

DECLARATION OF ORIGINAL WORK

**“A STUDY ON THE PROCESS OF HANDING OVER KEYS BY SABAH URBAN
DEVELOPMENT CORPORATION SDN. BHD (SUDC) TO SERI KAYANGAN
APARMENT PURCHASERS, LOK KAWI HEIGHTS, PAPAR.”**

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
DECLARATION OF ORIGINAL WORK

DYG FADZURAINAH BINTI AWG KASSIM

2007138109

A graduation Exercise Submitted to the
Faculty of Business Management
Universiti Teknologi Mara, Sabah
As a Partial Fulfillment of the requirement
For Bachelor of Business Administration (Hons)
Marketing

OCTOBER 2009

TABLE OF CONTENT

ABSTRACT

This thesis is submitted to fulfill the requirement of Faculty of Business Management, Universiti Teknologi MARA, Sabah Campus. This study is entitled “A Study On The Process Of Handing Over Keys By Sabah Urban Development Corporation SDN. BHD (SUDC) To Seri Kayangan Apartment Purchasers, Lok Kawi Heights, Papar”.

This study is mainly focusing how the process of handing over keys was done by SUDC towards Seri Kayangan apartments purchasers. This study also includes the satisfaction of the purchasers towards SUDC process handing over of keys and the problems which purchasers faced during the process were done. The study also has determine purchasers demographic and towards the end there were practical recommendation to be implement in order for SUDC to improve their weaknesses in term of handing their property to the end users. The data of information was gathered through questionnaire and converted the data using SPSS and relevant charts. This research has achieved the entire research objective.

The research revealed that there were 68% of purchasers satisfied with the process while the other 32% of purchasers dissatisfied with the process. From that, the study can be conclude as most of the purchasers still satisfied with the way the process was carried out and there was some improvement SUDC can be implemented in order to strengthen the process of handing over keys of SUDC.

TABLE OF CONTENT

Title Page	Page
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgements	iv
List of Figures	v
List of Tables	vi
List of Definition of Terms	vii
List of Abbreviations	viii
Abstract	ix
Table of Contents	

CHAPTER 1: INTRODUCTION

1.1 Background of Company	
1.1.1 About Sabah Urban Development Corporation	1
1.1.2 Company Mission	2
1.1.3 Company Vision	2
1.1.4 Company Quality Policy	2
1.1.5 History of Sabah Urban Development Corporation	3
1.1.6 Company Achievements	4
1.1.7 Logo of Sabah Urban Development Corporation	5
1.2 Background of study	7
1.3 Scope of Study	8

1.4 Problem Statement	9
1.5 Research Question	10
1.6 Objective of The Study	10
1.7 Limitations of Study	11
1.8 Significant of Study	12
1.9 Definition of Terms	13
1.10 Theoretical Framework	17

CHAPTER 4 : FINDING AND ANALYSIS

4.1 Introduction

CHAPTER 2 : LITERATURE REVIEW

2.1 Paramount Engineering & Construction Sdn. Bhd- Handing Over Procedure	18
2.2 Airing Woes Of House Buyers	22
2.3 House Keys Only After CCC is Issued	27
2.4 House Buyer in A Quandary	28
2.5 Wong Kwok Group Hand Over of Police Booth to PDRM	29
2.6 Abandoned Resort To be Ready To be handed Over	30
2.7 Bad Water Supply Affect Handing Over Process	31
2.8 Some Open Spaces Yet To Be Handed Over	32

CHAPTER 3 : RESEARCH METHODOLOGY

3.1 Introduction	33
3.2 Research Design	33
3.3 Target Population and Sample Size	
3.3.1 Target Population	33
3.3.2 Sample Size	34
3.4 Sampling Techniques	34
3.3.1 Quota Sampling Method	34

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF COMPANY

1.1.1 About Sabah Urban Development Corporation Sdn. Bhd (SUDC)

Sabah Urban Development Corporation Sdn. Bhd, or also known as SUDC was incorporated in 1972 as a wholly owned property development subsidiary of Sabah Economic Development Corporation (SEDCO), a state government agency responsible for promoting and coordinating economic development.

With more than 100 projects to its name and gross development value in excess of RM1 billion, SUDC has become one of Sabah's leading property developers. It holds a strong market position and has the most varied portfolio of projects. Its development activities include residential, commercial, retail, hotels, industrial estates, and new townships.

As a pioneer in the property industry, SUDC now boasts a proven track record of 35 years and is also known as a developer of quality. SUDC is committed to providing competitively priced products and services that meet the quality standards of ISO 9001:2000 and its client expectations. (*"The Urban Developer"*, published on 2007)

The company's scope of operations now includes property development, property investment, project management, construction management and property management. Property development continues to be the driving core activity of SUDC with several new developments in the offering that will set new standards in the property of Sabah.