

Design Economics in Marketing Strategies of Serviced Apartments in Urban Areas

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ABSTRACT

Up until relatively recently, there have been rising of numbers of serviced apartments and overwhelming response with high numbers of available units taken up. As serviced apartment is a popular type of high rise building in Malaysia, there is a high demand for serviced apartments. The overall aim of this thesis is to present an analysis of the serviced apartment sector in Malaysia. It is hoped that this study will enhance the understanding of serviced apartment sector and design economics of a serviced apartments. This study begins with studying the importance of serviced apartments in urban areas and the characteristics of the serviced apartments. In addition, the factors influencing the potential supply and demand of serviced apartments are also discussed. The current market of serviced apartment is studied especially in Kuala Lumpur and Selangor. By using quantitative method, the questions as to support the objectives are analysed. This study concludes with a summary of the findings, together with the limitations encountered and suggestions for further research that may be carried out in the Malaysia serviced apartment sector in the future.