

A BUSINESS PLAN FOR LAHANOKIPOI AREA OF THESSALONIKI

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Abstract:

This paper is about an economic investigation in order to analyze the existing situation of Lahanokipoi landscape and the possibilities that can come out when exploring it., starting by writing down the existing business companies and industries, the value of landscape by using economic ratios and the prospective that can come out. The Lahanokipoi area covers a big part of old industries that are no longer in use and there is very low developement, which suggests that there could be a total reconstruction of landscape, either by building a business park or a business center with all kinds of facilities and parks. The project suggests a new model that is economic stable and introduces not only the economic and business developement that can be achieved but also the enviromental and architectural structure that can maximize the value of landscape. It is the first time in literature that we have a landscape economic and architectural analysis in this part of the city and so the contribution of this paper is of vital importance. The fact that there is a low construction in the area clearly shows the perspective of future developement. The proposed methodology is of interest for architects, civil engineers, enviromental analysts, businessmen, public sector representatives, local authorities, economologists and many others.

Keywords: Landscape; Business plan; Business park; Construction; Environment

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