## **TABLE OF CONTENTS**

P	age
Acknowlegement	i
Executive Summary	ii
List of Charts	v
List of Figures	vi
List of Tables	vii
Chapter 1. Introduction	1
Chapter 2. Housing Scenario in Malaysia	3
Chapter 3. Analysis of The Housing Problems in Malaysia	8
The Problem of Oversupply	8
The Problem of Mismatch	14
The Problem of Low-Cost Houses	18
The Problem of Housing Technology	23
Chapter 4. Strategic Management Process and Models	25
Strategic Management Process	25
The Industrial Organization (I/O) Model of Above-Average Returns	29
The Resource-Based Model of Above-Average Returns	32
The Basic Value Chain Model of Analysis	35
Porter's Five Forces Model of Competition	40
Chapter 5. Prospects	45
Chapter 6. Recommendations	49
Demograhpic Statistics	49
Policies Towards Foreigners	50
Low-Cost Housing	51
Housing Technology	52
Bumiputera Ownership and Participation in Housing	52
Chapter 7. Conclusion	54
Bibliography	57

## LIST OF CHARTS

	Page
Chart 1: Type of Preferred Residence Before and After 1997 Crisis	7
Chart 2: Characteristics of a Good Location	17

## LIST OF FIGURES

	Page
Figure 1: The Strategic Management Process	27
Figure 2: The I/O Model of Superior Returns	31
Figure 3: The Resource-Based Model of Superior Returns	34
Figure 4: The Basic Value Chain Model of Analysis	36
Figure 5: Porter's Five Forces Model of Competition	41

## LIST OF TABLES

	Page
Table 1: Comparison of types and number of housing units,	
1980 and 1991	5
Table 2: Distribution of Housing Units by State, 1991	9
Table 3: Total Value of Property Overhang By Sector	
As At June 2000	11
Table 4: Total Number of Property overhang By Sector	
As At June 2000	13
Table 5: Price of Low-Cost Houses Based on Cost of Land	
Per Square Foot	15
Table 6: Transactions of Low-Cost Houses Between 1991-1995	20
Table 7: Distribution of Squatter-Residents in Malaysia, 1999	22
Table 8: Examining the Value-Creating Potential	
Of Primary Activities	38
Table 9: Examining the Value-Creating Potential	
Of Support Activities	39