

**Commercial marketing concepts impact the design of architectural spaces  
The Case Study of the New Administrative Capital-Egypt**

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**Abstract:**

Architects become fully aware of the possibilities of marketing, and it is a known element for successful practice. Recently marketing has become an initial stage that begins before the stage of architectural design and plays a clear role in the design process and even determines the proposed project program according to market requirements in addition to architectural requirements. Due to the proposed marketing method which is affected by purchasing power and due to changes in economic policies and change in the currency rate marketers may ask architects for specific designs that can affect the architectural formation and spaces to reach the marketing goal. through which it can be said that "the form follows the cash flows" To determine the importance of marketing reality and approach to architecture in Egypt. And This can be displayed Through a complete questionnaire with three samples of customers who might be interested in the architectural product. This was verified using the Architectural verified as framework using architectural business development where There is evidence that architectural practice has come to recognize that marketing is an important element. and affects architectural designs.

**Keywords** Architecture, Marketing, Development, Flexible Spaces

## **1. Introduction**

Architects define themselves as artists who can create habitable spaces with specific functions and services (Low, Gao, and Mohdari 2016). Architects generally tend to underestimate the importance of marketing in creating and running a successful business. Even those who claim to understand marketing's role in attracting customers and building relationships often fail to take full advantage of its potential. Managers of small architecture firms often resort to trying to keep their practices afloat and end up treating marketing as a luxury they can afford once they get settled. Thus, losing the true marketing role as a catalyst for growth (Anon n.d.-c). Recently, there has been competition among architects for business leadership know-how and the ability to understand marketing requirements, and they are re-evaluating their marketing practices and applying them to the profession. Marketing has been a largely non-essential process in architecture and represents nothing more than knowing the right people who can develop marketing plans that face changes and challenges, including recession, increased competition for hard-to-obtain projects, and changes such as clients and the public in the construction industry (Low et al. 2016). Architects need to apply marketing to their practice from the beginning and treat it with the same commitment as drawings, architectural details, and 3D models of building design (Anon n.d.-c). The Egyptian real estate market has witnessed multiple changes in the past five years due to several political and economic reforms that ultimately affected supply, demand, and market trends, especially in the residential sector. The political unrest since 2011 AD and the decisions related to

The floating of the Egyptian pound, which were followed by increasing taxes, removing subsidies, and increasing bank interest rates, all affected in one way or another the real estate market in Egypt in different ways (Anon n.d.-f). Therefore, there is still some speculation about the extent of the market's ability to continue, as the challenges represented by the rise in the prices of building materials and the decline in purchasing power due to increasing inflation rates affect the overall affordability of the (Nada and Tharwat 2019). This essentially prompted the designer to reduce spaces and go to specific design lines that could reduce the cost, and thus the architectural product could be marketed. These companies realize the value of marketing and are reevaluating their activities to achieve success in the market. This step indicates a positive point of convergence between architectural practice and marketing. Nowadays, most architectural firms have committed to implementing several marketing plans, to improve and simplify their business performance. There are many writings discussing strategic business approaches related to marketing planning and the use of marketing techniques and concepts to help architects understand clients, as the noticeable changes in the field of real estate marketing are the emergence of a new type of client and architects who have a scientific and cognitive awareness of the characteristics of the offered product. And marketing re-evaluation of the practices that will be applied to the architectural product (Low et al. 2016).

## **2. Research Framework**

Form follows function is a principle initially formulated by American architect Louis Sullivan in 1896. Sullivan's principle has become closely associated with function. In other words, the building should depend only on its intended function or purpose. Bauhaus architects, such as Walter Gropius and Mies van der Rohe, popularized the functionalist view of architecture that influenced architectural design throughout the twentieth century and into the twenty-first century (Raffelt, Schmitt, and Meyer 2013). The architectural design of spaces begins according to specific standards and according to the function of each space, the spaces allocated to everyone, and orientation, but recently architects have become aware of the impact of specific marketing of their designs on consumers, and architects in particular need to take full advantage of this field of knowledge. businesses to influence, control, and understand the market so that they remain sustainable. Despite the interest in measuring the performance of marketing results, statistics indicate that the adoption of the “marketing concept” is still in its early stages in architecture. When architectural companies began to realize the importance of marketing, they re-evaluated the design stages to better market the architectural product, which is a step towards reducing the gap between architectural and marketing design (Bargenda n.d.). In this context, a set of questions was raised to understand the extent to which architectural spaces are affected by the participation of marketing plans in determining the spaces and architectural program of the project, as follows.

- 1 -What is the importance of architectural spaces?
- 2- What is marketing philosophy?
- 3 -Marketing practice for architecture.
- 4- Developing architectural works.
- 5- How can marketing contribute and influence the definition of the project's areas and components?

To answer these questions, a full survey of three customer samples was conducted via online communications, phone calls, and interviews to get a clear picture of what is currently needed

**INTERNATIONAL JOURNAL OF  
ARCHITECTURAL ENGINEERING AND URBAN RESEARCH**

**VOLUME 5, ISSUE 2, 2022, 359 – 375.**

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in terms of unit types, space, facilities, and affordability. They are the ones who might be interested in the architectural product. It is the first stage in developing marketing plans, and it takes place before starting the architectural design to develop the project program and determine the spaces for each space.

**2.1. Architecture:**

Architecture is the art and science of designing and constructing buildings and some natural structures. Architecture is considered one of the most important sciences of plastic art because its true foundation is linked to truth and the land. One of the most important goals of architecture is to achieve the material and spiritual needs of man and his relationship with the place. These are indispensable goals for shaping the urban environment on Earth. There are many meanings to architecture. For example, in her acceptance speech for the 2012 American Institute of Architects Gold Medal, Steven Holl said “Architecture is an artistic bridging of the sciences and the humanities. Architecture is the way to see our world,” Thomas Mayne said in her acceptance speech for the Pritzker Prize. And our place and thinking about it and that social responsibility is its most important characteristic (Anon n.d.-d) “Architecture is a social art” and it is our social responsibility to ensure that we provide an architecture that is not only concerned with comfortable functional aspects but also related to spiritual comfort, and architecture is not just a building, it is an essential element in improving Quality of life of people. However, one thing all these quotes have in common is that architecture is not just a building, it is something else. Aiming to go beyond the simple need for security and shelter to become an expression of artistic craft, we need to dispel the idea that architecture espouses an exclusive thought for any person and look at it from a general perspective so that architecture has three characteristics: durability, utility, and beauty. The Roman architect Vitruvius identified three characteristics of good architecture in his treatise more than 2,000 years ago, and it is the only remaining text from antiquity that describes architecture as it should Provide durability, staying in good condition, and stand strong. A utility must work well and be useful to the people who use it. Beauty should raise the morale and happiness of users (Anon n.d.-b) and the first two concepts are unlikely to spark controversy on the part of architects. The third concept is relative among architects. Where most people live their lives in constant contact with architecture provides a place to live, work, and play. There is no single formula suitable for determining the ideal design for a house or any other type of building. Since non-specific structure is also responsible for facilitating specific functions. Houses may come in different shapes and densities to achieve the appropriate artistic discipline and configuration. It is also an artistic profession that relies on specific building techniques. Architectural design is a process that translates into a variety of applicable scales, designing entities, spaces, and even cities (Ireland and Garnier 2018). But there are many aspects and things require the architect to design them in different sizes and scales. Building design ranges from site considerations to details. Architects must have the skills to design on a very small scale as well as detail. Space design is one of the fundamental features of architecture, and is not only required to design a building, but to create a space within that building so that it can be used for a specific function. Space design requires the architect's understanding of proportions, relationships, light, materials, and the way environments are sensed. The design of spaces depends on arriving at the configuration of the building to be formed in the required manner and for the purposes specified therein, and it must be organized for those purposes. The architect is

committed to creating spaces inside the building and placing the building within its surroundings. Both affect the success of the other(Francis D. K. Ching 2013).

### **2.2. architectural space as a way to shape.**

It can be said that one of the most important elements of architectural formation is the organization of spatial relationships between different environments and activities throughout the building, and the division of different spaces can lead to different environments supporting different functions. (e.g. food and takeout area) and separating different environments (e.g. outdoor vs. indoor) or different population environments (e.g. employee areas and user areas) This is segmentation. It necessarily creates spatial relationships between different and separate elements. This may appear clear in the design of spaces and functional relationships in public buildings. But talk about architectural space began to appear in the late nineteenth century when architectural spaces began to have several tasks, one of which was the embodiment of human activity in architectural form (Semper 1989) and the other became consistent with aesthetic ideas in an attempt to define beauty (Schwarzer and Schmarsow 1991) and in architecture, the issue of architectural space became A major and central theme in terms of sensory interaction with the environment. Space is the entity through which the size of the space in which we move, see shapes, and hear sounds, and the shape, dimensions, and size of visual space are determined. All of these qualities depend on our perception of the spatial boundaries determined by the elements of form(Francis D. K. Ching 2013). Space begins with the formation of form, its encapsulation, formation, and organization by the elements of mass, and here architecture comes into existence. We strive to form an image that is carefully prepared to accommodate the performance of the various functions in the building. It is the responsibility of the architect to create spaces that accommodate the functions of the building. This happens in several ways during the design process. The size and proportion of spaces, functions of spaces, access methods, and relationships with other functions in the building are determined. Although space is architecture's primary means of configuring buildings, space and form can be shaped toward a specific function and can be reshaped again for another design purpose (Francis D. K. Ching 2013).

### **2.3. Marketing**

Marketing, as currently practiced by organizations, is the product of business philosophical thinking. It is commonly called 'Marketing Concept' and is a philosophy according to which an organization exists to manage a business whether product-oriented or service-oriented to meet the needs of target consumers. Thus, companies must address the decision-making process from a management systems perspective to achieve satisfactory profits for their efforts. Marketing is a global term. It is all you have to do to close research, analysis, and planning, develop strategies, sell and communicate directly with customers, design and produce sales and public relations tools, and finally evaluate the results. There are two levels of marketing activities, which are tactical activities and strategic marketing activities (Abou-Moghli 2018). Often, when talking about achieving a goal, tactics, and strategies are used interchangeably. At first glance, the two words seem synonymous, but each means something different in marketing. Strategy is moving towards a goal. Tactics are actions that help and support strategy. In other words, strategy is the plan to reach the goal while tactics are how to implement that plan (Anon n.d.-e). If there are no directions from the strategic marketing plan. Tactical architectural marketing activities produce few measurable or definable results and do not add much to achieving excellence. Marketing thinking and practices are still limited in the professional services industry. Continuing to define

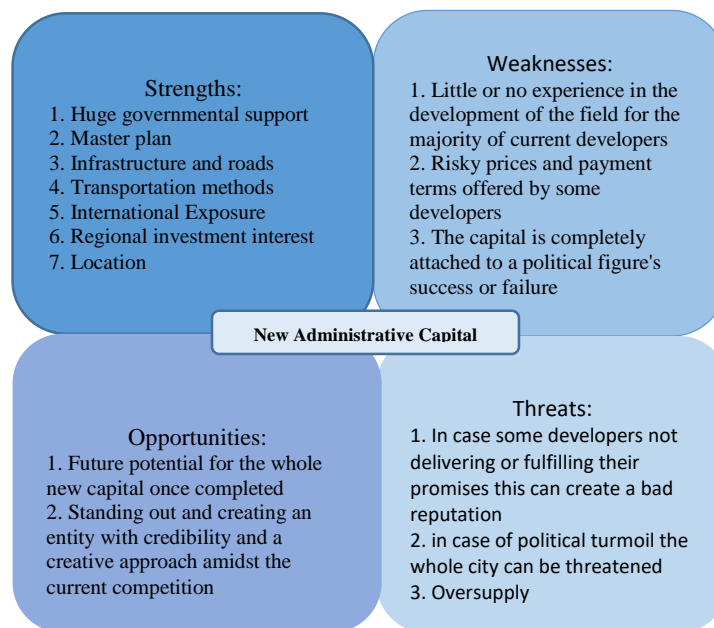
professional services marketing as consisting of activities and programs organized by professional services companies designed to retain existing clients, attract existing clients and new clients through service, and sense their needs and meet them by providing proportionate services in a manner consistent with the standards and goals of trusted professionals. More specifically, "marketing" in the context of the architectural firm by referring it to a process consisting of several elements, including planning, implementation, and evaluation of the organization's efforts to obtain new jobs, services, knowledge, experience, and the basic functions of architects in building a design that meets all human needs. In the architecture profession, no matter the success and reputation of the architectural company, it is difficult to stay on the path to success continuously. Therefore, they must have a strong quality management program and implement marketing plans directed at acquiring projects to which modern marketing philosophy can be applied.

#### **2.4. Architecture and Marketing Practices**

Marketing is a complex discipline that is not easy to expect from some architects. But it can be simplified by breaking down its basics into some simple concepts. Including goal setting, which is identifying the target market and understanding its needs and requirements. Competition analysis is the study of competitors and identifying their strengths and weaknesses to determine competitive advantages. Brand development is building a unique identity that distinguishes the engineering office or design company from others. Marketing strategy is developing a marketing plan that includes promotional means and distribution of advertising materials. Digital presence is the use of social media and websites to increase brand awareness and attract customers. Public relations are building good relationships with customers and potential beneficiaries through continuous communication and providing support. Continuous evaluation and improvement are monitoring marketing performance and evaluating results to update strategies and improve performance in the future. If you always keep these things in mind. Your marketing efforts will be more successful and easier to modify and analyze (Anon n.d.-e) as marketing practices have seen multiple fluctuations among architectural companies from being previously unknown to current architectural companies that have marketing in mind (Barksdale and Clopton 2008). In general, not all companies are equally market-oriented, but they are likely to differ on both scales. Marketing activities and the type of activities used. In this field, many studies and research have been conducted in several countries. For example, Katsanis studied and examined the development of AEC's business in North America and demonstrated that most companies agree on the importance of reviewing and developing their business (Katsanis and Katsanis 2001). On the other hand, architecture firms in South Africa were convinced that marketing was unnecessary, and they did not do so because they had a well-defined target market, did not use marketing tools effectively, and were late in emerging as actual companies with some degree of marketing, according to research into marketing portfolios. For the architectural company in those countries (Karam 2003). It was also found that many construction administrators consider marketing to be an unimportant management function (Jourdan, Rainer, and Marshall 2008). The study was conducted in Malaysia in cooperation with consulting engineering companies. This falls within the category of the private sector, which concluded as a result of strong competition and to ensure the survival of companies, they quickly adapted their marketing practices (Smyth and Kioussi 2011). This contributed to adding new knowledge



groups in marketing the architectural company by studying the links and concepts between marketing and design quality. Overall, these studies have allowed us to improve our understanding of marketing in the architectural context by providing interesting insights into various aspects of marketing. However, there is no comprehensive approach or study to measure marketing performance and results.



**Figure 1.** SWOT Analysis

## **2.5. Architecture business development process**

“Architectural business development” is a term that covers a wide range of marketing and information initiatives. The process of marketing architectural business development is vital for design and architecture companies to succeed and survive in a competitive market characterized by rapid development and ever-changing. If you are interested in design and construction topics, investing in developing marketing strategies may be the way to achieve sustainable success. It cannot be considered that business development is in itself exclusive marketing, and both constitute an integrated process within the organizational functions of management (Anon n.d.-a). Include.

- Marketing Research Department,
- Marketing operations management,
- Marketing Communications Department
- Customer-based relationship.

In modern unregulated markets, you either try to direct the fate of your business, or you leave things up to fate and learn through failure (Anon 2011). The purpose of this management function is to provide clear guidance to the firm of architects through a range of key activities:

- Business intelligence studies are an extension of marketing research activity (Gina and Budree 2020). As in Figure (1), a very common marketing activity is to identify and consider the strengths, weaknesses, opportunities, and threats in the New Administrative Capital Region, and the organization confronts these points internally and externally. This analysis

can provide several indicators that should be addressed at the level of strategic risks and problems. Without problems and opportunities, a company seems to have no course of action or reason for existing (Hendrawan 2021).

- Market segmentation and portfolio mix decisions:

Decisions about which market segments to target and which architectural services to offer are among the most important factors for a company's success. Unless architectural firms adopt a more proactive stance, they risk being marginalized.

- Develop a strategic marketing action plan:

This plan reflects all strategic marketing decisions in an actionable form, reflecting the consolidated facts and decisions made in pre-marketing activities (Low et al. 2016).

## **2.6. Marketing Planning**

It is a process that explains in mind or on paper the steps necessary to achieve goals despite the influence of external factors on their performance. However, most marketing planners believe that it is better to develop a marketing plan that is a strong incentive for success and includes.

- Search and contact

Be in effective contact with customers and potential customers to know their reaction to the company's services, in the form of questionnaires or interviews. Or using data to be a source of information, such as in researching the demographics of an area. This information can be obtained from architecture magazines and other professional journals that can contain market trends and other economic indicators that help in understanding the market, government research such as the population census, newspapers, and personal conversations such as personal conversations and interviews with influential people in the world of the construction industry and society, such as Visit local developers or company managers for advice (Report et al. 2018).

- Market analysis

The process of market analysis helps to understand the market trend towards the field of architecture and can take place under three main points: Discovering the economic conditions of the market helps to accurately predict the economic cycle of changes in market trends because economic conditions greatly affect the business, for example, if an area becomes As the market becomes a financial services hub, this indicates a need for more office space or rehabilitation. The population and demographic trends of the area being served must be taken into account, for example, if the community contains elderly people, it is possible to provide healthcare facilities, and nursing homes, or if there is a significant increase in population, which provides building opportunities. The construction of new residential buildings, and this leads to the opening of new markets, entertainment facilities, shopping centers, and other support facilities such as banking and others. In other words, demographics have a positive impact on business. Population trends must be understood prepared and developed by these trends. Information on demographics can be obtained through the government census, and companies' competitors and the market they serve must be taken into account by mentioning the strengths and weaknesses of these companies. The process of organizing ideas and listening to others will generate information that exists but has not previously been used to understand how to compete (Report et al. 2018).

**-Marketing objectives**

Marketing efforts focus on marketing objectives and aim to develop information taken from market research and analysis into something that can be used as a working document usually setting marketing objectives that focus on short-term goals to achieve long-term missions. It includes a description of where the company is and at what level in two or five years and also the number of projects completed, specific customer categories targeted, etc. It also correctly evaluates the company's capabilities, qualifications, and areas of specialization, describes the design and administrative solutions or proposed stages to the client, and then identifies the suggestions and problems that the project will address and the office's proposals to solve them, which gives the office opportunities to distinguish itself from its competitors (Lee, Kozlenkova, and Palmatier 2015).

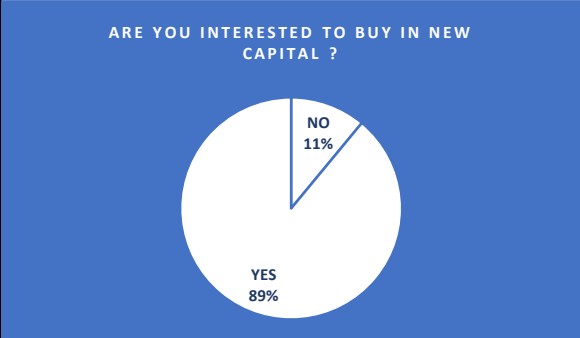
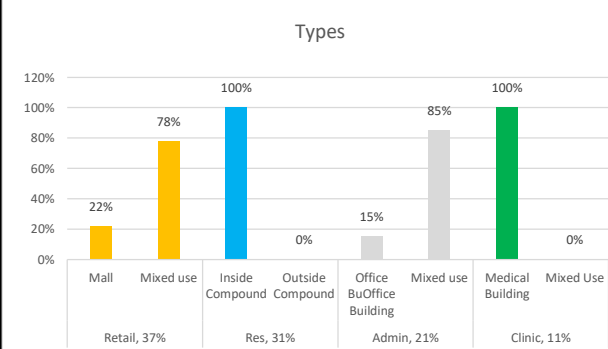
**2.7. Case Location Selection**

The study area was chosen in light of available architectural and marketing data. This area is full of diverse architectural designs and different marketing systems. The area chosen is the New Administrative Capital in Egypt because this area contains several architectural projects in addition to different marketing systems and many projects are being launched at the same time. Which increases marketing and architectural competition. To observe the extent of marketing's influence on the architectural design displayed.

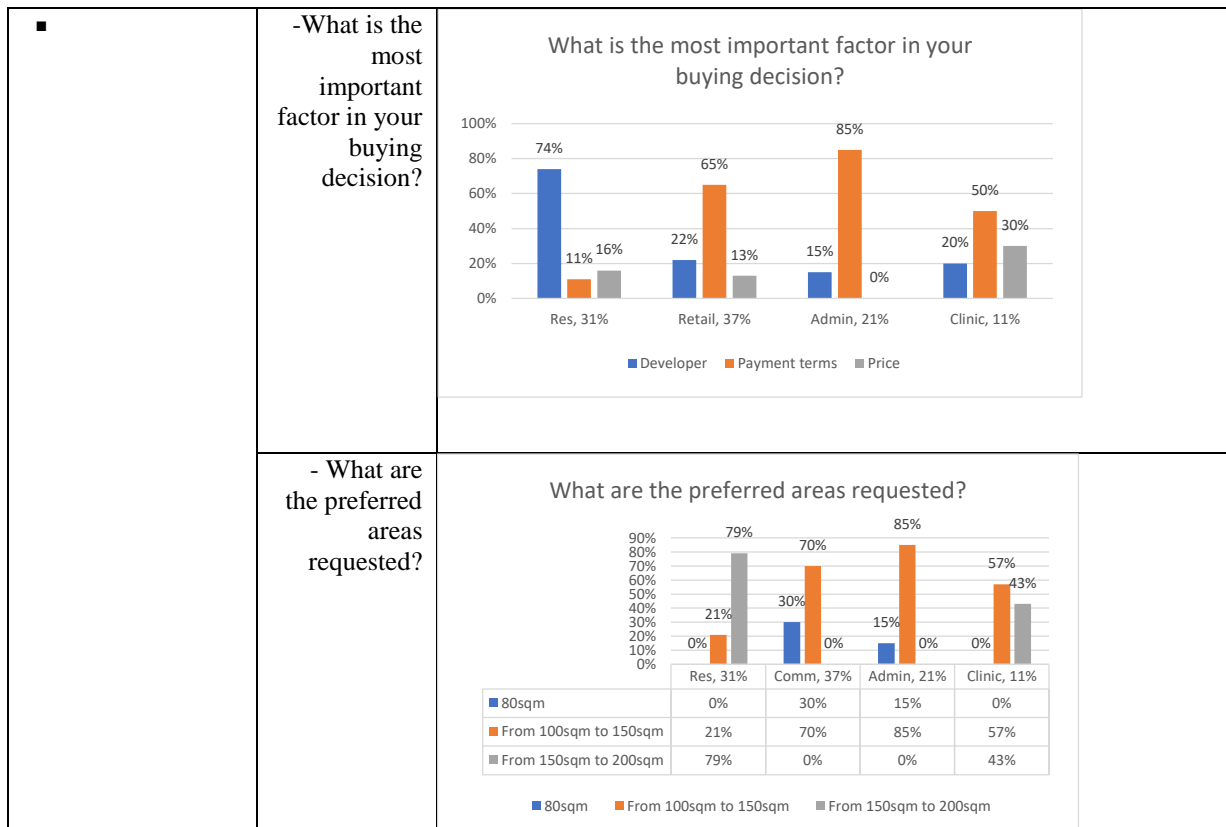
**2.8 . Marketing analysis of architectural requirements.**

To get a clear picture of what is currently needed in terms of unit types, spaces, facilities, and client affordability; We conducted a full survey with three samples of customers who might be interested.

**Table 1. Sample 1**

Sample.1			
<ul style="list-style-type: none"> <li>▪ Survey type: questionnaire</li> <li>▪ Target Segment: clients previously dealing with us on similar projects in the 5th settlement</li> <li>▪ Sample size: 70</li> <li>▪ Sample age range: from 30 to 50 years old</li> <li>▪ Sample gender: 40% Female 60% Male</li> <li>▪ Profession: 30% self-employed 70% employees</li> </ul>	<p>-Are you interested to buy in New Capital?</p>		
	<p>-Are you interested to buy Res, Retail, Clinic, or Admin in New Capital?</p>	<p>Types</p> 	



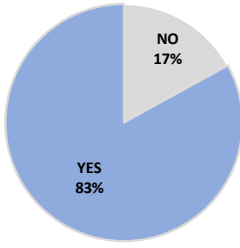

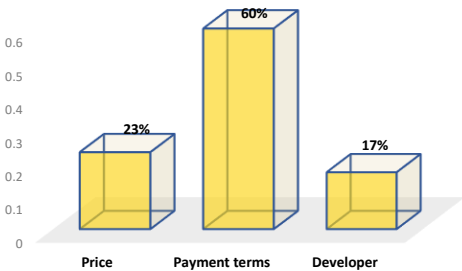
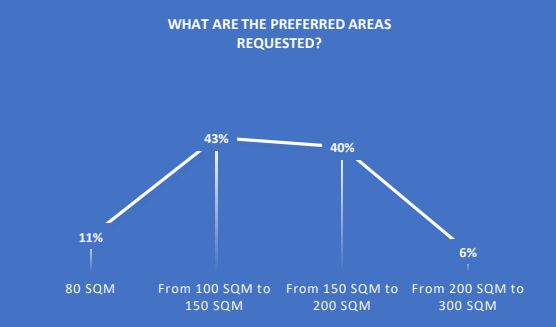


The previous table shows that demand is mostly directed to small shops and offices for investment purposes. It also explains that at the level of retail stores, administrative offices, and clinics, payment terms are the most important in making the purchasing decision. In addition, the preferred spaces for office and clinic spaces ranged from 100 to 150 square meters, which is the same as the preferred retail spaces. Therefore, the results indicated an interest in sales, offices, and administrative stores being in mixed-use projects and having specialized medical clinics in a separate medical building. Therefore, the sample shows that the trend is towards separate buildings that provide different activities, and therefore the designs must consider complete separation.

**.2.8.1. Sample 2**

A different sample was selected with questions focusing on purchasing a residential property outside the complex.

**Table 2. Sample 2**

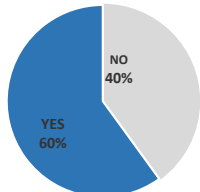
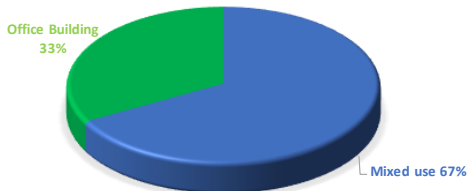
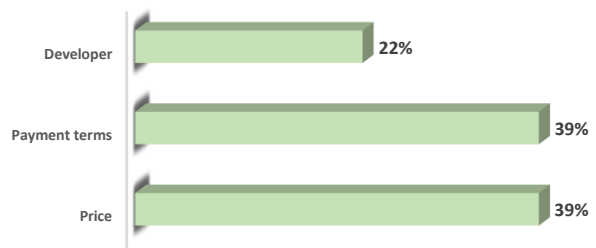
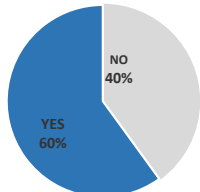
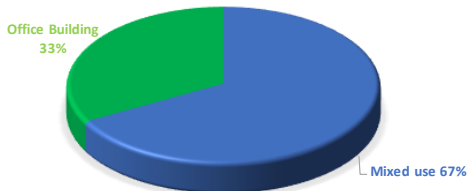
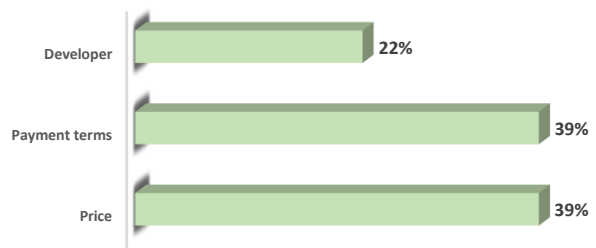
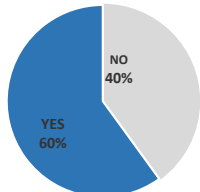
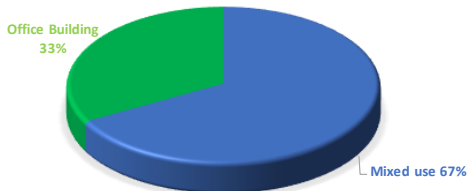
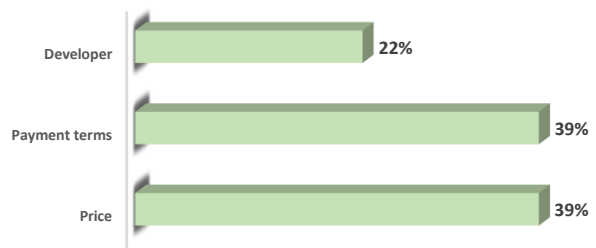
Sample.2											
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<p style="text-align: center;">- What are the preferred areas requested?</p>	<p style="text-align: center;">WHAT ARE THE PREFERRED AREAS REQUESTED?</p>  <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <tr> <td>80 SQM</td> <td>11%</td> </tr> <tr> <td>From 100 SQM to 150 SQM</td> <td>43%</td> </tr> <tr> <td>From 150 SQM to 200 SQM</td> <td>40%</td> </tr> <tr> <td>From 200 SQM to 300 SQM</td> <td>6%</td> </tr> </table>			80 SQM	11%	From 100 SQM to 150 SQM	43%	From 150 SQM to 200 SQM	40%	From 200 SQM to 300 SQM	6%
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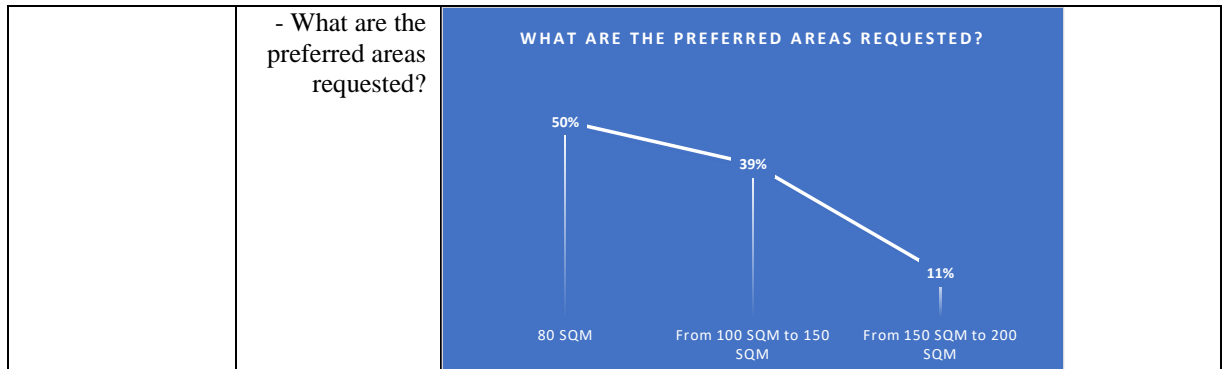
The previous table indicates that the demand is directed mostly towards residential projects for investment purposes, but for housing, there is also a high percentage that must be taken into account. Besides, payment terms are the most important in making a purchase decision. He also explains that the most preferred spaces are 100 to 150 square meters. The results indicated interest in purchasing a residential unit.

**.2.8.2. Sample 3**

A different sample of clients was selected who already had experience in purchasing office space.

**Table 3. Sample 3**

<b>Sample.3</b>																											
<ul style="list-style-type: none"> <li>▪ Survey type: questionnaire</li> <li>▪ Target Segment: clients who previously bought with us on similar projects in 5th settlement</li> <li>▪ Sample size: 50</li> <li>▪ Sample age range: from 30 to 50 years old</li> <li>▪ Sample gender: 20% Female 80% Male</li> </ul>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; vertical-align: top;"> <p style="text-align: center;">- Are you interested to buy Office in New Capital?</p> </td> <td style="width: 75%; text-align: center;"> <p>Are you interested to buy Office in New Capital ?</p>  <table border="1" style="margin: 0 auto;"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>YES</td><td>60%</td></tr> <tr><td>NO</td><td>40%</td></tr> </table> </td> </tr> <tr> <td style="vertical-align: top;"> <p style="text-align: center;">-if yes</p> </td> <td style="text-align: center;"> <p>WHAT KIND OF PROJECT ARE YOU INTERESTED ?</p>  <table border="1" style="margin: 0 auto;"> <tr><th>Project Type</th><th>Percentage</th></tr> <tr><td>Mixed use</td><td>67%</td></tr> <tr><td>Office Building</td><td>33%</td></tr> </table> </td> </tr> <tr> <td style="vertical-align: top;"> <p style="text-align: center;">- What is the most important factor in your buying decision?</p> </td> <td style="text-align: center;"> <p>What is the most important factor in your buying decision?</p>  <table border="1" style="margin: 0 auto;"> <tr><th>Factor</th><th>Percentage</th></tr> <tr><td>Developer</td><td>22%</td></tr> <tr><td>Payment terms</td><td>39%</td></tr> <tr><td>Price</td><td>39%</td></tr> </table> </td> </tr> </table>	<p style="text-align: center;">- Are you interested to buy Office in New Capital?</p>	<p>Are you interested to buy Office in New Capital ?</p>  <table border="1" style="margin: 0 auto;"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>YES</td><td>60%</td></tr> <tr><td>NO</td><td>40%</td></tr> </table>	Response	Percentage	YES	60%	NO	40%	<p style="text-align: center;">-if yes</p>	<p>WHAT KIND OF PROJECT ARE YOU INTERESTED ?</p>  <table border="1" style="margin: 0 auto;"> <tr><th>Project Type</th><th>Percentage</th></tr> <tr><td>Mixed use</td><td>67%</td></tr> <tr><td>Office Building</td><td>33%</td></tr> </table>	Project Type	Percentage	Mixed use	67%	Office Building	33%	<p style="text-align: center;">- What is the most important factor in your buying decision?</p>	<p>What is the most important factor in your buying decision?</p>  <table border="1" style="margin: 0 auto;"> <tr><th>Factor</th><th>Percentage</th></tr> <tr><td>Developer</td><td>22%</td></tr> <tr><td>Payment terms</td><td>39%</td></tr> <tr><td>Price</td><td>39%</td></tr> </table>	Factor	Percentage	Developer	22%	Payment terms	39%	Price	39%
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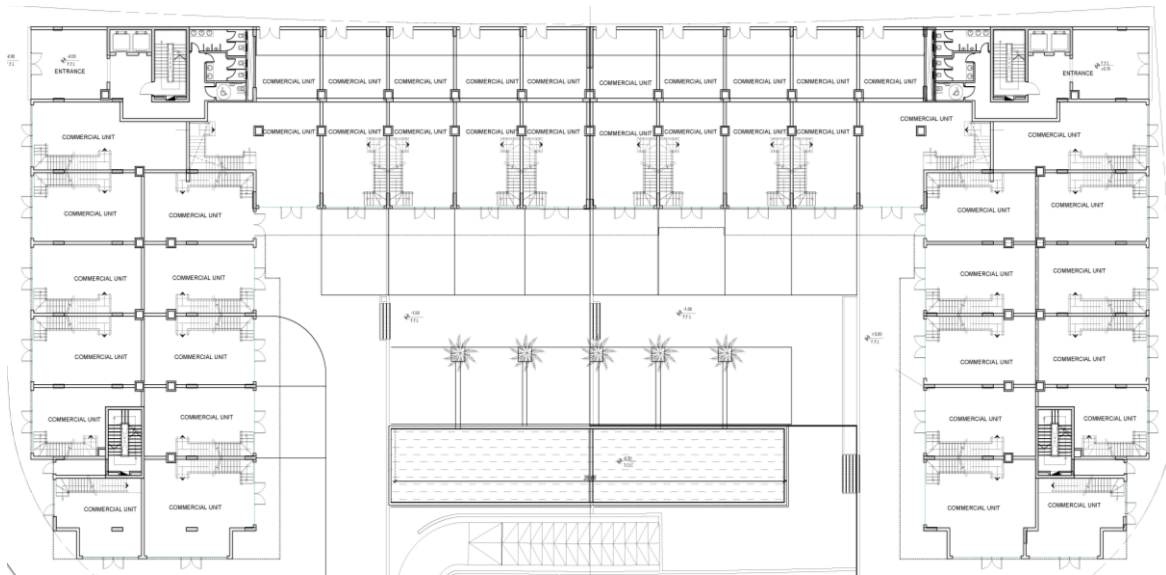


The previous table indicates that demand is mostly directed towards the residential sector for investment purposes. Payment terms and price are the most important in making a purchase decision. He also explains that the most preferred spaces are from 80 to 150 square meters. The results indicated that there is interest in purchasing office space. Through samples, it is possible to identify the type of building and its elements and whether it is office, medical, or residential, as well as the architectural area that can be marketed according to the client’s requirements and the cost of construction. From the three samples, it is clear that it is difficult to market preferred spaces to customers due to the high cost of construction under inflationary conditions. Space will be reduced to less than 50% in some architectural elements compared to what customers prefer. Marketing determines the appropriate spaces according to the marketing plan, cost, and appropriate payment methods, as the main factor in the marketing study is the payment terms and the total value that will be paid to own the unit. The architectural designer must commit to reducing spaces, following the marketing plan, and reaching the desired goal, which is marketing the architectural product. Therefore, following new ideas such as flexible design, using multiple functions of the same space and open spaces has become essential in architecture.



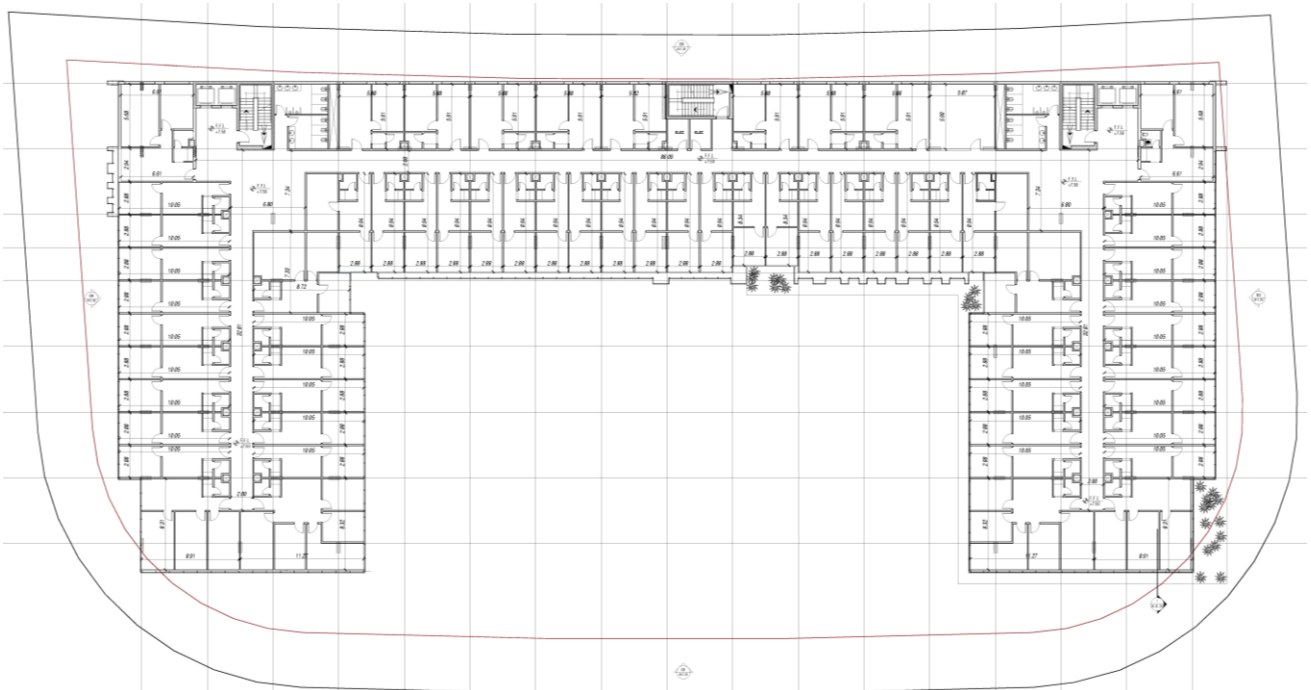
**Figure 2.** mixed-use building - com10

For example, Figure (2) com10 building, which is a mixed-use commercial and administrative building. It is in the R7 area of the New Administrative Capital. With an area of 6,450 square meters, the construction rate is 30%. It consists of a commercial ground floor in addition to two floors for administrative offices.



**Figure 3.** commercial ground floor plan- com10

Figure (3) shows the commercial ground floor, which is the architectural proposal for distributing commercial spaces with an area of approximately 55 square meters. These are spaces that can be marketed according to the marketing study, as the basic factors in the marketing study are the payment terms and the total value of the unit.



**Figure 4.** offices first-floor plan - com10



Figure (4) shows the first administrative floor, which consists of administrative offices divided into units with an area of 25 square meters each. They are less than half of the preferred spaces for those wishing to purchase these office units, as payment terms and price are the most important in making the purchase decision. Therefore, these spaces are suitable according to the marketing study and easy to market as a result of high inflation and construction prices, but these units were designed in the form of modular units. Those wishing to purchase can use the unit and its multiples as desired.

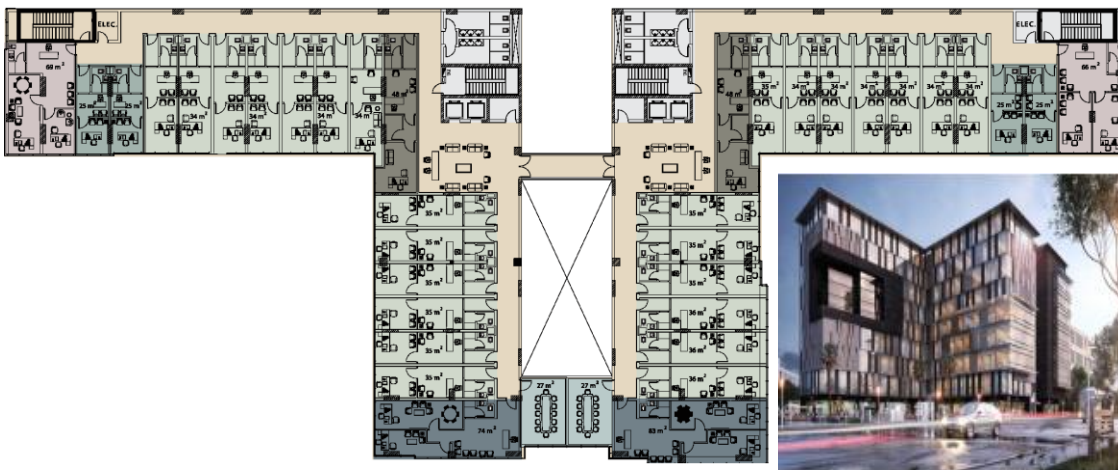


Figure 5. 3D&Plan for a mixed-use building

## 2.9. Flexible Spaces

Being flexible means being able to explore a variety of approaches and new possibilities. Flexibility is important because the way we design affects the unconscious direction of thinking and how we form and express our visual ideas. Agile design is an approach that often involves trial and error. It can lead to alternatives worthy of development. Thus, flexible spaces allow us to take advantage of them as they appear in the design process (Francis D. K. Ching 2013). Flexible design has become one of the most important features of the modern design adopted by the New Administrative Capital, knowing that this approach has been known since ancient times, but recently it has become a decisive factor due to economic conditions and inflation. Flexibility is the use of multiple functions in the same architectural space, taking into account the basic parameters of the design of spaces (Tan 2011). We notice in Figure (5) that the two blocks of the building were separated to completely separate the administrative and medical activities, each in a separate building and entrance while maintaining the links between the two blocks. The waiting areas were grouped at the entrance to all units, and each unit did not have its own space. It was taken into account that the design should be flexible in dividing spaces and using modular units and their doubles to achieve flexibility in dividing to reduce spaces and use one unit or merge several units to form a unit with a large area, in addition to the conference halls that have become separate from the units so that they can be used from all units when needed and benefit from public spaces. Open to all units. Thus, as a result of the flexible approach to space design, the basic area of the units is reduced. Thus, the marketing study contributes to crystallizing a vision for architectural design before setting standard architectural design standards.

### **3. Conclusion**

Marketing has become an official approach that is important in Architectural practice and has been a participant in determining market requirements, developing appropriate marketing plans, and contributing to the determination of the project program and spaces. Today, it can be argued that many architecture firms are aware of the importance of commercialization in their business practices. and have become an initial stage before the design decision is made to determine the market requirements for achieving the best architectural product that is acceptable to consumers. Due to the great competition in the region chosen for study, the new administrative capital, as a result of the introduction of too many different projects at the same time, marketing has become a key element in the practice of architecture To get to not only good marketing of the architectural product but also to continue and be in the labor market and compete for additional projects. Marketing helped make design decisions to reduce spaces and reuse flexible designs for architectural spaces and design open spaces after these ideas were used in very small proportions in previous projects. This is due to economic conditions and high prices as the main element is the methods of payment and the total value of the units.

#### **4.Recommendations:**

- 1- Interaction with marketing teams The architect should interact and collaborate with marketing teams to ensure that spaces are designed in a way that enhances marketing objectives and reflects specific marketing strategies.
- 2-Understanding the target audience Before starting to design the space, the architect must understand the target audience well, including their needs, preferences, and purchasing behaviors, to ensure that the space is designed in a way that meets their needs and matches their expectations.
- 3- Taking into account market trends: Architectural spaces must be designed based on a deep understanding of market trends and customer behaviors, which helps in meeting customer needs better and increasing effectiveness.
- 4-Flexibility and adaptability The design should be adaptable to changes in the market and commercial developments, allowing spaces to be easily reconfigured to meet changing needs.
- 5-Open planning: This approach includes the use of open and adjustable layouts that allow changes in the use of spaces as the needs of users develop, which helps in reducing the basic areas of the units and thus reducing the total cost.
- 6- Providing multi-use spaces. Spaces can be designed to be able to accommodate a variety of activities and uses, which increases the flexibility of the space and allows changes in use without the need for major modifications.
- 7-Future thinking Architects must think about the future anticipate potential developments in the use of spaces, and ensure that the design can be easily adapted to these changes.
- 8-Focusing on the client: The design of the architectural space must be focused on the client and his needs, taking into account the client's behavior and preferences.
- 9-Updatable technology Advanced and updateable technology can be used in architectural design to enable quick and easy changes to adapt spaces to the needs of their users.
- 10-s Providing distinctive experiences Architectural space design can be used to provide unique and distinctive experiences for customers, which increases the attractiveness of the place and makes it a preferred destination.

**INTERNATIONAL JOURNAL OF  
ARCHITECTURAL ENGINEERING AND URBAN RESEARCH**

**VOLUME 5, ISSUE 2, 2022, 359 – 375.**

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## **Acknowledgments**

I would like to thank all the people who helped me to accomplish this research to reach the results which will have a great benefit to all the architects interested in this field.

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**INTERNATIONAL JOURNAL OF  
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