



UNIVERSITI TEKNOLOGI MARA

**CUSTOMERS' PERCEPTION STUDY TOWARDS  
MODULAR HOUSING SYSTEM  
IN SARAWAK**

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## **ABSTRACT**

A study was carried out to gather the opinions and perceptions of perspective customers towards the modular housing system. In the course of the study, the researcher has chosen CMS Modular Housing Sdn. Bhd. to be the model company which pioneered the modular housing system project in Sarawak. CMS Modular Housing Sdn. Bhd. was incorporated in July 1998 and has started its first commercial production in October 1998. A factory was set up to manufacture pre-fabricated housing modules and components for Cahaya Mata Sarawak Berhad (CMSB ) group's housing projects, and other private developers and builders. Bandar Samariang Housing Project is one of the projects that involves the construction of modular housing system. Presently, it involves the construction of 2,500 units two bedroom type low cost houses with the price of RM 32,000. The sales of those houses is undertaken by PERUMAHAN and so far the sales of the house is very slow. From the study, the real customers' perception towards modular house was identified and through this the company might use it to improve their strengths and weaknesses. In this study several recommendations are being proposed to enhance the marketing strategy of CMS Modular Housing Sdn. Bhd. which is detailed out in Chapter 6 of the paper. However, this was only an academic project.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of The Study**

The demand of houses in Sarawak especially that cater for the low and middle-income group is high but yet the government and the developers still cannot cope with the demand. Therefore an effective way should be recognized so that the construction of houses can be done in a cheaper, faster and cost effective to both customers and developers. Modular housing system can be one of the solutions to this problem.

Modular housing system is a patented prefabricated steel-framed composite panels building system. The steel frame panels utilize "tongue and groove" joint structurally bolted to cast-in situ concrete raft slab. Modular housing system utilizes a suite of polystyrene core composite prefabricated panels faced with a variety of sheet materials that suit the house construction requirements. Joining one panel to another in a tongue and groove manner set in cast in situ concrete raft slab, the composite panels fit perfectly into the specified plan.

## CHAPTER 2

### LITERATURE REVIEW

On October 1997, the Prime Minister had proposed to price low-cost housing according to location. Under this proposal, the price of low-cost housing will remain at the existing RM 25,000 in small towns and rural areas but it is likely to rise in cities like Kuala Lumpur. Yet it is in the city that the need for low-cost housing is acutely felt and where rising costs will only burden the poor further. The flexible price for low-cost house was introduced. The maximum price RM 25,000 were questioned since over the past 15 years the price were still the same without taking into consideration of inflation and increase of input cost. Base on that the government had come into decision to fixed the low-cost house price within the range of RM 25,000 to 42,000.

The government so far had already set up four special funds amounting to RM 4.1 billions which were for the purposes to increase the numbers of low-cost houses that being built for the people from the low income group. Those special funds were " Tabung Perumahan Untuk Rakyat Termiskin, Tabung Untuk Mempercepatkan Pembinaan Rumah Kos Rendah , Tabung Khas Untyuk Rumah Kos Rendah dan Sederhana and Program Perumahan Awam Kos Rendah."