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**DEVELOPMENT OF STRATEGIES IN  
DEVELOPING AFFORDABLE HOUSING FROM  
DEVELOPER PERSPECTIVES**

Final Project submitted in partial fulfilment  
of the requirements for the award of  
Bachelor of Quantity Surveying (Honours)

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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduates, Universiti Teknologi MARA, regulating the conduct of my study and research.

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# ABSTRACT

Housing development in Malaysia among the main concern as it poses a significant challenge in fulfilling client satisfaction. The majority of the population is still aspiring for a comfortable, safe and reasonably priced house. Unfortunately, households in the middle-income range face difficulties to find housing that can satisfy their needs and budget. Skyrocketing of housing prices and undersupply of the affordable house lead to this phenomenon. The aim of this research is to establish strategies for developing affordable housing. This research will be carried specifically focusing on the residential project on affordable housing development in Kuching, Sarawak. The objectives of this research are to identify the availability of housing incentives. Besides that, this research is to determine the challenges of developing affordable housing and recommends the critical success factors of developing affordable housing. In addition, these research concentrates to the development of strategies in developing affordable housing thus it is focusing the respondents among housing developer. The research method is using literature reviews and questionnaires survey to conduct the study in order to achieve the objective of the research. The outcomes of these research study expected to obtain the further detailed on the challenges & strategies towards the developments of affordable housing. The outcomes of this paper will assist in the decision making involving housing development and enhancing the strategies in the affordable housing developments.

**Keywords: Housing Development, Affordable Housing, Middle-Income Group, Developer Perspectives**

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# CHAPTER 1.0

## INTRODUCTION

### 1.1 INTRODUCTION OF RESEARCH

A house is a place where people are living in, and it provides us with shelter as a basic need to increase our lifestyle (Salfarina, Abdul & Malek, Nor & Azrina, H., 2011). It is one of the essential needs to everyone as it gives us a place from unexpected weather such as raining, lightning, hot or cold temperature. In ancient time, house limited with the standard design wherein urban area there will be high-cost housing meanwhile in the rural area with wooden housing. These days, housing has been enhancing from the aspect of design, location, function and not to forget the cost. The type of houses change from time to time and become variety with the design such as terrace house, bungalow, apartment, condominium and many types of housing development. In reality, the more strategic or develop the location, the more higher of the house value. Housing in urban area much more affected with the volatility of the house value. This is due to the main economic activities encourage people to move to that area especially jobs preference. This has been supported by Yaguang (2011), that the focusing effect can give so much business opportunities at lower cost as well as enhance the economic urban expansion.

In addition, investing housing in property give a positive impact to have a house. Even though the value of the price keeping increase, but it is great to own a house because we can get more profit buying it as people can invest. By having a house also, the risk of loss is lower because it is tangible assets. The Malaysia