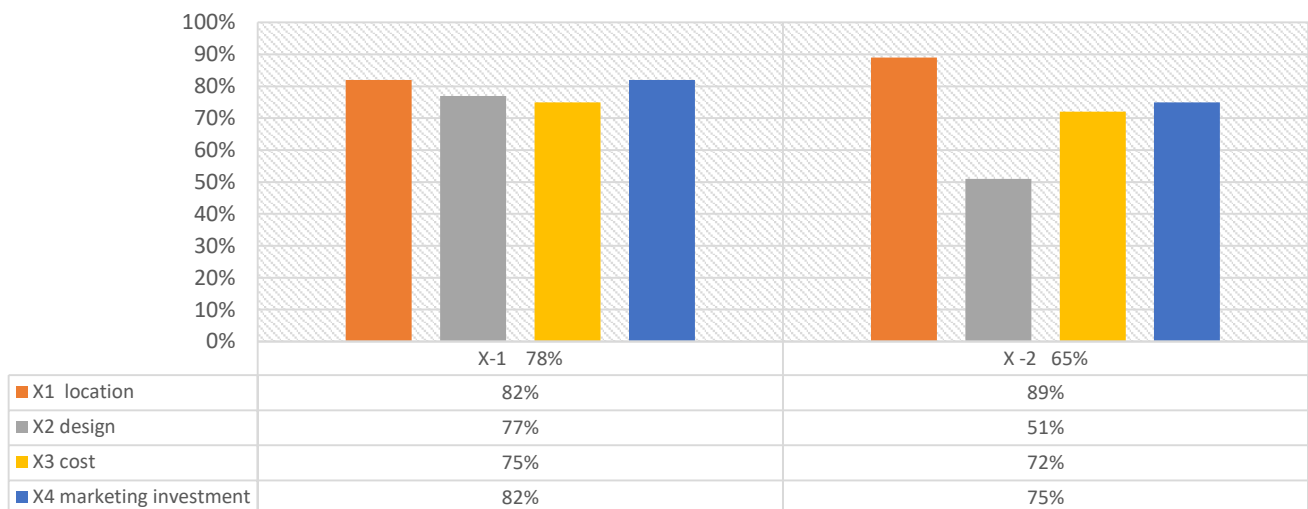


Figure 7: Results of the main single-at test on study models

9. Conclusions and Recommendations

- Marketing is important in architecture by moving away from profitability in principle because the architectural work cannot be sold directly. The result is to improve the architectural identity and increase the competition, reducing the visual distortion of the city locally.
- Architecture is a very visible sector, further emphasizing the importance of architectural design as one of the cornerstones of architecture marketing since we live in a world burdened with images that surround us from all directions and captivate us with its aesthetic formations that make the "architectural market" an open space for various interactions and infinite attractions. Therefore, in terms of marketing, without talking about the architect, architecture is the self-responsible for the being of architecture.
- The research stressed that the housing process in Iraq needs a comprehensive review, starting with the philosophy of its policy and the content of its strategy, through its operational programs and housing projects, to its institutional system, to produce a new vision and more efficient and empowering approaches, as well as a coherent institutional system.
- The most important feature of the investment environment in other countries is the constant change in circumstances and factors affecting investment attractiveness in terms of opportunities and challenges. Therefore, the promotional proposals cannot be adopted above unless the repellent policies are eliminated.
- The importance and role of the architect's competence in leading the marketing process as the control of cost and construction methods as well as the selection of construction systems and finish materials, on the one hand, can be the main engine of the real estate investment process by presenting model designs with professional modelling to be a magnet for internal and external investments and drive the economy and the process of urban advancement.
- The marketing process for residential investment projects is very necessary for the integration and success of the project in all respects. Providing a special section for marketing with government or private companies is also necessary. The results manifested that the national private investment project outperformed the government's project even though the government's project excels in the other vocabulary of greater importance in occupancy and use. The emergence of competitive advantage increases the advantages offered to the customer, enhancing the quality of functional or aesthetic architectural production.
- Political and security stability, the state's role in economic life in Iraq, and the backwardness of infrastructure that includes roads, bridges, airports, transportation, electricity, telecommunications, etc. Inflation, monetary policy measures, weak financial sector, weak regulatory standards, trade policy procedures, and weak investment-stimulating legislation are among the most important factors affecting investment (threats).
- Bold and inspiring leadership is a government initiative that recognizes the importance of further developing the business environment, investing in creative human energies, benefiting from foreign employment, and establishing free zones and major projects, such as the Media City, the Internet and medical cities. The active role of the private sector in the development of many economic sectors is the availability of land for important real estate projects, efficient government services, strong institutional frameworks, good mechanisms for providing strong legislation and regulation services, excellent infrastructure, and a distinctive strategic location, one of the most important factors is influencing the attraction of investments (opportunities).

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<https://modoniq.com/contact-us/>

<https://earth.google.com>

Supplement No. 5 includes measuring the vocabulary verification values according to the analysis results of each elected project.

Table 5: Results of the analysis

Main vocabulary	Secondary vocabulary	A single verification	Icon	Project OneX-2	Project two-3
Site for residential investment projects X4 (28)	Public site X1-1 (16)	Project location relative to the city centre	X1-1-1-1	3	4
		Transportation and highways provide the link	X1-1-2-1	2	4
		Distance from malls	X1-1-3-1	2	4
		Distance from the airport and the relationship to investment return	X1-1-4-1	4	3
	Single verification rate for each project		X1-1	11	15
	Residential unit site X1-2 (12)	Number of floors or number of units within one floor or street	X1-2-1-1	4	3
		Directing housing units	X1-2-2-1	4	3
		Distance between one housing unit and another for vertical or horizontal construction	X1-2-2-2	4	4
	Single verification rate for each project		X1-2	12	10
	Total single X1 verification rate			23/28 82%	25/28 89%
Design for residential investment projects X2 (84)	The exterior design of the residential unit X2-1 (20)	External terminations	X2-1-1-1	4	2
		Number of floors - heights	X2-1-1-2	3	3
		Exterior lighting design	X2-1-1-3	4	2
		Architectural character	X2-1-1-4	3	2
		Environmental aspect	X2-1-2-1	3	2
	Single verification rate for each project		X2-1	17	11
	The interior design of the residential unit X2-2 (12)	Multiple spaces for residential units	X2-1-2-2	4	3
		Internal terminations	X2-1-2-3	3	1
		Space area	X2-1-2-4	3	3
	Single verification rate for each project		X2-2	10	7
	Site design (outline) X2-3 (28)	Infrastructure and basic services	X2-2-1-1	3	3
		Greenery	X2-2-1-2	4	3
		Adequate parking	X2-2-1-3	3	2
		Service project facilities (swimming pool - g... etc.)	X2-2-1-4	4	4
		Environmental aspect and sustainability (green spaces - bodies of water)	X2-2-1-5	3	2
		Internal network design	X2-2-1-6	4	2
		After the parking lot from the entrance to the apartment	X2-2-1-7	4	3
		Single verification rate for each project	X2-3	25	19
	Digital design and marketing X2-4 (24)	Augmented reality platforms and technologies	X2-2-3-1	1	1
		Speed of information transmission (IT)	X2-2-3-2	3	1
		Developing e-marketing software	X2-2-3-3	1	1
		Digital Construction and Design Department	X2-2-3-4	3	1
		Digital Applications in Buyer and procurement research studies	X2-2-3-5	2	1
		Facilitate booking and purchase.	X2-2-3-6	3	1
	Single verification rate for each project		X2-3	13	6
	X2 total single verification rate			56/84 77%	43/84 51%
	Construction cost	The value of the land	X3-1-1-1	2	4
		Design cost	X3-1-1-2	3	1

Cost of residential investment projects X3 (40)	X3-1 (12)	Cost of economic study	X3-1-1-3	3	3
		Single verification rate for each project		X3-1	8
	Operating Cost X3-2 (16)	Cost (electricity + internet + water)	X3-2-2-1	4	4
		Wages for labour and equipment	X3-2-2-2	4	3
		Cost of maintenance and services	X3-2-2-3	3	3
		Cost of security protection for the project	X3-2-2-4	3	3
	Single verification rate for each project		X3-2	14	13
	Cost of financing X3-3 (12)	Construction time of the building	X3-3-1-1	4	3
		Interest in government loans	X3-3-1-2	3	4
		The value of extinction	X3-3-1-3	1	1
Single verification rate for each project		X3-3	8	8	
Total single X3 verification rate				30/40 75%	29/40 72%
Residential investment X4 (28)	Residential investment targets X4-1 (16)	Achieving the right return	X4-1-1-1	4	4
		Capital preservation	X4-1-1-2	4	4
		Continuity and increase in income	X4-1-1-3	4	4
		Ensuring the necessary liquidity	X4-1-1-4	4	2
	Single verification rate for each project		X4-1	16	14
	National and individual investment X4-2 (12)	Government or private	X4-2-1-1	3	4
		Functional flexibility of designs	X4-2-1-2	2	2
		Smart technology and speed of construction	X4-2-1-3	2	1
Single verification rate for each project		X4-2	7	7	
X4 single verification rate				23/28 82%	21/28 75%

Annex No. 6: - Analysis of elected projects for measurement and analysis

The first project: - Bruges Residential Investment Project. Buruj Housing Project

The past few months have seen the direct construction of a new complex through investment. It is (Bruges Residential Complex) located on Baghdad International Airport Street, for which the company implementing it relies on the quality standards in the design and implementation of the project to match its specifications international complexes. One of the best residential sector projects is in the capital and is most suitable for the income of the Iraqi citizen, where it will be trusted. The system of selling cash or monthly instalments in the sale of its units will arrive at (2,658 housing units).

The project consists of vertical residential buildings having a height of 14, 16, 20, and 25 floors, service buildings, and private secured gates with various recreational activities.

Parking green spaces	<ul style="list-style-type: none"> Malls include: Shopping Malls Number 2 Malls Number 2 Trading Tower Playgrounds 	<ul style="list-style-type: none"> Educational centers comprising: Primary schools, 4 Middle schools, 4 Secondary schools, 2
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And the activities include:

The architectural design is well in line with the shape of the land, has good distances between buildings over 25 meters, and features good guidance towards the gardens, the central area, the airport street and the luxury hotel within the complex, and the planned apartments include good services. Promoted by the company's website, the distinctive marketing center (Madan Company), and the company's website on search engines, Facebook and Instagram, but does not include modern technologies or good details about the project. Apartments by area and number of bedrooms

to 8 types start from 154 meters to 248 square meters and have the right design for local use. Bruges Residential Project is a special project on its site, consisting of a group of towers and apartments that will be diverse in size to suit most categories. It is located near Baghdad International Airport consisting of vertical residential buildings, service buildings, secure private gates and a direct route from the airport, as shown in Figure 8 <https://www.facebook.com/Burujiq/>.



Figure 8: Project outline, the interior design of a model apartment and a table showing the number of payments <https://www.facebook.com/Burujiq/>

2- Project II: Dar AL Salam Housing Project

Table 6: Preparation of the researcher/details of the project according to the data of the study
www.facebook.com/Burujiq

Project site and developer and marketer	The project is located on Baghdad Airport Road near Abbas Ibn Farnas Square. The marketing company Madan Real Estate Development is situated in Amoun, Al-Nisour Square, near Baghdad Tower, and the project is 10 minutes from Baghdad International Airport.
Space and types of apartments or units	The apartments are divided by area and the number of bedrooms into eight types and starting from 154 meters to 248 square meters, and have the right design for local use.
Architectural design and presentation of models and ways to promote the project by website	The architectural design is well in line with the shape of the land and has good distances between buildings over 25 meters and also features good guidance towards the gardens, the central area and airport street, the hotel is luxurious within the complex and the apartment plan includes good services. Promoted by the company's website as well as the distinctive marketing center as well as through the company's website as well as on search engines, Facebook and Instagram but does not include modern technologies or good details about the project.
Price, payment method and financing	Providing a price table for each model with the repayment mechanism as the project includes the mortgage ballet of 100 million dinars
Introduction and installments	10% upfront payment with 10-year payments (5% upfront) (10% down payment, even a fifth batch 7% sixth batch until the tenth batch
Project status	Under construction
Technology used	No smart construction techniques or specifications are mentioned on online promotion sites
How to buy and book	Through the marketing center mentioned nose.
Investment concessions and warranty	Special privileges and guarantees did not mention the financing of the project by the real estate bank.
Threats and risks	Financial risks, loan interruptions for fixed-income customers, future maintenance of the project, delayed completion, delivery and quality of the project and infrastructure services

A project belonging to the Ministry of Labor and Social Affairs is located on 50 dunums on Muthanna Airport street in central Baghdad beside Al-Karkh. The Total Cost is about 272 billion and 491 million Iraqi dinars, and the specifications of the project can be summarized as follows:

- 1- The number of residential towers is 28, and the reservations are for all citizens.
- 2- The project is a semi-city integrated for the following reasons:
 - A. The project contains the following:
 - 2 Kindergartens

- 2 Primary schools
 - 2 Secondary schools
 - B. The project includes a full health centre.
 - C. The project contains integrated model markets.
3. It contains a commercial mall as well as four commercial towers.
- 4- The project contains three stadiums.
- 5- The project contains a private collector.
- 6- The project is accessible through 4 entrances.
- 7- The complex is safe with a system of cameras and access to apartments with a security system to control the entrances of buildings and the entry of guests.
- 8- All services, Internet, gas, water with the latest systems and electricity in addition to the support units in the case of power outages.
- 9- Large areas between the towers characterize the project. This is the most important thing distinguishing the project from all other projects and apartments belonging to a government agency (Ministry of Labor and Social Affairs - Department of Retirement and Social Security for Workers).
- The project's design is characterized by the relationship of buildings within the complex and according to the site plan, and a good choice of location of the complex for the city center and its impact design on the city's urban fabric. The complex is located in the centre of Baghdad.
- The overall design of the project is good for the spacing of buildings. It is a good guidance of buildings with the presence of suitable green spaces relative to the area of the project in addition to the availability of service, recreational and commercial services complementary, and taking the users as well as the residents of housing units. Concerning the design of the facades, the prepared plans are unclear; it is clear through the survey that plastic dye will be used to cover them, the internal terminations are considered low to medium quality, and the environmental aspects of thermal and acoustic insulation were not taken into account except the use of insulation block. Nevertheless, the buildings have enriched the urban landscape and are considered a good project due to their location in the city centre. As for the internal level of the project, the local character of the design was absent except for the creation of some arches in the commercial tower. The project is marketed through the Ministry of Labor and Social Affairs website and a page on the Facebook communication programs, YouTube and videos designed by the company implementing the project. However, there are no techniques to display the design or implementation models of apartments, future services, or any details about the project. There is no external marketing company or any marketing department within the ministry, and the researcher's offer is made by photographing small clips by the resident engineer, see Figure 9.



Figure 9: Project site outline, exterior designs and green spaces

Table 7: Prepared by the researcher/project details according to the data of the Dar AL Salam study

Project site and investing company	The project is located on the road of Muthanna Airport, and the implementing company Isfah Amara (local company), with the availability of foreign cadres and no marketed company.
Space and types of apartments or units	The project contains four models of apartments of different sizes starting from 133 meters and currently on offer for purchase and 240 meters, which have been launched.
Architectural design and	The architectural design of the outline is good. There are no glimpses suggesting Iraqi architectural traditions except the use of some arches in the facades of commercial centres and architectural design.

presentation of models And ways to promote the project through the website	The presentation is weak, unclear, and clashing colours, knowing that the facades are only dyes. Still, in terms of interior design, the level of finishes is considered medium to weak. Modern security technology was used for each apartment or, in general design, is considered functionally effective and integrated within the complex. Promotion by the company's website is implemented only on Facebook and YouTube. Still, it does not include modern techniques to display the design. There is no site for the project, but part of the projects of the Ministry of Labor and facilities to enter the project is very difficult, and entering the Ministry of Labor to the sales centre is not easy enough. Note that the ministry, on its website within social media, participates in videos performed by cadres, engineers or resident engineers. However, there is no clear marketing role or section within the Department specific to this.
Price, payment method and financing	The Real Estate Bank Initiative provided a schedule of spaces, prices, payments and financing methods, and buyers were provided with contract models. An amount was received from each buyer for advertising purposes despite the absence.
Introduction and instalments	Price and payment schedules have been announced.
Project status	Work continues at a medium pace.
Technology used	No smart construction techniques or specifications are mentioned on websites.
How to buy and book	Only through the marketing centre.
Investment concessions and warranty	Security and protection. With schools, raid, dispensaries, mosques and large commercial centres Regulating electricity supply. Regulation of water supply. Property and facilities management. Hygiene and environmental care. Maintenance companies subsequently manage facilities and have not been determined to be governmental or private.
Threats and risks	Financial risks include discontinuation of loans for fixed-income customers, increase in collection amounts, delayed project completion for natural or other reasons, and delayed completion due to routine and holidays.