

Tropicana aims to maintain RM2.3b turnover

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BY ZAZALI MUSA



Tropicana Corporation Bhd group chief executive officer Datuk Yau Kok Seng (centre), managing director (southern region) Lee Han Ming (left) and sales and marketing executive director Pamela Loh looking at the Tropicana Danga Bay model at Tropicana Property Gallery at TripleOne Somerset in Singapore.

SINGAPORE: Tropicana Corp Bhd is hoping to maintain its 2013 turnover of RM2.3bil for this year or even achieve a higher figure, says group chief executive officer Datuk Yau Kok Seng.

He said the company was still upbeat about the property market outlook in Malaysia in the medium to long term despite several cooling measures imposed by the Government.

He said it was normal for the market to react negatively but added that this would be temporary as it needed to make some adjustments.

“Property remains an attractive investment for many people and Malaysia is still a good place for property buyers from all over the world due to its competitive pricing,” he said.

He said the optimism of RM2.3bil in turnover or higher was based on the RM300mil sales it recorded in just three weeks for its property campaign held recently despite a weak market sentiment.

Yau said this at the opening of Tropicana Property Gallery at TripleOne Somerset here, just steps away from the popular Orchard Road.

Also present at the event were managing director (southern region) Lee Han Ming and sales and marketing executive director Pamela Loh.

Yau said the decision to open a sales gallery here was to create better awareness of its brand in Singapore for the company's projects in Penang, Klang Valley and Iskandar Malaysia.

"Having a strategic presence in Singapore, we can better service our existing and potential customers not only from here but also those from Hong Kong, Indonesia, China and Australia," he said.

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