



**DEPARTMENT OF BUILDING SURVEYING
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
MARA UNIVERSITY OF TECHNOLOGY
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**A STUDY ON SUCCESSFUL FACTORS FOR HOUSING
DEVELOPMENT**

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**AKNOWLEDGEMENT CERTIFICATION OF DISSERTATION
AMENDMENTS**

This is to certify that the following student has made the necessary amendments as per instructions and is hereby allowed to bind his/her dissertation.

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ABSTRACT

For the past few decades, Malaysia has been housing its people to support the growing population. It is expected to reach 32 million in the next two decades. To fulfill the demand, the government has taken the action of increasing the number of housing needs for people.

Through an analysis of six successful for housing development can indicates that successful housing developments must be well located and excellent in their design and management if they are to attract buyers who have location choices. Housing works best where there are sufficient units aimed at the higher income to create a critical mass of market units and where there are no differences in the nature and quality of the units being offered that are due to the income of the buyers.

Overall, the objective of this dissertation is to highlight the successful factors for housing development. The study is focused on three companies in Selangor which is Perbadanan Kemajuan Negeri Selangor (PKNS), SP Setia and Sime UEP. The questionnaires will be interview to management level to gather data and finally make analysis on the findings.



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