

DEMAND OF HOUSING
AMONG THE CIVIL SERVANTS
IN TANAH MERAH AND MACHANG

ZAMZURINA BINTI ZAINUDIN

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (MARKETING)
SCHOOL OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY

MARCH, 2000

LETTER OF TRANSMITTAL

Bachelor in Business Administration (Hons) (Marketing)
Faculty of Business and Management
MARA University of Technology
Kelantan Branch
18500 Machang
Kelantan

8 April 2000

Pn. Masnah Mohd Zain

Project Advisor

Faculty of Business Administration and Management

MARA University of Technology

Kelantan Branch

18500 Machang

Kelantan

INDUSTRIAL ATTACHMENT PROJECT PAPER

Herewith I enclosed my project paper entitled "Demand of Housing Among the Civil Servants in Tanah Merah and Machang."

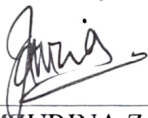
*The purpose of this study is to determine which area preferred by the civil servants, type of houses demanded and facilities concerned by them. The findings shall benefit the company, **Sentosa Jaya Development Sdn. Bhd.***

And hopefully, this project paper will meet your requirement.

I would like to express zillion of thanks for all your kindness, guidance and assistance that you had rendered for the completion of this project paper.

Thank you.

Yours sincerely,



(ZAMZURINA ZAINUDIN)

ACKNOWLEDGEMENT

IN THE NAME OF ALLAH, THE COMPASSIONATE, THE MERCIFUL.

First and foremost, praise to **ALLAH S.W.T.**, with HIS consent, I have completed this project paper. Without the strength given to me, I would not be able to make it.

I would like to express my heartiest gratitude to my advisor, *PN. MASNANI MOHD ZAIN*, for her continuous comments, guidance, and constructive criticism throughout the preparation of this thesis. May ALLAH S.W.T. bless her and all of her family.

Thanks and gratitude also goes to management and all staffs of *SENTOSA JAYA DEVELOPMENT SDN. BHD.*, especially *En Izamudin Idris* (Marketing Manager), for helping me with valuable information.

Special thanks to all respondents from various organizations, *PEJABAT TANAH DAN JAJAHAN, TANAH MERAH* and *MACHANG; MAJLIS DAERAH TANAH MERAH* and *MACHANG; SEK. MEN. TEKNIK TANAH MERAH; SEK. TANAH MERAH II; SEK. HAMZAH II, MACHANG;* and *SEK. KEB. BELUKAR, MACHANG.* Thank you for your splendid co-operation and commitment.

Due acknowledgement to my *classmates and housemates* who help me by sharing information and giving moral support towards the success of this thesis.

Last but not least, to my beloved *parents, sisters and brothers* for showering me with their love, and for giving me inspiration and encouragement to do this project paper. Thank you so much.

Finally, to the many other persons who have been generous with their time and co-operation, please know that I think of you and I thank you. May ALLAH bless you accordingly.

ZAMZURINA ZAINUDIN

98000315

Bachelor in Business Administration (Hons) (Marketing)

Faculty of Business and Management

MARA University of Technology

Machang, Kelantan

TABLE OF CONTENTS

	Page
Acknowledgement	ii
Table of Contents	iii
List of Tables	v
List of Graphs	vii
List of Charts	ix
List of Abbreviations	x
Abstract	xi

CHAPTERS

1.0	INTRODUCTION	1
1.1	Background and Scope of Study	1
1.2	Company Profile	4
1.2.1	Company's Biodata	4
1.2.2	Company's Background	6
1.2.3	Business Location	8
1.2.4	Company's Projects & Financial Stability	9
1.3	Purpose	11
1.4	Objectives	11
1.5	Significant of Study	12
1.6	Hypothesis	13
1.7	Problem Statement	14
1.8	Methodology	16
1.9	Definition of Terms	18
1.10	Scope & Limitations	19
2.0	LITERATURE REVIEW	22
3.0	RESEARCH METHODOLOGY AND DESIGN	47
3.1	The Data Collection	
3.1.1	Primary Data	47
3.1.2	Secondary Data... ..	51
3.1.3	Organization & Management	52
3.2	Sampling Techniques	
3.2.1	Non Probability Technique	54
3.2.2	Probability Technique... ..	54
3.3	Procedure for Analysis of Data	
3.3.1	Frequency Distribution... ..	57
3.3.2	Cross-Tabulation	58
3.3.3	Chi-Square	59

ABSTRACT

One of the most important things in our life is shelter. We need a good place to live in order to procure a good life.

To purchase a house is not an easy job since we have to take time thinking of it and make the best choice. All relevant particular have to be taken into consideration such as the location, price, materials been used, facilities and so on.

Developers faced some problems in determine the demand of housing. They have to ascertain what the buyers think and want in their buying decisions.

Through this research, the researcher would like to determine the demand of housing among the civil servants in Tanah Merah and Machang. The research is focus in determining which area does the civil servants prefer, type of houses demanded by them and their concerning level towards facilities at their living area.

From the analysis, we found that those civil servants in both towns prefer urban area in choosing their residents. They do not request for certain type of houses. Or in other words, the low cost house only, as stated by the researcher's hypothesis. Those civil servants require for all type of houses; low-cost, low medium, medium and luxurious.

They also concerned about facilities in their living area, ignored wherever they live, either urban or rural area. The result showed that those civil servants do not have differences regarding their concerning towards the facilities.

Some recommendations and conclusion had closed this research. And it is a pleasure if the developers are willing to evaluate the suggestions from the civil servants (the respondents) and the researcher.