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**THE DEVELOPMENT POTENTIAL OF SHOPPING CENTRE IN  
KUALA TERENGGANU**

**This dissertation is submitted in partial fulfilment of the  
requirement for the Bachelor of Estate Management (Hons)**

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## **ABSTRACT**

This study is about development potential which is closely related to the planning of a place, either town country or region. It is the balance between values to be added to property by means of development and the costs that this action implies. Establishing development potential of a property would be impossible without accurate estimations of all, direct or indirect costs. Through this study, the researcher might establish some possible aims to be achieved such as to discuss on the cause for the absence of shopping centre in Kuala Terengganu. With the absence of the high end type of shopping centre, the researcher had been trying to identify its development potential in order to ensure whether there might be or not any potential on developing such shopping centre. Thus, the researcher investigated on the demand for that type of shopping mall within the area of Kuala Terengganu through the distribution of questionnaires to the people as the respondents. As the answers to all of the targeted aims, the researcher finally found out the related causes and one of it is the insufficient zoning for the commercial purpose. Additionally, most of the developed commercial properties in the zoned area were built with neighbourhood and outlet centres, without much space for the development of shopping malls. However, there are still many demands from the people towards the shopping mall and their demands are counted as one of the contributor to the potential for developing a property. So, this study can be concluded as arriving to its aims by the researcher, thus it is hoped that this academic project with the case study of Kuala Terengganu will be used as reference for future development in Kuala Terengganu.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Kuala Terengganu is one of the developing cities within the state of Terengganu, Malaysia either physically or economically. From year to year, there are a lot of increases in the number of projects erected and tourists visiting the state which situated at the East Coast of Peninsular Malaysia. Projects that have been developed till today are those such as the Taman Tamadun Islam on Pulau Wan Man, the new structure of Pasar Besar Kedai Payang, the upgrading of the Sultan Mahmud Airport and many others. With everything planned and developed in the state generally, in Kuala Terengganu specifically, it seems unusual for a city with the title of 'Bandaraya Warisan Pesisir Air' for not having a shopping complex, which raises the question whether there is any potential of development for a shopping centre in the city.

In accordance to the absence of the shopping centre, there are a few places for shopping that can be found there which include the wholesale emporiums, discount stores and hypermarkets. These types of commercial properties can be seen scattered in the city of Kuala Terengganu without a main centralised centre where all the branded and non-branded goods are gathered under the same roof.

Through years, the construction of Giant Hypermarket and Mydin Mall might seems like one of the ways to overcome the shortage of the centre but gradually, people will tend to get tired of having to go to various places in order to get different types of