



**IMPLEMENTED STRATEGY FOR SELLING CINTA AYU RESORT  
APARTMENT:**

**A CASE STUDY OF PULAI SPRINGS RESORT BERHAD**

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## **ABSTRACT**

Property can be seen as an important asset nowadays which all people have their own desires to have their own property. Property shows that people can possess a thing and they can control it in similar or distinct ways. This is because they already invest their money to get property that will give them many benefits in a long term period. Pulai Springs Resort Berhad is one of a big company where run core businesses conduct directly under subsidiaries such as hotels resort, golf and country club, leisure business and also restaurant. Therefore, this study is about understanding the factors of ineffectiveness to sell Cinta Ayu Resort Apartment and to identify the strategy that can be used by the company to enhance selling Cinta Ayu Resort Apartment. Then, the research questions has been created in order to make interview with three selected respondents which all is from different departments. The answers from interview has been analyzed in order to get the findings. The researcher gained the findings through methods such as interview, observation and documents from the company. The results shows that the factors of ineffectiveness of selling Cinta Ayu Resort Apartment towards people are because of the over-supply of residential, the culture, maintenance cost, affordability of buyer, liveable and lack awareness among customers. This study also included the significant, limitation and scope of study. Before the ending of this study, the study will represent the gap analysis between company practices and finding from literature review. Lastly, the study was completed by the researcher with the conclusion and recommendation for the company.