



CUSTOMER PREFERENCES ON HIGH RISE RESIDENTIAL: THE  
MAHOGANY PARK APARTMENT.

MUHAMMAD AMMAR SYAFIQ BIN MOHD YUNUS  
2012512645

BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA

JULY 2015

## **DECLARATION OF ORIGINAL WORK**



### **BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA**

#### **“DECLARATION OF ORIGINAL WORK”**

I, MUHAMMAD AMMAR SYAFIQ BIN MOHD YUNUS, (I/C Number: 901024105535)

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 degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguished by quotation marks and source of my information have been specifically acknowledged

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## LETTER OF TRANSMITTAL

July 2015

The Head of Program,  
Bachelor of Business Administration (Hons) Marketing,  
Faculty of Business Management ,  
Universiti Teknologi MARA , Kampus Bandaraya Melaka,  
110 OFF JALAN HANG TUAH,  
75300 MELAKA

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**CUSTOMER PREFERNCE OF HIGH RISE RESIDENTIAL: THE MAHOGANY PARK APARTMENT**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely ,

.....

MUHAMMAD AMMAR SYAFIQ BIN MOHD YUNUS  
Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

High rise residential has emerged as a solution to the issues of land bank and the growing needs of residential properties. For one of the top developer in Malaysia, Sime Darby Property has developed an apartment called The Mahogany Park. Since it's been launch on May 2014, the apartment has received slow and not very encouraging response from the public up until now. This has become an issue for the top developer namely Sime Darby Property in selling the said apartment. The main objective of this research is to identify, determine relationship and to evaluate the most significant factor (Location, Financial, Physical and Environment) that affect customer preference. There are many factors that affecting customer preference but in this study the researcher used variable from past researcher to support its research. By using convenience sampling technique, 100 questionnaires were distributed at Saujana Impian, Kajang to identify the real issues that curb this apartment. Analysis found that all the factor under discussion constitutes 97.4 % out of the factor that affect customer preference, financial factor is the most significant factor that contribute to the factors affecting the customer preference and this is supported by previous study and the finding in this study. This research is useful in guiding and serves as reference for housing developer and local government to fully understand house buyer's expectation towards high rise residential, a good housing development project should be constantly revised to meets the wants and need of the customer.

## **TABLE OF CONTENTS**

TITTLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	viii
LIST OF TABLE	ix
LIST OF ABBREVIATIONS	x
ABSTRACT	xi

### **CHAPTER 1**

#### **INTRODUCTION**

1.1	Introduction	1
1.2	Background of Study	2
1.3	Background of Company	4
	1.3.1 Sime Darby Berhad : The History	4
	1.3.2 Property Division	5
1.4	Problem Statement	6
1.5	Research Objective	7
1.6	Research Hypothesis	7
1.7	Scope of Study	8
1.8	Significance of Study	9