

商业发展计划
Business Development Program

夏威夷城市广场项目
Hawaii City Plaza Project

夏威夷城市广场有限合伙公司
HAWAII CITY PLAZA LP
www.hawaii-cityplaza.com



项目地址: **Project Address:** 710 SHERIDAN ST, HONOLULU, HI 96814
项目投资金额: 1 亿 2600 万美金.
项目总销售收入: 1 亿 6000 万美金.

项目前期已经投资金额:4500 万美金.
需要建筑贷款:7500 万美金(包括利息+贷款手续费)
项目利润:税后 2788 万美金以上.
项目已经批准规划(2018 年)
项目已经获得基础工程施工许可证(2019 年)
项目现场已经完成部分基础工程施工(已经完成钢筋施工)
计划 2021 年 10 月份正式施工基础工程.
计划 2024 年 12 月建成.

Project Address: Project Address: 710 SHERIDAN ST, HONOLULU,
HI 96814

Project investment amount: 126 million U.S. dollars.

Total project sales revenue: 160 million U.S. dollars.

The amount of investment in the early stage of the project:
45 million U.S. dollars.

Construction loan required: 75 million U.S. dollars
(including interest + loan processing fees)

Project profit: more than \$27.88 million after tax.

The project has been approved for planning (2018)

The project has obtained a basic engineering construction
permit (2019)

Part of the basic engineering construction has been completed
on the project site (rebar construction has been completed)

It is planned to formally construct the foundation works in
October 2021.

It is planned to be completed in December 2024.

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1, 项目简介:

Project Description.

1-1, 建筑工程项目名称: 夏威夷城市广场

Project Name: HAWAII CITY PLAZA

1-2. 土地 APN#:(项目土地由 3 个土地组成)

Land APN#: (The project land is composed of three lands.)

710 Sheridan Street Honolulu HI TMK: 1-2-3-014-2
730 Sheridan Street Honolulu HI TMK: 1-2-3-014-11
733 Cedar Street Honolulu HI TMK: 1-2-3-014-4

1-3. 土地面积: 39,520 SQ.FT; 土地用途: BMX-3 商业、商居。
Land Area: 39,520 SQ FT ; Land Purposes: BMX-3 Business, and commercial
& residential use

1-4. 建筑物高度 250 FT
Building Height: 250 FT

2, 项目规划基本信息: **Basic information of Project Planning**

2-1, 该项目共有 184 套公寓和一些商业单元。这是一个商业和住宅项目。这座建筑物的总高度约为 250 英尺。

The project has 184 condominiums and some commercial units. It is a commercial and residential project. The total height of the building is about 250 feet.

包括:
Including:

2-2, 1 楼有 3 个零售商业区域, 并有一些停车位。
There are 3 retail commercial stores and some parking spaces on the 1st floor.

2-3, 2 楼至 5 楼主要是停车场。
Parking lots on the 2nd to 5th floor.

2-4, 6 楼主要是公共设施, 包括游泳池、业主活动中心、健身房、小电影室、儿童活动区和 4 套公寓。
Public facilities on the 6th floor, including swimming pool, owners' activity center, GYM, small theater, Children's activity area and 4 condominiums.

2-5, 经济适用房在 6 楼 (一个单元), 和 7 至 10 楼。
Affordable housings are on the 6th floor (1 unit), and the 7th to 10th floor.

2-6, 市场价销售的公寓在 6 楼(三个单元), 和 11 至 27 楼 (没有 13 楼)。

Condominiums for sale at market rates are on the 6th floor (3 units), and the 11th to 27th floor (No 13th floor).

2-7, 项目的停车位和公共设施区域一共约 18 万平方英尺。

There are about 180,000 square feet of parking spaces and public facilities in the project..

2-8, 184 套公寓占地约 14 万平方英尺。

The 184 condominiums cover an area of approximately 140,000 square feet.

2-9, 商业面积约 7000 平方英尺。

The commercial area is approximately 7,000 square feet.

3, 投资开发与经营成本: 1 亿 2600 万美金。

Investment Development and Operating Cost: \$ 126 million

其中包括:

Including:

3-1, 土地和项目转让费用: 4500 万美金.

Land and project transfer costs: 45 million U.S. dollars.

其中费用包括:

Including:

1), 土地产权转让.

2), 所有市政府规划手续批准.

3), 所有施工图.

4), 一切与项目相关的报告和文件.

5), 施工许可证.

6), 为了帮助买方控制投资成本, 买方将继续成为项目投资管理方.

不需要另外增加费用.

1), the transfer of land property rights.

2) All municipal government planning procedures are approved.

3), all construction drawings.

4) All reports and documents related to the project.

5), construction permit.

6) In order to help the buyer control the investment cost, the buyer will continue to be the project investment manager.

No additional cost is required.

3-2, 建筑工程总造价:7500 万美金.

建筑工程造价具体数字分析请在本报告后面查询.

Total construction cost: 75 million U.S. dollars.

Please inquire at the back of this report for the specific numerical analysis of construction project cost.

3-3, 房地产经纪人费用:600 万美金.

Real estate agent fees: 6 million U.S. dollars.

合计:项目总投资费用:1 亿 2600 万美金.

Total: Total project investment cost: 126 million U.S. dollars.

4, 夏威夷城市广场项目销售收入预测: \$ 1 亿 6000 万美金。

Sales revenue forecast of Hawaii City Plaza Project: \$160. million.

其中包括:

Including:

4-1, 一楼 3 个零售业和餐厅用途商铺 7000 平方英尺.

销售收入:1400 万美金.

On the first floor, there are 3 retail and restaurant-use shops of 7,000 square feet.

Sales revenue: 14 million U.S. dollars.

4-2, 经济适用房 37 个单位, 成本价格出售, 销售收入:1600 万美金.

37 units of affordable housing, sold at cost price, sales revenue: 16 million U.S. dollars.

4-3, 市场价格房屋 147 个单位, 销售收入:1 亿 3000 万美金.

The market price houses 147 units, and the sales revenue is 130 million U.S. dollars.

详情请登录夏威夷城市广场项目房屋销售网站了解更多房屋销售价格：

WWW.HAWAII-CITYPLAZA.COM

For more information, please visit the sales website to learn more about housing sales prices:

WWW.HAWAII-CITYPLAZA.COM

合计：总销售收入：

Total Sales revenue:

1400 万+1600 万+1 亿 3000 万=1 亿 6000 万美金。

\$14 million +\$16 million +130 million =\$160 million

5, 利润\$ 27.88 million:

Profit:

5-1. 总销售收入-总成本=毛利润

Total Sales Revenue – Total Cost = Gross Profit

\$ 160,000,000.00-\$ 126,000,000.00=\$ 34,000,000.00

\$160 million-\$126 million = \$ 34 million

5-2. 支付企业所得税后利润，按照 18%企业所得税率计算。

The profit after business income tax, the business income tax rate is about 18%.

3400 万美金×18%企业所得税率=612 万企业所得税。

\$ 34, 000,000.00 × 18% business income tax

rate =\$6,120,000.00 business income tax

所得税后净利润=毛利润-企业所得税

Net Profit After Income Tax = Gross Profit - Business Income Tax

3400 万-612 万=2788 万美金。

\$ 34,000,000.00 - \$ 6,120,000.00 = \$ 27,880,000.00

项目所得税后利润：2788 万美金。

After tax profit of the project \$ 27.88 million

6, 项目开发时间表：

Development Schedule of the Project.

6-1. 2015 年 8 月份-10 月已经完成项目规划初步概念设计与分析报告。

Completed preliminary scheme and analysis report in August, 2015 to October, 2016.

6-2. 2016年11月-2016年12月正在向檀香山规划部 TOD 特别规划程序与市政府讨论修改规划中。

Revising the TOD special planning program of Honolulu planning department with the municipal government in November, 2016 to December, 2016.

6-3. 2017年1月正式向檀香山市政府规划部门（TOD）递交规划申请。

Submit the planning application to TOD in November, 2015 to December, 2015.

6-4. 2017年6月份市政府批准 TOD 规划申请程序。

TOD planning application was approved by the municipal government in June 2017.

6-5. 2017年6月开工拆除旧建筑物工程施工。

The demolition of old buildings started in June, 2016.

6-6. 2017年7月开始施工图纸设计。

Construction design drawings was started in July, 2017.

6-7. 2017年10月向市政府递交施工图纸审查。

Submit the construction drawings to the municipal government in October, 2017.

6-8. 2018年12月完成施工图纸审查。

Completed the examination of construction drawings in December, 2018.

6-9. 2018年12月开始申请施工许可证。

Applied for construction permit in December, 2018.

6-10. 2021年10月项目正式开工。

The project officially started in October 2021.

6-11. 2021年10月-2022年4月完成基础工程施工。

From October 2021 to April 2022, the foundation construction will be completed.

6-12. 2022年5月-2023年5月完成主体结构工程。

May 2022-2023 complete the main structure project.

6-13. 2024年6月完成装修工程和配套工程,所有工程完成施工。

In June 2024, the renovation project and supporting projects will be completed, and all the projects will be completed.

6-14. 2024 年 10 月通过市政府检查。

Passed the municipal government inspection in October 2024.

6-15. 2024 年 12 月业主可以入居交付使用。

In December 2024, the owner can settle in and deliver it for use.

7, 项目可行性分析:

Market Feasibility Analysis of the Project

7-1.项目市场分析和房屋销售时间表:

Project Market Analysis And home sales schedule:

A, 项目地理位置:

Project location

项目所在地是夏威夷 HONOLULU 最顶级的黄金地段 ALA MOANA 社区, 这个社区高级 CONDO 平均价格 1200 美金/平方英尺。

The project is located in ala Moana community, the top prime location in Honolulu, Hawaii, the average price of advanced condo in this community is \$ 1,200 per square foot.

B, 房屋主要销售市场:

Main sales markets of houses

我们的价格定位中高收入人群, 包括外国投资人。这个社区的租金收益高, 交通方便, 生活方便, 周边环境走路 15 分钟可以到 ALA MOANA 公园和海滩。走路 5 分钟到最大的 ALA MOANA 购物中心。

We are targeting middle and high-income groups, including foreign investors. It is high rental income in this community, convenient transportation and life, the surrounding environment, 15 minutes walk to Ala Moana Park and beach. 5 minutes walk to Ala Moana shopping center.

C, 价格定位:

Price positioning

夏威夷城市广场项目平均销售价格定位在 1000 美金左右。主要户型单位价格 75 万-100 万美金比较多。部分单位价格 110 万-120 万美金。

The average selling price of Hawaii City Plaza project is set at about \$1,000. The unit price of main house types is more than \$750,000-\$1, 000,000. Part of the unit price is \$1, 100,000-\$1, 200, 000.

D, 房屋销售时间表:

Home sales schedule

计划 2022 年 1 月份-2022 年 12 月份完成预售 70%

计划 2023 年完成全部销售.

Plan to complete the pre-sale 70% from January 2022 to December 2022

It is planned to complete all sales in 2023.

详情请浏览夏威夷城市广场项目网站: WWW.HAWAII-CITYPLAZA.COM

For more details, please visit the website of Hawaii City Plaza Project:
<http://WWW.HAWAII-CITYPLAZA.COM>

E, 项目所在区域 ALA MOANA 正在市场出售的开发商新楼盘, 销售价格平均超过 1200 美金/平方英尺.

请点击浏览:

E, ALA MOANA, the area where the project is located, is currently selling new real estate developments on the market, with an average sales price of more than 1,200 US dollars per square foot.

Please click to browse:

SKY ALA MOANA Project CONDO price: <https://skyalamoana.com/availability/>

AZURE ALA MOANA: <https://www.azurealamoana.com/pricing-availability/>

此报告由美国建筑集团提供

The report is provided by USA Realty Construction Group Inc.

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