



**LOW COST HOUSE QUALITY
DEVELOPED BY
PERMODALAN NEGERI SELANGOR BERHAD**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

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**LOW COST HOUSE QUALITY
DEVELOPED BY
PERMODALAN NEGERI SELANGOR BERHAD**

SUMAYYAH BINTI SHAIDAN

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA**

2006

DECLARATION OF ORIGINAL WORK



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UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Sumayyah Binti Shaidan , (I/C Number: 821120-71-5018)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 26/04/2006

LETTER OF SUBMISSION

26th April 2006

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“LOW COST HOUSE QUALITY DEVELOPED BY PERMODALAN NEGERI SELANGOR BERHAD”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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ABSTRACT

The Malaysian government started building low cost housing during its first five-year plan from 1956 to 1960. The objective of building the low cost houses was to promote welfare of the lower income groups by providing improved and decent houses, and enhancing social and community services. Malaysian government has given the responsibilities to all state government to build low cost houses in order to promote welfare of lower income group. After that, state government will give the responsibilities to the developer to develop low cost houses. State government of Selangor, has given the responsibilities to the Permodalan Negeri Selangor Berhad to develop low cost houses in order to promote lower income groups of Selangor residents.

This research will highlight and identified the factors that will lead to low quality of low cost houses faced by Permodalan Negeri Selangor Berhad (PNSB). The coverage of this study is at Kuala Selangor district. Low cost housing is done in this area, as the development of Pangsapuri Sri Rasau. The attention of my study has been focused on the house buyer of Pangsapuri Sri Rasau. Information regarding my study was obtained from an interview with the respondent with the help of questionnaire. The information regarding my study also obtained from the internal and external sources such as getting the information from the company and from the internet and survey.