



KEYS TO A SUCCESSFUL MARKETING

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What makes a project marketing successful?



P

Positioning

E

Expertise

T

Target Market

1. Positioning

- Identify
SWOT/PESTEL
- Product brief by
project team
- Doorstep Service

2. Expertise

- Experience
 - Development Process
 - Sales Processes
- Skill & Knowledge
- Chemistry

3. Target Market

- Demographic Study
- Psychographic Study (Lifestyle & Trend)
- Segmentation of Income
- Soft Selling

Case Study #1 : LAMAN SERI

Shah Alam



- 22 acres (122 units)
- Semi D's & Bungalow
- New concept in Shah Alam
- Challenging time

Case Study #2 : PLAZA AZALEA

Shah Alam



- 2 acres land (256 units)
- First Duplex Office
- Size : 775 sf - 1,338 sf
- Retail
- Lifestyle
- Gen Y

Secret to....



K - Knowledge

E - Experience

E - Effort

P - Passion

Case Study #3 : DATUM JELATEK, KL



- 5.8 acres, 708 units
- RM 1.3 b GDV
- Mixed development
- Transit Oriented Development (TOD)
- Advisory, Sales & Marketing
- Unfair Advantage

Conclusion....

KEEP your **PET**

=

Success!



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