

**MAKERERE**



**UNIVERSITY**

**COLLEGE OF BUSINESS AND MANAGEMENT SCIENCES  
(CoBAMS)**

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**SCHOOL OF BUSINESS**

**UNDERSTANDING THE NEEDS OF RESIDENTIAL HOUSE CUSTOMERS IN  
WAKISO DISTRICT**

**CASE STUDY: CANAANSITES LIMITED**

**BY**

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## ABSTRACT

The purpose of the study was to understand the needs of residential house customers in Wakiso district. The specific objectives of the study were identifying the customers of residential houses, their needs and recommend what developers ought to do to satisfy the needs of these customers. The study used qualitative design.

The study population consisted of 5 respondents who had bought residential houses from Canaansites Gayaza Wakiso and 2 Canaansites developer employees. Data was collected using an interview guide and was analysed using content analysis technique. The study found that socio demographically house customers were either male or female who were all married, age bracket of 30 to 55, with more than 1 dependant. One buyer had a UACE certificate as highest level of education but others had either a degree or post graduate degree. The customers were employed in private sector, government and NGOs and some were business persons who earned between 3 and 8 Million Ugx per month.

Residential real estate customers' needs related to; Good house features notably design of house, number of bedrooms and bathrooms, creative finishing, spacious compound, extra rooms like garage and servant quarters and secure enclosing. Financial consideration especially house price, flexible payment terms and conditions, access to financial support. Location/distance especially in relation to distance from various points of interest, easy access to the main road, little traffic, distance from capital city. Environment with green scenery and a quiet peaceful place with social services like schools, hospitals and shops were cited. Good developer's brand image.

The study recommends that real estate developers targeting peri-urban residential house customers should develop attractive house features to include quality of structure and finishes, spaciousness of rooms and plots, enclosing the houses and also consider extra rooms like garage and servant rooms. Tailor financing and payment options to customer needs. Provide for convenient environment with social services, tarmacked roads network within estate and strengthen the brand or marketing function through use of developer own marketing, agent marketing, real estate supermarket and online marketing.