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BACHELOR IN BUSINESS ADMINISTRATION (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU, SABAH

**A STUDY ON HOW BINA PURI SOLVES THE COMMUNICATION  
PROBLEM WITH ITS PURCHASERS**

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Hereby, declare that,

- This work has not previously been submitted for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
  - This project paper is the result of my independent work and investigation, except where otherwise stated.
  - All verbal and written information and sources of my information have been properly acknowledged.
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## ABSTRACT

This study was conducted to identify what are the main factors that leading to the communication problems between Bina Puri and its purchasers. The reason for conducting this research study is to give suggestions and recommendations that Bina Puri can use to solve or overcome the problems for improvement purposes, after identified the main factors that leading to the communication problems. The respondents for this research study is among the Bina Puri purchasers itself in Kota Kinabalu, Sabah area only which are involved two Bina Puri current project which are Taman Malawa Jaya Phase-2 and Jesselton Condominium. This research study has been done conducted at Bina Puri Sdn Bhd located at Alamesra, Kota Kinabalu Sabah.

In September 1983, Bina Puri evolved from a class "BX" licensed contractor especially for the Public Works Department (JKR) to a class "A" industry leader in building and civil engineering contracting. With an increase in Bina Puri's portfolio, Bina Puri began to undertake project of unlimited value both locally and internationally. Among the earliest project included the improvement of Federal Route 1 Kuala Lumpur to Rawang and the road from Ulu Yam Baru to Ulu Gombak and North South Expressway from Alor Pongau to Bukit Merah, Perak.

In early November 1990, Bina Puri Holdings Berhad was incorporated as a private limited company under the name of Bina Puri Sdn. Bhd. The Group made a lot of further progress in January 1993, with the expansion of its business activities, while adding property development, highway concessionaire, quarry operations, manufacturing of construction materials and polyurethane system house to the list. It was also at this time that Bina Puri Holdings Bhd. was listed on the Main Board of the Kuala Lumpur Stock Exchange, which is now known as Bursa Malaysia.