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UNIVERSITI
TEKNOLOGI
MARA



AIMA
DEVELOPMENT SDN BHD
(Incorporated in 1984)

CASE STUDY

AIMA DEVELOPMENT SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF MATHEMATICAL SCIENCES AND COMPUTER
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STUDENT'S NAME : NURUL AIN NAJHAH BINTI ROZAINAL
STUDENT ID : 2018638942
LECTURER'S NAME : MRS. AZZAH BINTI AMRAN

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EXECUTIVE SUMMARY

The Aima Development Sdn. Bhd. is a real estate developer in Alor Setar, Malaysia. This company is a well-known developer in Malaysia especially in the north states such as Perlis, Kedah and Pulau Pinang. The company was incorporated in November 1984. It was formerly known as Aima Sdn. Bhd. Later in March 1986, the company was renamed to Aima Development Sdn. Bhd. (ADSB) and holds a 100% Bumiputra status. The company nature of business is to remain project management and development of residential and commercial complexes. The major problems faced by Aima Development Sdn. Bhd. are aftermath problem of the projects, renovation cost overruns and lacks of advertising their business. The company should improve their drainage system for a better environment of their project sites to avoid aftermath effects. Then, the company also must advertise their business by using social media more since nowadays people tends to use social media in their daily life.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Real estate development, or development of property, is a business process that encompasses activities ranging from the renovation and release of existing buildings to the purchase of raw land and the sale of developed land or parcels to others. Real estate developers are the people and companies that coordinate all of these activities, converting ideas from paper to real estate. Real estate development differs from construction, although many developers also manage the construction process.

Developers buy land, finance real estate deals, build or have builders build projects, create, imagine, control and orchestrate the development process from start to finish. Developers usually take the greatest risk when creating or renovating real estate and receive the greatest reward. Typically, developers purchase a piece of land, dictate the marketing of the real estate, develop a building program and design, acquire the necessary public approval and financing, build structures, and rent out, manage, and ultimately sell the property.

For example, a few developers purchase the property and obtain the plans and authorizations approved before selling the property with plans and permits to the builder at a slightly higher price. Likewise, a developer who is also a builder may purchase a property with plans and authorizations in place so that they could not run the risk of failing to secure a planning approval and can start construction instantly upon development.

Developers work with various counterparts at every stage of this process, which include architects, city planners, engineers, surveyors, inspectors, contractors, lawyers, leasing agents, etc.

1.2 Problem Statement

Aftermath problem of the projects

Needs high investment since the poor drainage system needs to do maintenance frequently to satisfy the clients.

Renovation cost overruns

One of the major reason for cost overrun is a wrong estimation of the budget. Without change orders, it can be difficult to turn the situation in your favor. Now the real lesson you can learn from this mistake is to understand the error in the estimate.

Lacks of advertising their business

Lack of expertize for detailing. The company did not update their social medias about their business.

1.3 Purpose of the Study

To identify big issues or conditions in a company based on the SWOT analysis

To propose solutions and strategies to improve the company's performance, so that the company can compete in the market..

To investigate the actual process that is going on in the business.