

房地产项目开发成本控制研究—以保定市君耀房地产开发有限公司为例

摘 要

房地产行业属于我国的建筑建材行业，对我国的国民经济发展有着十分重要的影响。加强项目开发的成本控制，可以使企业利润收益最大化，促进企业的可持续性发展。通过大量查阅资料，在前人理论成果及经济分析的基础上，通过案例典型分析、文献分析法以及访谈法，对房地产项目开发成本控制进行了研究。从项目自身寻找问题，以保定市君耀房地产开发有限公司的项目开发为研究对象，介绍了项目各开发阶段的现状以及增值税进项税额的现状，并且通过数据研究分析了，保定市君耀房地产开发项目的预估成本偏离了项目开发的各个阶段实际成本，对房地产项目开发的成本控制进行了精确的探究和剖析,分析出已经存在的问题并且得出了结论。房地产成本控制存在项目开发整个流程，可是成本控制流程中如故存在着问题，成本控制的至关重要是前期设计阶段以及建设阶段。房地产企业健康稳定的发展，离不开不断地提高房地产企业项目开发成本控制的水平。研究的关键目的是处理房地产企业成本控制的常见问题，提高房地产企业的筹划经营能力，使得房地产企业的获利收益获得拓展，使得房地产行业在我国经济中更稳健发展，在经济发展的趋势形势下脱颖而出并且立足脚步。

关键词：房地产项目开发；成本控制；全过程控制

ABSTRACT

The real estate industry belongs to China's building materials industry, which has a very important impact on the development of China's national economy. Strengthening the cost control of project development can maximize the profit of the enterprise and promote the sustainable development of the enterprise. On the basis of previous theoretical achievements and economic analysis, this paper studies the cost control of real estate project development through case analysis, literature analysis, interview and other methods. Looking for from the project itself, Baoding city Junyao real estate development co., LTD., co., LTD as the research object, this paper introduces the present situation of different development phase of the project, and through the data analysis, real estate development project cost estimate is Baoding city Junyao the actual cost of project development stage, development of real estate project cost control accurate investigation and analysis. Analyze existing problems and draw conclusions. However, there are still many problems in the cost control process. The key stage of cost control is the early design and construction stage. The healthy and stable development of real estate enterprises cannot be separated from the continuous improvement of project development cost control level of real estate enterprises. The innovation is the combination of practical case studies. Its main purpose is to solve the problem of cost control in real estate enterprises. Then improve the planning and operation capacity of real estate enterprises, expand the profits of real estate enterprises, so that the real estate industry in China's economic development is more stable, in the general trend of economic development in a firm footing.

Key Words: real estate development projects; cost control; hole-process cost control

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