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**INTEGRATED FINAL PROJECT (BSR330)
CASE STUDY:**

MENARA WORLDWIDE, BUKIT BINTANG

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1.1 INTRODUCTION AND ORGANIZATIONS BACKGROUND



*Figure 1 :Menara
Worldwide*

Menara Worldwide, a distinguished 25-story office tower nestled in the vibrant heart of Kuala Lumpur's coveted Golden Triangle, proudly reflects the success story of Central Holdings Berhad (CHB). Established in 1969, CHB's transformative journey, particularly under the guidance of PKNS Real Estate Sdn Bhd (PREC), began a new chapter on December 27, 2013. This pivotal moment saw PREC acquiring the entire share from Worldwide Holdings Berhad, solidifying its ownership of CHB.

While Menara Worldwide faced challenges during its inception, including a tumultuous decade marred by issues and setbacks, the tower has triumphed over adversity. Today, it stands as a testament to resilience, housing Premier Grade A Tier-1 brands such as Volvo, Lazada, Zalora, with a significant portion dedicated to AIG, its anchor tenant. The remarkable turnaround can be credited to the unwavering commitment of PKNS Real Estate Sdn Bhd, a company adept at implementing yield-boosting strategies.

PREC continues to play a crucial role in unlocking the full potential of this architectural gem. Noteworthy is the inclusion of a penthouse offering an unparalleled 360-degree view of Kuala Lumpur's expansive skyline. During intense competition and a surplus of office spaces in the capital, Menara Worldwide distinguishes itself as the most coveted office location. This distinction is attributed to its strategic address within the Golden Triangle, efficient property management, and the overarching strategic guidance provided by its parent company, PKNS Real Estate. As Menara Worldwide continues to thrive, it stands as a beacon of success and a symbol of strategic brilliance in the dynamic real estate landscape of Kuala Lumpur.