

To : MIMI, FAIZAL, HARRIS  
Pub : NST  
Size : 27 cm (H) x 5 cols.  
Date : 2/4/2005  
Ad. No :  
Advertiser : PASDEC CORPORATION SDN. BHD  
From : Ruby, Kuantan

## PASDEC TO LAUNCH A MORE AGGRESSIVE SALE CAMPAIGN : SALE OF PASDEC PRODUCTS AT ALL SHOW HOUSES OPENED FOR VISIT



Pasdec Corporation Sdn. Bhd. the subsidiary of Pasdec Holdings Bhd, property developer listed on the Property Counter at the Main Board of Bursa Malaysia will start a more aggressive product sale campaign in April 2005.

Pasdec's new Managing Director Yusof Ali Bin Haji M. Zain, who was appointed to the post on March 1 said the more aggressive sale campaign is a step to increase revenue and the company's market share.

He said effort to make the campaign a success includes the enrolling of all staff to assist the marketing division in selling the products. The company had rescheduled the working rooster to five days a week to enable the staff to be rotated at the show houses on weekends.

Products being offered by Pasdec are located at strategic locations in Bandar Indera Mahkota, Bandar Baru Gebeng and Balok in Kuantan as well as in Bandar Baru Rompin in Rompin.

Pasdec is offering living quarters at more phases of its Balok Perdana Project, Bandar Baru Gebeng which was already occupied by 290 families in the earlier phases. The new phases of this project offers medium cost single storey houses with a lot space of 22' x 70' priced starting at RM89,888; single-storey semi-detached Kenari model with a lot of space of 38' x 75', priced with a space lot of 45' x 70', priced starting at RM119,888 as well as single-storey semi-detached Kasawari model with space lot of 45' x 70', priced starting at RM130,888.

The Balok Perdana Project also offers commercial products consisting single-storey A-type shophouses with a space lot of 20' x 50', priced at RM98,888; single-storey B-type shophouses with a space lot of 20' X 30', priced at RM62,888 and single-storey C-type shophouses with a space lot of 16'x40', priced at RM65,888.

Another project offered by Pasdec is located at the nearby Balok Permai, not far from the Balok Service Centre which offers single-storey medium cost terrace houses with a space lot of 22'x 65', priced starting at RM93,888; double-storey terrace houses with a space lot of 20' x 50', priced starting at RM90,888, and single-storey semi-detached houses with a space lot of 35' x 80', priced starting at RM157,000.

The Astana Villa Project, located within the Astana Golf Resort area, Bandar Indera Mahkota is another prestigious project which offers single-storey bungalows with a space lot of 8,600 square feet, priced starting from RM280,888. Potential buyers are offered with attractive designs in the "Kuantan town's elite area".

In Bandar Indera Mahkota, Kuantan, Pasdec also offers single-storey semi-detached houses. At the Mahkota Perdana Phase 3, units of such houses have a space lot of 40' x 70', priced starting at RM173,888.

Other than projects offered in Kuantan, Pasdec had also launched the Rompin Permai project at Bandar Baru Rompin earlier this year. This project offers double-storey terrace houses with a space lot of 20' X 50', priced starting at RM92,888; single-storey semi-detached houses with a space lot of 38' X 75', priced starting at RM155,888 and single-storey terrace houses with a space lot of 55'x75', priced starting at RM202,888.

With the launch of the sale campaign, show houses at Balok Perdana, Balok Permai and Rompin Permai will be opened to visitors everyday inclusive weekend from 9 am to 5 pm. Members of the public are invited to visit the Pasdec's Show Room at the lower floor of the Menara Teruntum and those show houses.

Other than the projects offered above, Pasdec had also opened for booking projects to be launched later this year such as the Chendor Perdana Project near Chendor at the Terengganu-Pahang border; Peramu Commercial Centre, Pekan and Jaya Gading Workshop, Jaya Gading Kuantan. According to Pasdec's Marketing Manager Ahmad Shah Othman, prospective buyers should make early booking as the project being offered have high commercial value and strategically located.

As a credible and responsible developer, Pasdec continuously make an effort to cater for clients' needs by diversifying its products as well as offering high quality products at reasonable prices at strategic locations.