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## OPTIMIZING THE PROJECT SELECTION OF MULTIAPARTMENT HOUSING IN UKRAINE

The creation of competitive construction materials in set terms is the most important condition of an effective activity of a construction company. That is why the purpose of a study is a development of a general method of the optimization of the choice of a tenement house building for Ukrainian construction companies which should promote an increasing of the volume of sales of a prepared object and by that provide an effective functioning of managing entities of the construction industry.

For a case of the optimization of the choice of the construction's project it is necessary to maximize a level of the object's realization which is being planned to build. The parameter of a construction's object can be any characteristic of a building or a construction (the cost of one square meter, the number of floors, used materials, the percentage of one-, two-, and three-room flats, the presence of a free planning, the level of rooms' decorating and etc.).

The mathematical model has been developed by an author and allows analyzing of effect of both two parameters on a resulting behaviour of a regressive dependence. As a result, there is a clear picture of statistic dependence in a volume image at the same time.

It is quite difficult and even impossible to note all influencing factors by using an official statistics. That is why we use a magnitude which is equal to the attitude of an average salary in a separate region to the minimum salary in a country, i.e. the salary's

coefficient (Cs) for the analysis of an economic condition of people as a major influencing factor on the realization of residential property's objects.

Having traced the correlation of a magnitude of the salary's coefficient with a volume of the introducing dwelling into the exploitation, there has been made a conclusion that the introduced coefficient can be used as one of the parameters of the economic condition's estimation with a marketing analysis and a forecast of the choice of the construction's project in a specific region.

By means of a proposed mathematical model there has been conducted a research of the choice, which was from sales' point of view, of an optimal ratio of one-, two-, three-, four-, five-room flats during the choice of a construction's project of a dwelling house on the basis of statistic data of the flats' introduction into the exploitation for seven years: from 2007 to 2013 years.

There has been made a conclusion that, for example, with the salary's coefficient in a region  $C_s = 2$ , the recommended ratio of flats in a dwelling house should be: one-room flats – 14%, two-rooms flats – 27%, three-rooms flats – 32%, four-rooms flats – 18%, five-rooms flats – 8%.

By means of the developed model it is possible to realize forecasts for an optimal choice of future construction's projects. The restriction of its use is the poor presence of a statistic data and unpredictable circumstances.