

LETTER OF TRANSMITTAL

March 11, 2002

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Sir,

SUBMISSION OF FINAL REPORT

The above refers.

Enclosed herewith is the final paper titled "**Would The Creation of Industrial Park and Industrialisation of Pasir Gudang Creates Opportunities for Property Developers in The Area**" to fulfil the requirement of the Faculty of Business Management.

Thank you.

Yours truthfully



BHADARIAH MOHD. SALLEH
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**WOULD THE CREATION OF INDUSTRIAL PARK AND THE
INDUSTRIALISATION OF PASIR GUDANG CREATES
OPPORTUNITIES FOR PROPERTY
DEVELOPERS IN
THE AREA.**



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**THIS THESIS IS SUBMITTED TO THE FACULY OF BUSINESS
MANAGEMENT, UNIVERSITY OF TECHNOLOGY MARA, IN PARTIAL
FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING.**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SEGAMAT CAMPUS
JOHOR BRANCH**

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BACHELOR of BUSINESS ADMINISTRATION (HONS) (MARKETING)

DECLARATION of ORIGINALWORK

I, Bhadariah Mohd Salleh, I/C No: 690423-71-5018 hereby declares 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 degree.
- ✦ This project is the result of my independent work, except where otherwise stated.
- ✦ All verboten extracted have been distinguished by quotation marks and source of information has been specifically acknowledge.

Signature:



Date: 11/3/2002

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Thank you all, once again

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ABSTRACT

Industrialisation of an area would create a new township, either the area itself or the neighbouring area. Penang, for instance, has totally turned itself from depending on the trading and tourism to evolve itself to a manufacturing hub. The industrialisation program in Pulau Pinang started when the Country first Free Trade Zone was set up in the 1970s. The concentration on industrialisation has opened up many residential estates and the place is one of the most congested with population in the country.

Pasir Gudang, on the other hand, set-up its own free trade zone in 1984 and the place has created more than 60,000 jobs since its opening. These jobs have brought an influx of people from all over the country. But, unlike Penang or Shah Alam, the property business here is not as encouraging. The slow sales and the lack of response reported in the dailies brought the question of why the people turned away to other places when looking for houses.

For this research, the focus is on the people who rent out flats. Variables that have been identified as independent to the demand for houses here would be the infrastructure, facilities and amenities, employment opportunities and the population itself. The research conducted identified the locality of the residents and their intention of staying might affect the demand for housing. It also reveals that the nature of the factory workers that make up the majority of the residents here, come from identical income brackets and this group is the most price sensitive buyers.

It is also found that due to the nature of products produced here, which includes chemical and petrochemical, make the people wary of staying for a long period or permanently.