

Research on Design Management of China Overseas Real Estate Enterprises

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Abstract: Real estate project development covers a variety of professional and technical fields, and its excellent design concepts are fully conveyed to consumers around the world through developers, all of which are derived from the excellent design management of enterprises. This paper first gives a brief overview of China Overseas Real Estate enterprises, and then analyzes and studies the system elements of China Overseas Real Estate real estate design management according to relevant theories. Finally, this paper summarizes the research results of China Overseas Design management, analyzes the value of enterprise products, and provides more management enlightenment for real estate enterprises.

Keywords: China Overseas Real Estate; Design management; Value analysis

1. Overview of China Overseas Real Estate Enterprises

1.1 Introduction to China Overseas Real Estate Enterprises

“China Overseas Real Estate” is a general name of the real estate business brand of China Overseas Group. The brand was born and grew in Hong Kong, radiated to Macao, and developed more than mainland China. As a cross-regional national real estate brand with first-class national real estate development qualification, China Overseas Real estate has developed tens of thousands of high-quality residential products to the society, providing superior living choices and satisfactory consumption experience for hundreds of thousands of people.

1.2 Corporate culture of China Overseas Real Estate

The brand proposition of “integrity is excellent, quality is eternal” is integrated into every link of enterprise operation, creating a property quality highly praised by customers and sought after by the market, making positive contributions to urban construction, social sustainable development and building a harmonious society.

2. Overview of Design management of China Overseas Real Estate

2.1 China Overseas Real Estate Design management System

On the market at present most of the real estate company internal implementation of two levels of management, namely all items from the group to the company, and China real estate internal management is divided into three levels of management system, that is, from group company to regional companies to parts of the world, which also including design business, which makes the project control more systematic, targeted, more refinement to the protection of the effect of design management. The organizational structure of design management is that the general manager is the highest position and enjoys the highest decision-making power, followed by the deputy general manager who is generally the chief architect or design director and manages the chief architect and the deputy department manager. There are architects, landscape architects, interior designers, structural engineers, equipment engineers and clerks, all in the same hierarchy. From the department manager to the chief architect and deputy department manager, there are also project architects who coordinate the relationship between various architects and various projects.

2.2 Design management strategy of China Overseas Real Estate

2.2.1 People-oriented, pay attention to healthy life

After 40 years of real estate development, the economy and life are getting better and better, and people’s demand has been upgraded from “owning a house” to “living in a good house”. China Overseas Real Estate has taken effective measures to reduce the hardness of domestic water and improve the quality of direct drinking water to make water softer and healthier. At the same time, it also optimized the taste of direct drinking water itself and how to highlight the taste of tea, coffee and other drinks when brewing.

2.2.2 Century-old enterprise, practice green and low-carbon

In addition to health, green and low-carbon has become the focus of more and more intellectual groups. China Overseas Real Estate adopts the instant hot water system, through the customized intelligent hot water cruise mode, to meet the instant hot water demand, when entering the bathroom, hot water can be opened in seconds, reducing the waste of cold water. There are also public areas, through intelligent technology, linkage access control system, ladder control system, lighting system, etc., reduce brightness in unmanned hours, to achieve the unity of green environmental protection and life quality. Including all kinds of electrical appliances in the home, many people will forget to turn off the lights and air conditioning, which also produces a waste of resources.

2.2.3 Long-term, green and healthy living

In terms of products, China Overseas Real Estate responds to the national strategy, meets customer needs and shoulders the responsibilities of the central enterprise. Last year, the two achievements of “China Overseas Green and Healthy Product Strategy” and “GO 2030 China Overseas Green and healthy Residential Product System” were released, marking the beginning of China

Overseas Real Estate green and healthy residential development strategy. Since then, China Shipping has fully implemented green health products, and been invited to participate in the formulation and update of national and industrial standards, walking in the forefront of green and healthy living.

2.2.4 Return to the original intention and manage customer happiness

Compared with the past, today's residential construction level and intelligent application, has been promoted several steps. China Overseas Real Estate believes that the products should return to the source point of "serving customers", pay attention to people's physical and mental health, and help customers to manage a happy life. Starting from "serving customers", China Overseas Real Estate not only meets the needs of identified customers, but also proactively insight into the expectations of unidentified customers, providing care beyond expectations. Therefore, on the basis of "quality, health, comfort, convenience, safety and social", Three dimensions of "belonging, care and freshness" are added to China Overseas Real Estate Green healthy living products.

3. Value analysis of China Overseas Real Estate Design management products

3.1 Landscape value analysis

The landscape value created by China Real Estate is, above all, to bring good "five senses" experience to residents. Various means of expression, sound, fragrance, color and other means of expression can be used comprehensively. In terms of sound, effectively use the sound of fountains or natural water to create a natural, quiet feeling. The planting of trees attracts birds to nest and even restores the real forest. In terms of color, the selection and planting of a variety of plant materials can bring rich visual experience. Perennial herbs, evergreen trees or deciduous trees can be comprehensively used to enrich the visual effect of the landscape. In terms of smell, planting fragrant plants can ease the mood and create a landscape effect with multiple experiences.

3.2 Analysis of building value

In terms of house type, this is the product content that customers pay the most attention to, so in the design, we need to deeply analyze the potential and internal needs of customers, starting from whether customers buy and feel, so as to create product value. To let customers feel that other apartment under the same floor area conditions have what advantages, that is, to improve the utilization rate of apartment, increase the actual use of space.

On the facade of the building, it is the first impression to people and the embodiment of the temperament of the product. It is necessary to manage the details of the image, the proportion of the shape and so on carefully, so as to improve the overall appearance of the project. In detail construction, can implant some cultural symbols, combined with the local cultural characteristics, to create, in the study of architectural culture characteristics, extract its main cultural symbols for reasonable use, so that the facade arrangement more stable in line with their own needs.

In terms of interior design, interior design style and architectural style are unified, and interior style can also be extended to the architectural space, with more harmonious and unified consistency. Inside and outside match, inside and outside echo. Architectural decoration form and material selection complement each other and complement each other. The interior style here mainly refers to the interior design style of the sales office, the interior design style of the home space is different, according to the choice of the occupant.

4. Conclusion

This paper mainly introduces the design management system of China Overseas Real Estate and the value analysis of design products. The standardized system clearly defines the tasks and requirements of each stage, and the division of labor of each department is clear but not separated. China Overseas Real estate has always been based on the enterprise mission of "managing happy life". While insisting on high quality delivery, it keeps innovating, upgrading and iterating products, leading the industry trend, setting up a model of central enterprises and providing more reference for other real estate enterprises.

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