



**COLLEGE OF BUILT ENVIRONMENT  
UNIVERSITI TEKNOLOGI MARA**

**THE STUDY OF CHALLENGES FACED BY PROPERTY MANAGEMENT IN  
MANAGING THE HIGH RISE APARTMENT IN GENTING HIGHLANDS**

**Academic Project Submitted in Partial Fulfilment of the Requirement  
For the award of the Degree  
Bachelor of Estate Management (Hons)**

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We are finally here, writing the acknowledgement, because of Allah SWT.

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## **ABSTRACT**

The management of high-rise apartments in Genting Highlands presents unique challenges due to its high-altitude environment, harsh weather, and growing infrastructure demands. This study investigates the multifaceted challenge faced by property managers, including structural maintenance, tenant relations, and regulatory compliance, with a focus on preventive, predictive, and corrective maintenance strategies.

Using a qualitative approach, the research draws insights from property managers of four residential properties: Ria Apartment, Vista Residence, Ramin Apartment, and RSC Apartment. Data collected through structured interviews and NVivo analysis revealed recurring challenges such as water seepage, elevator malfunctions, HVAC failures, and tenant cooperation. Technology and predictive tools have emerged as critical components in addressing these challenge, enabling proactive and efficient maintenance practices.

Findings highlight the importance of strategic budgeting, advanced training, and effective communication in overcoming obstacles. Weather-related damage, aging infrastructure, and resource constraints remain persistent challenge, requiring innovative solutions and stakeholder collaboration. This study offers actionable recommendations to enhance property management practices, contributing to the sustainability, safety, and efficiency of high-rise apartments in Genting Highlands and similar environments.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Preliminary**

There are five chapters in the article. The primary components of the research are covered in this introduction chapter, including the research background, challenge, aims, and questions as well as the study's scope, significance, and research procedures. The thesis structure is explained as this chapter comes to a close.

#### **1.2 Research Background**

High-rise apartments have become a prominent feature of urban development worldwide, offering a solution to the growing demand for residential spaces in limited land areas. Genting Highlands, known for its unique climatic conditions and tourism appeal, has witnessed a surge in high-rise apartment projects. However, managing these structures presents distinctive challenges for property managers. This study explores the various challenge faced by property management in maintaining high-rise apartments in Genting Highlands, drawing on current literature and real-world examples to provide a comprehensive understanding of the complexities involved.

The management of high-rise buildings involves a multifaceted approach that includes routine maintenance, emergency repairs, tenant relations, and regulatory compliance. In Genting Highlands, the high altitude and humid climate pose additional challenges, such as accelerated wear and tear on building materials and complex logistical challenge related to maintenance operations. Property managers must navigate these challenges while ensuring the safety, comfort, and satisfaction of