

Title of Thesis	Study Of Demand Of Property Among Low & Medium Income Group Of Customer In Miri
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ABSTRACT

Property is an essential part for a person in their daily life, whether for investment or living purpose. Many people may own a property through various methods, such as received from parents, loan from banks or rented. They tends to think thoroughly before investing in a property because the amount of money involved is very big and may even take a few years' time to save the money. Therefore, the main purpose of this research is to study on the customers' demand in investing housing property in Miri so as to increase the understanding of customers' demand and expectation in property market.

In this research, data was collected based on 50 questionnaires distributed among young working adults, to study on their demand and expectation on housing property in the area. The data was then further summarized and analysed to be present in pie chart format to explain on the customers' behaviours, demand and expectation, so as to enable comparison to be done easily.

The findings were organized and discussed later on. First of all, there is an oversupply based on current development of property market in Miri due to financial pressure from economic downturn and depreciation of Malaysia Ringgit. Next, all customers have different demand and expectation on the ideal housing property such as on the price and specification of the property and they expect to have affordable pricing while maintaining the high quality of construction and luxurious design, so as to enjoy affordable luxury.

Also, recommendations were also discussed in this research. Investors should considers on the pricing of the property before investing in the property, together with all the incidental

costs such as legal fee, insurance or maintenance cost, that they need to have the fund readily available in a long run. They should also study on the market as there are a lot of internal or external factors to be considered before making the investment such as on the design, layout or size. On the same times, developers should study on the market to meet their customers' demand and expectation so that the property built can give the greatest profitability to both the developers and the investors on the same times. Besides that, extra services can be included in the sales package by the developers in the future development, to provide services such as free installation or preparing furniture and fittings based on the design of the property.

In conclusion, property development is very difficult task to achieve and it may took years to complete, consuming a lot of money and energy, which also affect the rewards and profitability for both investors and developers, as well as everyone living on the area. Therefore, strategic planning need to be done carefully so that everyone can enjoy the most from the property developed.