

**A STUDY ON THE LOCATION FACTOR AND ITS
RELATIONS WITH THE CUSTOMERS' DECISIONS IN
PURCHASING THEIR HOUSES AT
BANDAR BARU UDA, JOHOR BAHRU**

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LETTER OF TRANSMITTAL

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3rd October 1998

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Dear Sir

RE: SUBMISSION OF FINAL REPORT

The above matter is referred. Please find attached is the final project entitled "A Study On The Location Factor And Its Relations With The Customers' Decisions In Purchasing Their Houses At Bandar Baru Uda, Johor Bahru" for your kind perusal. I hope that the report will fulfill the requirements as needed by the Faculty of Business and Management.

Your kindness to accept the report is very much appreciated.

Thank you.

Your sincerely



(MORITA BT MOHAMMED)

ACKNOWLEDGEMENT

Special Thanks To.....

MARA INSTITUTE OF TECHNOLOGY DUNGUN TERENGGANU

EN. AZEMI BIN CHE HAMID

PUAN MUHAZITA BTE ALIAS

SBBU SDN BHD

EN. ARBAIN PAIMAN

MARKETING & SALES DEPARTMENT SBBU SDN BHD

LAST BUT NOT LEAST.....

HJ MOHAMMED BIN HJ IBRAHIM

HAJAH FATIMAH ABDUL RAHMAN

RIDZUANMAT KIAH

MOLINA BTE MOHAMMED

BRIAN BIN MOHAMMED

AND

FAMILIES.....

CHAPTER 1 INTRODUCTION

1.0 Introduction

Introduction of this study would be about the housing development in Malaysia during the Sixth Malaysia Plan, housing development in Johor Bahru and introductions to Uda Holdings Sdn Bhd (UHSB). Brief exposition on research problem statement, objective, hypotheses, scope of study, definition and limitations.

1.1 Housing Development in Malaysia

According to Lawrence Chan Kek Ling (1995) in his conference on the “New Dimension Urban and Property Development”, “In Malaysia, the major issues which are likely to determine the demand, supply, type, form and trend of property development are affected by the population growth, the age structure, the household size and family size, the household income distribution, rural-urban migration, the urbanization trends, the environmental quality, legislation, development cost and scale of development schemes.

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