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THE CASE FOR VALUE MANAGEMENT TO BE INCLUDED IN
EVERY CONSTRUCTION PROJECT DESIGN PROCESS

By

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LIST OF FIGURES

FIGURE	DESCRIPTION	PAGE
Figure 2.1	Definitions of the Terms Used	19
Figure 2.2	Typical Terms for VM Studies and Different Stages	19
Figure 2.3	Different Definitions used for Value Analysis, Value Engineering and Value Management	20
Figure 2.4	The Value Management Job Plan	31
Figure 2.5	Stage of Project and Savings Potential	35
Figure 2.6	The Application of Cost Planning and Value Management	37
Figure 2.7	The 40 Hour Value Management Workshop	40
Figure 3.1	Some Fundamental Requirements of Effective Design	52
Figure 3.2	The Relationships of Traditional Project Management Development	59

Figure 3.3	The Scope of 'Buildability' as Defined by CIRIA	64
Figure 3.4	Life Cycle Cost Element	69
Figure 3.5	Inter-relationship between VM and LCC	72
Figure 4.1	Percentage of Feedback	83
Figure 4.2	Types of Firm	84
Figure 4.3	Respondent's Position	85
Figure 4.4	Size of Respondents' Organisation	85
Figure 4.5	Approximate Turnover Per annum	86
Figure 4.6	Types of Project Undertaken By Respondents	87
Figure 4.7	Respondents' Exposure to VM	88
Figure 4.8	Respondents' Understanding of VM	88
Figure 4.9	The Respondents' Understanding on The Timing	90
Figure 4.10	Respondents' Experiences with VM Study	91
Figure 4.11	The Occurrence of VM Study	92
Figure 4.12	The Respondent's Normal Practice to Achieve Value for Money	93
Figure 4.13	Respondents' Implementation of VM Study	93

ABSTRACT

Value management (VM) in construction is the term to describe the total process of enhancing value for the Client from a project through concept to operation. While lower cost can be achieved through the traditional cost saving exercises, neither quality nor value can be guaranteed. Professionals in the industry are increasingly relying on VM to maintain the quality while keeping total cost down and at the same time attempting to optimise the value and functionality of the construction projects.

The major influence in the immediate future will be a drive towards better value for money rather than lowest cost. Thus, the main target in order to ensure the factor can be achieved would be through design. This research is limited to discovering the effectiveness and benefits of value management during the design process and how value management can be best employed to benefit the Client of the construction industry. A postal survey was carried out on the Malaysian architect's exposure to value

management due to the importance of the design stage and its impact on the outcome of the construction projects. Case studies were carried out in order to give a better view on the implementation of value management study and its contribution towards the implementation of the construction project.

The research showed that the Malaysian clients are slowly accepting VM as a method of achieving value and to achieve better functionality in their projects. Through the application of VM methodology during the design process stages, it was able to enhance the benefits obtained by the client and derive better value and building functionality, without necessarily increasing cost. Yet, value management still has a long journey to travel in order to be an accepted and recognised process in the Malaysian construction industry.