



**CENTRE OF STUDIES FOR ESTATE MANAGEMENT
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**THE PROBLEMS OF COMMERCIAL PROPERTY
MANAGEMENT PRACTICE
CASE STUDY: KB MALL, KELANTAN.**

**Academic Project Submitted in Partial Fulfilment of The Requirements
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Bachelor Of Estate Management (Hons)**

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ABSTRACT

Shopping centres in Malaysia have made a significant contribution to the tourism industry's rapid expansion. As a result, business owners and managers should take seriously their responsibilities for the efficient functioning of retail malls. Many of the commercial buildings in Kelantan are in poor condition, and some are even deteriorating as a result of inadequate property management and maintenance. Property management is still unclear, especially in Malaysia where varied approaches are taken there. The first objective is to identify the property management practice for commercial shopping complex. Next, the second objective is to determine the issues of property manager managing the commercial property. The third objective is to propose the effective property management elements in achieving the success of shopping mall, using KB Mall as a case study. In this study, the researcher has adopted a quantitative method by using a Google Form. This research has successful in gathered 156 respondents which means it has achieved the sampling size then will be analyzed by using the SPSS. Addressing these issues and proposing improvements will enhance the mall's quality, profitability, and sustainability, making it a premier destination for shoppers and businesses. Based on the findings, the percentage of respondents that voted highly significant for lack of effective communication skill as the issue of property management practice on KB Mall was as high as 39.74%. The findings will contribute to enhance the system and create a sustainable investment medium. A smart property manager should make sure that their property is in the top 1 of properties in the community in terms of physical condition.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

Management refers to the technique, practice of science of controlling or that skillful or resourceful use of materials and time etc. it is the administrating or controlling, directing the business affairs of an organization (Hanks, 2019). Property management is the process of managing difficulties that impact the parties and arise from building ownership and occupation in order to resolve them. It is a deliberate procedure to direct and customise a property investment into a successful enterprise. Its major priority is to maximise the owner's investment (Scarrett, 1995). Yiu, et al (2006) said, "the property management profession has developed for over half a century, but little attention has been devoted to its definition and origin. This is probably because its definition is too trivial to most people; they would immediately relate property management to security, cleaning, and maintenance of property".

Most professional property owners are aware that the best way to maximise returns on investment is through solid investment management (ROI). The value we give things depends on their properties in a given context. The sole remedy needed to maximise returns on real estate investments, particularly at this current era of global economic slump, is effective property management. A property management agreement occurs between a landlord or his agent and tenants or occupiers.

Finding renters, collecting rent, maintaining the property to guarantee a safe environment, addressing tenants' issues, paying for necessary expenses, giving