



*Plaza*  
*Seri Tunku*  
**Bandar Darulaman**

Lifestyle Business Park



Plaza Seri Tunku, an exclusive commercial address in Bandar Darulaman, offer the first F&B themed lifestyle business park in town.

Plaza Seri Tunku's design and concept is based on our signature project Villa Seri Tunku, the first gated and guarded residential project in Bandaraya Alor Setar.

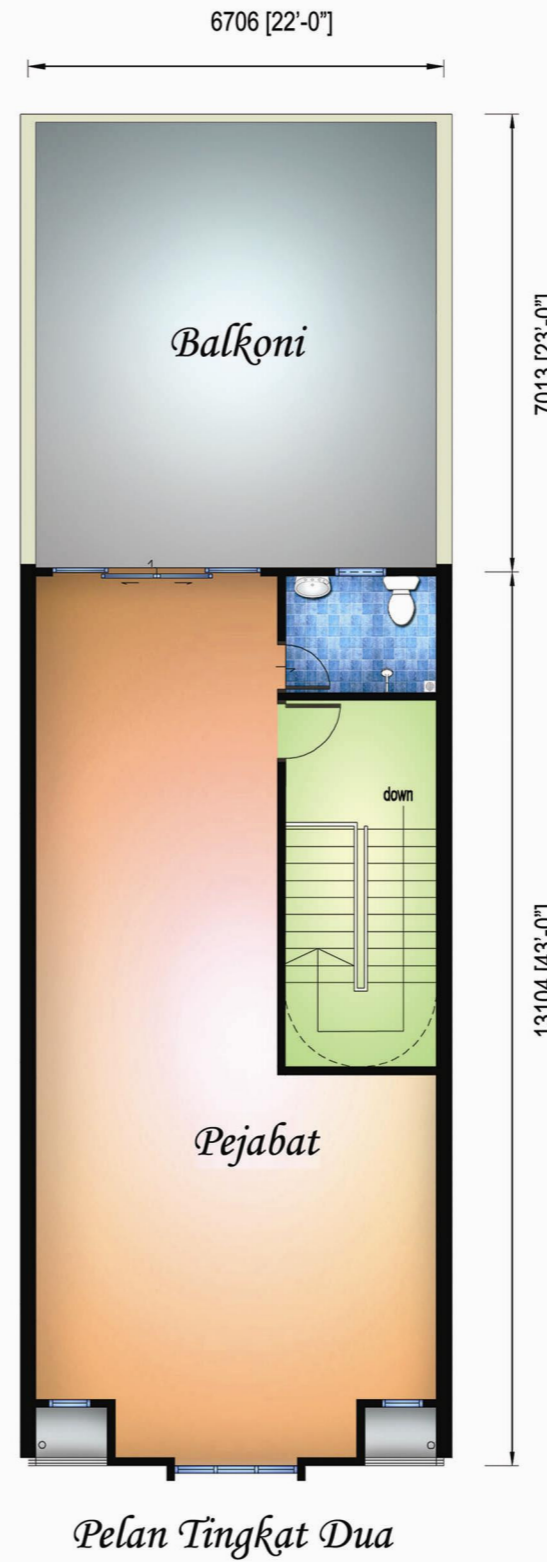
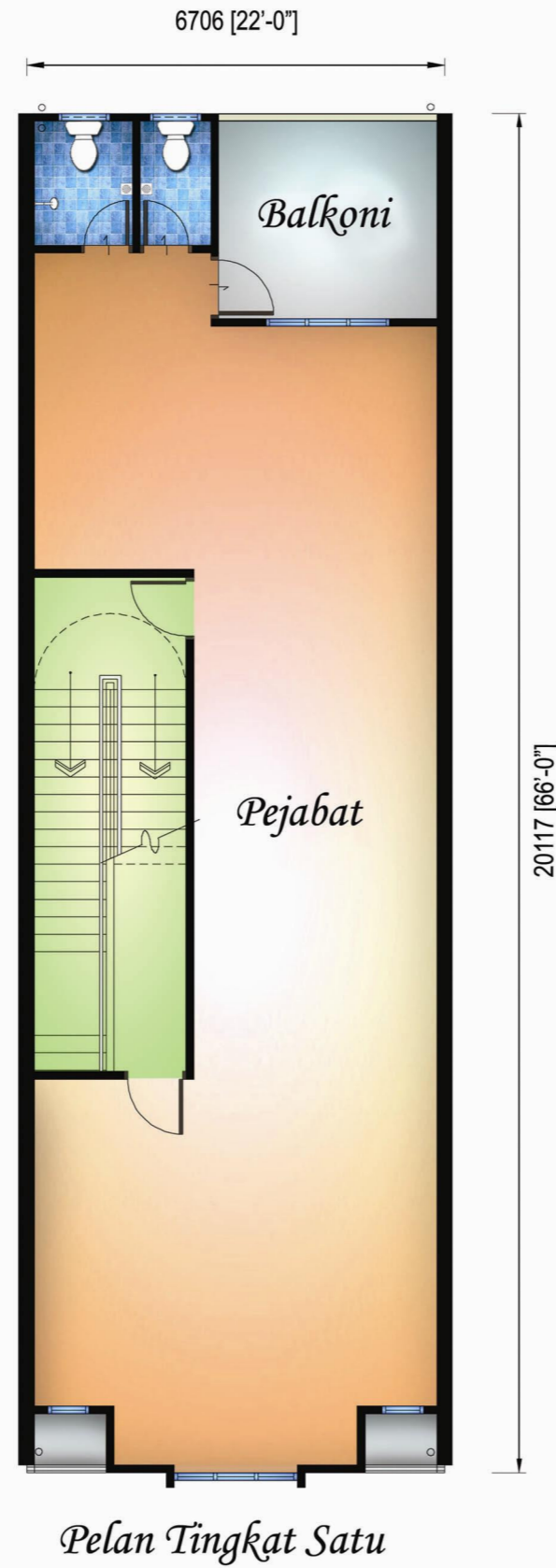
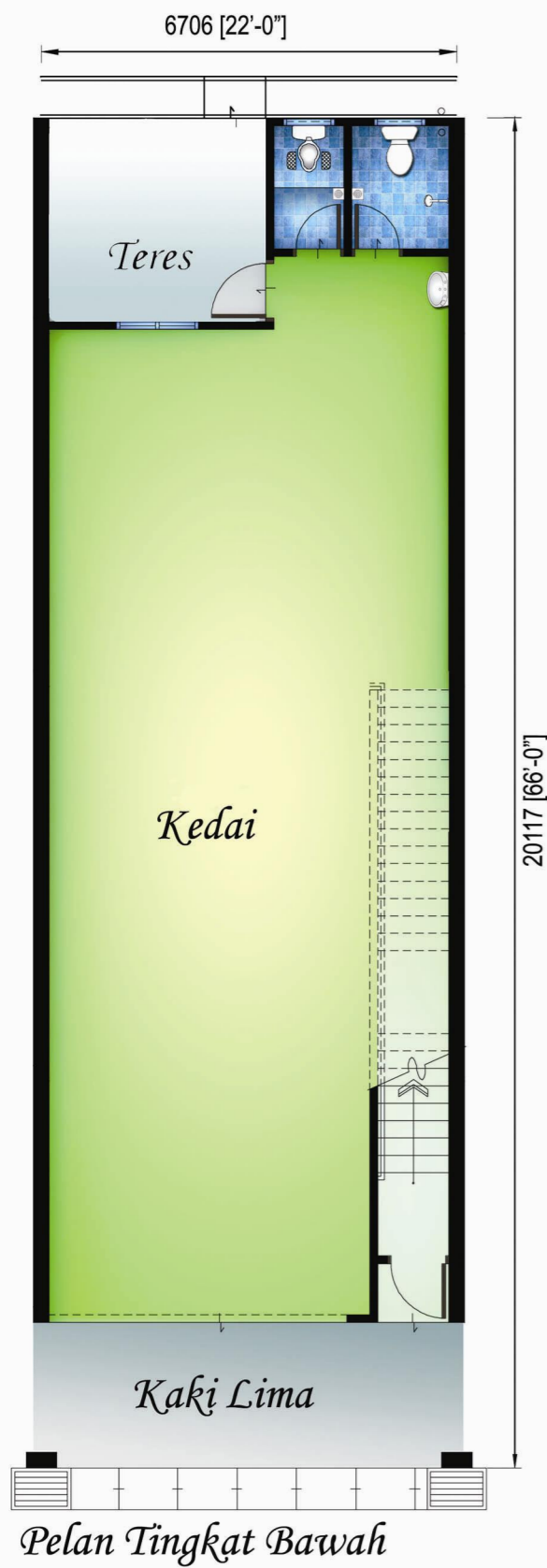
Rick Cheng

帝景天地

Rumah Kedai 2 1/2 Tingkat

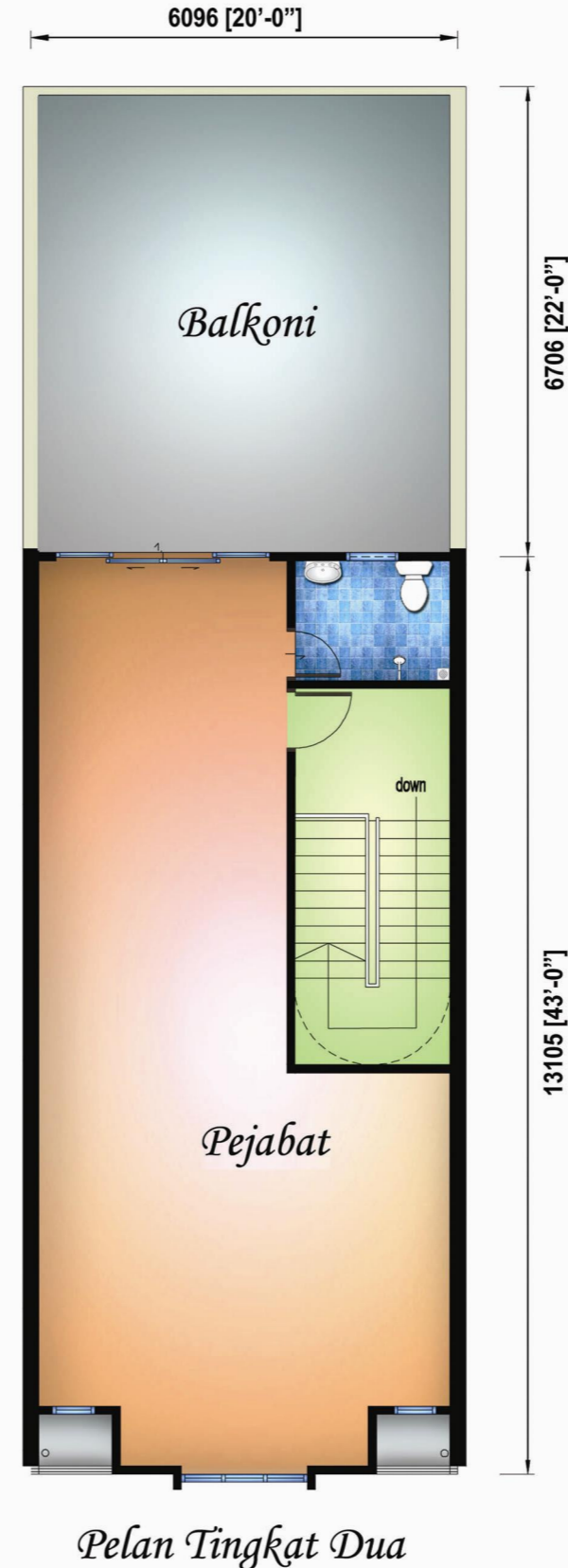
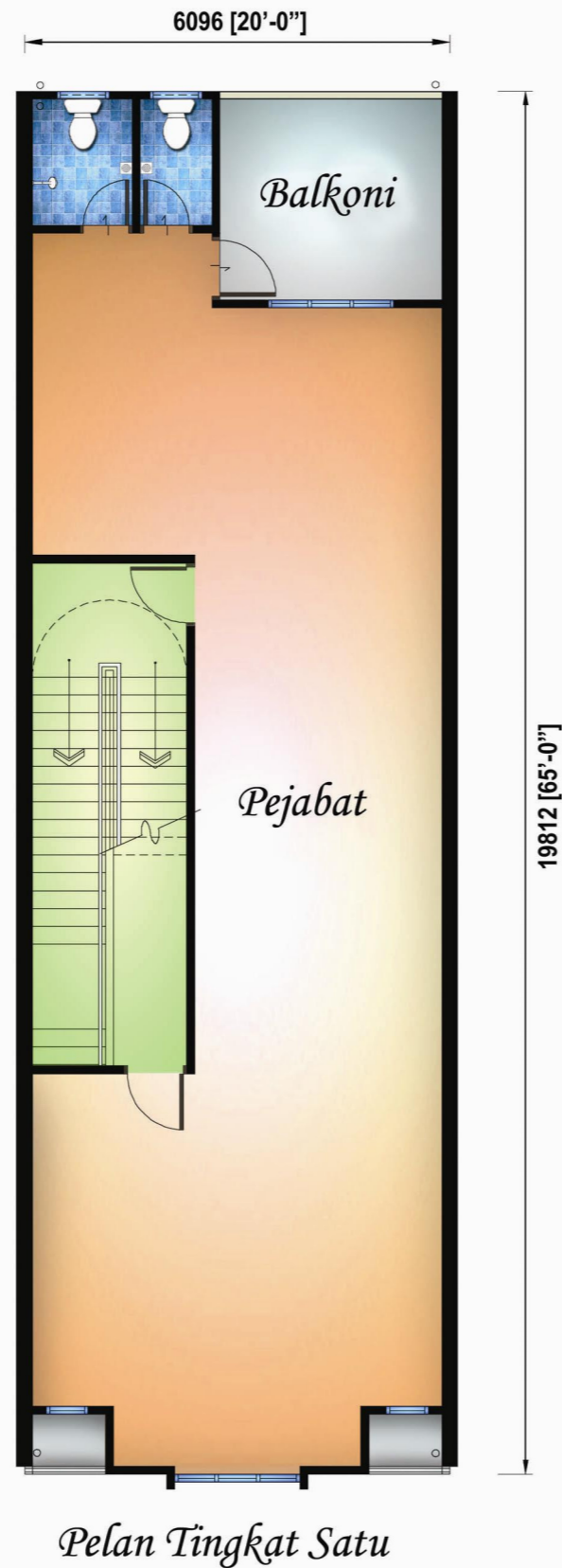
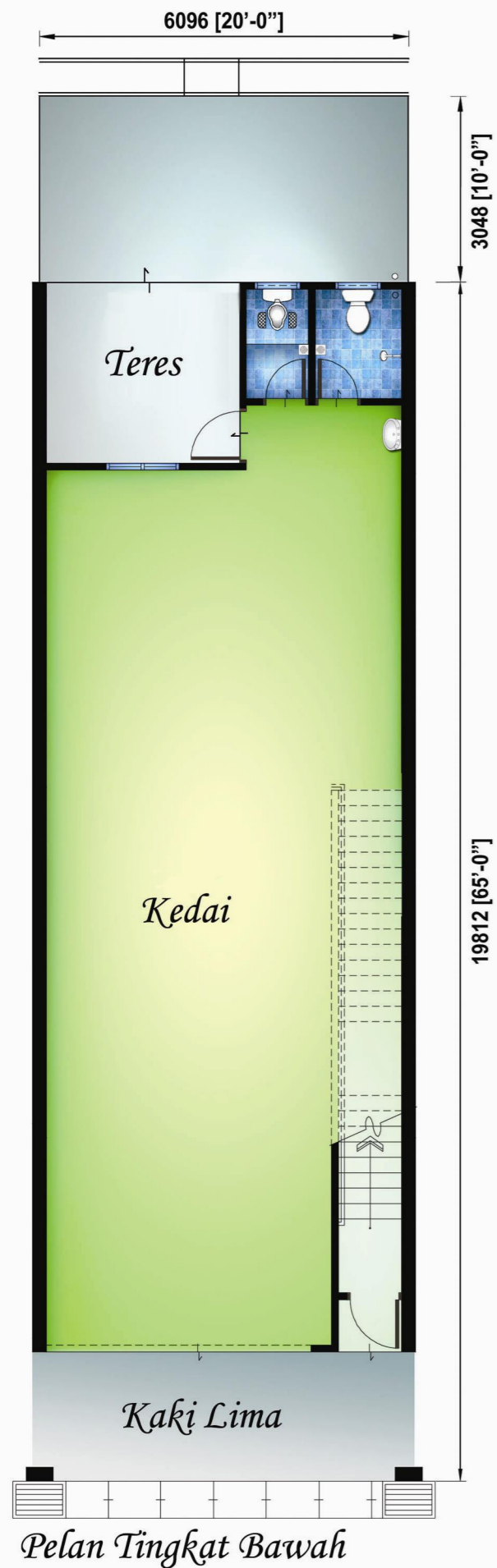
Harga Dari RM566,000.00  
*Free Hold*





### SPESIFIKASI TYPE 1A & 2A (RUMAH KEDAI / PEJABAT 2 1/2 TINGKAT)

<b>Struktur</b>	Rangka Konkrit Tetulang
<b>Bumbung</b>	Kepingan Gentian Simen
<b>Siling</b>	Kepingan Siling Bebas Asbestos (Tingkat Teratas)
<b>Dinding</b>	Dinding Batu-bata Merah / Clay Brick Lepaan Simen Kedua-dua Pemukaan
<b>Pintu</b>	Depan Utama (Pintu Roller Shutter) Depan Kedua (Pintu Besi) Belakang (Pintu Besi) Pejabat Utama (Pintu Rintang Api) Bilik Air (Pintu PVC)
<b>Tingkap</b>	Tingkap Berbingkai Alum.
<b>Kemasan Lantai</b>	Luaran & Dalaman (Lepaan Simen) Bilik Air (Jubin Seramik)
<b>Kemasan Dinding</b>	Luaran (Lapisan Simen & Cat) Dalaman (Lapisan Simen & Cat) Bilik Air (Jubin Gilap Sepenuh Tinggi)
<b>Kelengkapan Sanitary</b>	Basin Basuh Tangan (3 No) Shower Stand (3 No) Tandas Duduk (4 No) Tandas Cangkung (1 No)
<b>Kelengkapan Elektrik</b>	Punca Lampu (20 No) Punca Kipas (2 No) Punca Kuasa 13 amp (18 No) Punca Telefon (3 No) Punca Air con (4 No)



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# Pelan Susun Atur



PELAN TAPAK  
SKALA 1:1000

# Pelan Lokasi



TUDM



*On the 4th of August, 2009 KDYMM Tuanku Sultan Kedah officiated our Villa Seri Tunku. The first gated and guarded residential project in Bandaraya Alor Setar. For the first time in the history of Kedah, Tuanku Sultan Kedah officiated a private residential project and praise for the greening initiative that the landowner and the developer have done to preserve the age old trees, provide more greening area, beautify the river bank as a recreational area, and be more environmental conscious which is a very new concept in the state of Kedah. We are honored to hear that.*

**Dato' Tunku Ahmad Zahir Tunku Ibrahim**  
Executive Chairman, Antara Awan (M) Sdn. Bhd.

ENCOMAS

# BUILDING A NICHE IN THE PROPERTY BUSINESS

By Johan Grit and Jennifer Lee

**T**here is a Chinese saying that fortune does not last more than three generations. Well, this is certainly not the case with Encomas Sdn Bhd, a rapidly growing property developer led by youthful managing director Rick Cheng Wooi Seong. At 37, Cheng possesses an entrepreneurial maturity well beyond his age. Encomas was founded in 2000 by both Rick and his father, Cheng Meng Chit before Cheng junior took full control of the company in 2004, which is based in Malaysia's northern state of Kedah.

The third generation of a family of entrepreneurs, Cheng grew up helping his grandmother sell food products to Thai tourists in the border town of Padang Besar. "She was a constant inspiration to me. She might have been illiterate but her photographic memory and instant calculation skill puts her ahead of even the most seasoned businessmen", Cheng said proudly of her grandmother.

"My father used to take me to the construction site when I was young. Whilst other kids played with Lego bricks, I was playing with the real ones. As I grew older, I became my father's accounts clerk, handyman and apprentice", added Cheng, who believed that it is this kind of real life training that has taught him about being an entrepreneur.

After graduating from the University of New South Wales with a Bachelor of Civil Engineering in 1996, Cheng's parents were adamant that he helped out in the family business, but the young Cheng was hesitant. "I told my parents that I wanted to see the world first, and took on a job with beverage company in Thailand. It was an eye-opening experience, and the company commanded more than half of the market share within a short 3 years period".

His parents were persistent that he return home to help out in the family's construction business, as he is after all, a qualified civil engineer. Cheng finally agreed, but not before he took a year out to complete his MBA.

His tenure at his family's construction company was a short-lived, however. After a week in the company, he began questioning the company's business model. "I was asking my father, with the experience that we had, why were we building for others when we could be

building them for ourselves? After all, we had the know how and reputation in the construction industry", he said. And so, Encomas was formed.

**A COMPANY TO WATCH** It wasn't rosy all the way, however. "It was an uphill task for a then 26-years old to get loans from banks. People didn't know me, and we were not developers at that point. Plus, it was just after the '97 regional crisis - I don't blame the banks for staying out!", Cheng said. With persistence he finally got the loan, and Encomas first project, Tamn Kim 2 took off. It was an abandoned project in Padang Besar which the company took on and revived. All 111 units of the housing was taken up in three days and the project was completed a year ahead of schedule. "I literally cried when all the units were sold out. It was our first test and we were happy that all our effort and hardwork paid off".

Three years later, Cheng bought over his father's half of the company and repaid the loan the company took from his family business. "My father made a handsome profit for his investment in Encomas!" Cheng proudly proclaimed.

"I believe entrepreneurship and leadership are born. No doubt you can polish up your skill but you have to eat, sleep, learn and play entrepreneurship. Since I am the third generation of a construction family, construction is in my blood. Adding my entrepreneurship skills in property development, it is a perfect match. I wish to see Encomas growing stronger and healthier and passing it down to the fourth generation. That is why I like to bring my kids to the construction site and let them ask questions", Cheng said.

Since his first foray into the property sector, Cheng has now lined up a steady list of projects for Encomas, ranging from low cost housing for civil servants to million ringgit properties for the rich. Some of the company's projects include the high-end Villa Seri Tunku, a collaboration with Kedah's royal family, Plaza Seri Tunku, a themed commercial centre in Kubang Pasu and Desa Seri Tunku, a 32-hectares mixed development in Pengkalan Kundur.

Like any entrepreneur, Cheng Has encountered his share of downs.

After pumping in almost RM 10 million in company and personal loans, he found only one buyer for the high-end Villa Seri Tunku. "No one has built a high-end property in this part of the country before, so we thought that if we could build something like this, it will sell on its own. And boy, we were wrong! With close to no buyer, we were almost bankrupted by the interests we were paying to the banks!"

"So we changed our strategy, and targeted the young and newly rich. We revamped our showroom, positioned the project as the first gated community in town, and branded our terrace houses as super-link houses. We sold the concept of a three-generation house, where the entire family could stay in one place. The gamble paid off, and we sold all units within 6 months", Cheng reminisced.

"We are not in the same league as the big boys, and as such we have to go into niche sectors and be innovative. We emphasised on customer service and in ensuring that all our buyers are happy with what they have purchased. Now that we have reached our first 10 years, I would like to see that Encomas become the preferred property developer in north Malaysia in the next 10 years", Cheng said.

**HUMAN AND BRAND CAPITAL**

When asked by SME Magazine what drives him forward, Cheng said it is the desire to show his next generation one day the many properties that the company has developed and the many happy customers that have bought those properties. He said this was what continued to inspire him.

His secrets of success? "In a sense, I'm not yet where I want to be. So to say secrets of success would be a little presumptuous. But we have gotten where we are today through the twin strategy of developing our human and brand capital".

He realises early on that the company's most important assets are its employees. "Our biggest asset is our Human Capital. We invest in training our people, empowering them and making them feel at home". Some of his managers were with him from day one, and many of them are happy to remain in Encomas despite offers by competitors.

"The second strategic asset of Encomas is our Brand Capital. In the past, we have used several subsidiaries and joint ventures to develop our properties. We learned that the best way forward is to build a single brand - a single identity that our clients could associate with. We want the Encomas brand to stand for quality workmanship, innovative design and friendly service. Nothing sells better than word of mouth. Recently, a customer walked into our office and wanted to buy a house from us. When we asked him how he came to know about our company, he replied, 'this morning I went to the local council, the state government office and a bank in town and they all recommended you'. We were truly honoured to hear that", Cheng said.

Cheng added that becoming a good entrepreneur is no different from becoming a good person. For example, he explained, you pay your suppliers on time so that they could concentrate on giving you the best supplies, you repay your loans promptly so your bank will continue supporting you, you treat your employees like your own family so that they will work hard for you, and you take care of your

family so you could concentrate on your business. Wise advice indeed from someone so young.

**MOVING FORWARD** "Moving forward, I want to see Encomas become a true property powerhouse in the north. There are no immediate plans to expand southwards, as what is more important is to firm up our reputation and maintain our growing leadership in this region. We already have projects lined up till 2013, and there's a waiting list of buyers for all our projects", Cheng said.

As a responsible corporate citizen, Encomas is also going into CSR projects to support the community that has supported the company to begin with. "We donate a fixed amount of money to local schools every year, as well as tuitions for poor students. This year, we are sponsoring the Northern Kedah Art and Calligraphy Competition, organized by the Kedah / Perlis Teochew Association. We also upgrade infrastructures in our surrounding development. It is a tradition for Encomas to upgrade the road, drainage, landscape and public area in our neighbourhood project. For example, we spend half a million ringgit to beautify the Sungai Anak Bukit river bank of Villa Seri Tunku".

"Being a youthful company, we do not necessarily plan our future 10, 20 years ahead. What is more important is to do a good job today, and we're confident our customers will repay us with their loyalty, their positive word of mouth and by referring their friends to us. That to me, is worth more than any planning, anytime", he said. **SME**



Rick Cheng Wooi Seong







资本 ASIA  
Personality 人物访谈

## Encomas

### 十年的不败纪录

有多少个的建筑工程延误几率可以在十年内保持0%？又有多少房产发展计划真正做到100%售罄？在“稻米之乡”——吉打，一家名为Encomas房地产发展公司创造了这些纪录。

而这些纪录的缔造和该公司的董事经理庄伟松有着密不可分的关系。

文 / 沈佩君 图片提供 / Encomas有限公司

## 庄

伟松出身于建筑世家。从小就经常随父亲到建筑工地去，看到什么不明白的，他都会开口向父亲提出疑问。“当其他小孩子们在玩着乐高积木时，我的玩具却是一块块的砖块。”他如此开玩笑道。

从外国大学毕业，他在曼谷的一家饮料厂工作了三年。之后，他重回校园主修工商管理硕士学位文凭。在父亲的鼓励下，考获硕士学位的他回国接管家族企业。加入公司一个星期后，他向父亲提议将家族建筑业转为发展房地产。于是，他到了一家房地产发展公司上班取经。

一年后，庄伟松欲向大马一家大型银行贷款创立公司，一场恶梦即将展开。他还曾到该银行总部拜访其首席执行官。在办公室外等了数小时，换来的是对方秘书告诉他首席执行官太忙了，就连和他见面握手的时间也拨不出来。不过，他从来都没怪过对方。那时候亚洲金融风暴才刚结束。而且他才26岁，无法让银行信服是可以理解的。



后来，Encomas在家人的经济支持下终于解决了资金问题。三年后，公司就开始回本获利了。有一件事让他们极为骄傲的，就是公司自创立以来都不曾历经亏损，而当初拒他们门外的银行，如今也成了该银行在亚罗士打市内的老客户。

2000年成立至今，Encomas始终坚信售卖产业与推销服务并重。当潜在顾客走进办公室，他们会先和顾客建立朋友关系，然后为他们裁定具有伸缩性和舒适的配套，并尽可能当场为顾客消除疑难杂症。因为对许多人而言，用血汗钱购买房子就形同一项艰巨责任。

在一次的采访当中，庄伟松曾这么表示，“当顾客告诉我们，他们是如何钟爱所购买的房子及多喜欢房子的设计和我们的服务时，我们已经心满意足。”这番话充分表现出Encomas待客如友的经营理念。

曾有一名顾客走进Encomas的办公室表示想购买房子。当他们的员工询问该顾客是从哪儿获知Encomas。那个顾客表示，他当天一早去了地方议会厅、州政府办公室以及市内的主要银行，他们都一致向他推荐Encomas为市内最佳房地产业务发展商。有鉴于此，这是Encomas的一种资产，更是一项竞争优势。

Encomas的第一项房地产计划是Taman Kim 2。所有的房子在短短的三天内售罄，并比预期提早一年完成。当时，庄伟松更激动地流下男儿泪。Encomas成立五年后，他收购父亲所拥有的50%股份，真正接管了Encomas。

作为第三代建筑业传人，他对产业触觉敏锐。对房地产业经营模式熟悉，也为他在房地产业大展拳脚的野心注入了一支强心针。不过，上天总爱考验世人。去年推出的帝景轩（Villa Seri Tunku）计划，差点把辛苦建立起来的帝国击垮。

当时，Encomas把1000万令吉投入此项计划中。计划推出后，却无人问津。经过一番检讨，发现是目标市场定位错误。于是，他们把展示屋重新装潢，再把卖点锁定在“市内首个围篱保安住宅区”以吸引年轻客户群。在短短的六个月内，所有单位被一扫而空。至今，这个住宅区仍是市内最高档的住宅区。

在Encomas，企业社会责任代表着社群（Community）、学校（School）和道路（Road）。该公司在增进居民的关系以及居民安全的问题上都有定期拨款。另外他们也捐钱给本地学校和提供补习费给家境清寒学生的Sultanah Bahiyah基金。今年，他们也成为吉打北部美术及书法比赛的赞助商之一。他们也在特定的时候提升住宅区的公共设施，例如：道路、排水系统、景观等。

Encomas或许不是市内最大的发展商，称他们为业界“金童”却一点也不为过。它是市内首家推出围篱保安系统住宅区的发展商，同时也是出售市内最昂贵及最漂亮房产业的发展商。今年，Encomas更推出了五项新工程。而这些工程的总投入资金也高达6000-7000万令吉，并预计在两年之内竣工。这一切的一切，展示Encomas对吉打和玻璃市州的发展潜能充满信心，更标榜着Encomas创造更多纪录的里程碑就快来到。

“我希望我们的客户是因为我们的名誉而认同我们，也希望顾客之所以会选择我们是因为我们创新的产品。Encomas已经在大马度过了第一个十年，在接下来的十年，Encomas希望能成为北马经济走廊发展计划当中，最受顾客认同的发展商。退休后，我希望能够向未来接班人展示我们所承建的建筑物以及认同我们的庞大顾客群。我衷心希望未来接班人也能够共同分享我的愿景。”庄伟松由衷地说出他对Encomas的期待和愿景。

## Property



# Alor Star's Benchmark setters

"They subsequently inspected the unit, liked the design and concept and become owners... I am happy to say we've set the benchmark for being the first developer in Alor Star to do a gated concept and change the cookie-cutter design of houses"

The five-acre freehold Villa Seri Tunku along Lebuhraya Darl Aman is a joint venture between Encomas and land-owner Antara Awan Sdn Bhd whose chairman Datuk Tunku Ahmad Zahir Tunku Ibrahim is the grand nephew of the Sultan of Kedah.

Tunku Ahmad says he is proud of this development and is pleased it has become a worthy neighbour to the palace.

"Many of the big, old trees which are the 'biggest assets' here, have been preserved along the banks of Sungai Anak Bukit," he points out.

"Encomas spent half a million ringgit to beautify the river bank. In the past, Sungai Anak Bukit used to be a rubbish dump site for the villages... people now realise the waterfront has value and appreciate the river more.

"We want to change mindsets and Villa Seri Tunku is the first effort to make a statement that we should take care of our rivers for a sake of present and future generations."

The river reserve at the rear of Villa Seri Tunku has been turned into an orchard with a barbecue area, pavilion, boat ramp and jetty leading down to the river.

To enhance the "kampong" ambience, a traditional Malay-style gazebo or wakaf was built (from wood recycled from the original house owned by the late Tunku Ibrahim's family) in the open space fronting the superlinks while red frangipanis have been planted in strategic areas.

Completing the picture are covered drains, underground utility cabling, CCTVs for security and interlocking pavers in a road section to provide added safety for children.

The villas' 3G (three-generation) home layout is also an eye-opener.

Boasting five bedrooms and six baths (including a powder room and spa bath), the two-and-a-half storey superlink with 3,311sq ft of space is actually split into five levels (basement to third floor)

From outside, it look like two blocks joined by a glass panel that shows the staircase in a zig-zag fashion – the villas' signature design.

A ramp slopes down to the basement where a spacious bedroom, study, bathroom and powder room make it ideal for accommodating the first generation. To give them ease of access, the doors are also bigger.

The second generation parents' room on the second floor comes with a balcony, dressing area and spa bath while the third generation children's room on the topmost floor have attached bathrooms.

Tunku Ahmad said a wealthy Kedahan offered RM1.6 million for his corner unit, which is about double the original price.

"This project has generated a lot of interest. We are only small, local players but we are happy that we have bought so much value to our purchasers."

"That too has made them very happy"

Unless you're from Kedah or Perlis, you'll probably not have heard of Datuk Tunku Ahmad Zahir Tunku Ibrahim or Rick Cheng Wooi Seong. Or of their companies, Antara Awan Sdn Bhd and Encomas Sdn Bhd.

But you should, of theirs is a story that transcends state lines. Their story is about trying and succeeding to elevate the quality of life in their town by upping the standard of homes. No cookie-cutter floor plans, no unsecured environments for them—they want their buyers to enjoy the full measure of 21st century modern living, complete with 24-hour security, a private park and a nature retreat literally at their backyard.

A home fit for a king? Quite, especially since Tunku Ahmad's and Cheng project neighbours the state palace.

And lest you think their homes are cheap just because they're in Kedah, think again. Priced from RM580,000 but now worth almost double, government statistics show that the state's RM5000,000 to RM1 million residential segment is witnessing a dramatic 22.2 per cent year-on-year jump in demand—all other price points have contracted over the same period. What's they saying?

S.C. Cheah flew to Alor Star to catch up with these benchmark setters, sample the life of luxury, Kedah style and brings you the story on page 6

### Villa Seri Tunku a hit

It has elevated residential lifestyle developments in Alor Star

Villa Seri Tunku, Alor Star's first gated-and-guarded upmarket residential development, has become a "hot" address for wealthy Kedah-ans.

Although newly completed with all its 29 villas (made up of two and two-and-a-half storey units) sold, many people are willing to pay top ringgit to own one of the 27 super-links (with dimensions of 25ft by 80ft and 25ft by 75ft) and two units of semi-detached villas (35ft by 75ft) after seeing how nicely the development has materialised next door to the Istana Anak Bukit.

Originally pegged from RM580,000 for an intermediate superlink (before the seven per cent Bumiputra discount), the current asking price has shot up, with some corner units almost doubling in value! The fully-furnished corner show house was recently sold for RM1 million!

As its developer Encomas Sdn Bhd managing director Rick Cheng recalls, some people were initially sceptical about the project as they did not understand the gated-and-guarded concept and could not visualise the final product.

"Sales were slow in the first year, but when the villas were almost ready, many people come to view the development even late at night to enjoy the night view," he says.

## Awards

- Asia Pacific Entrepreneurship Award 2010, Most Promising Entrepreneur Award 2010
- Asia Pacific International Entrepreneur Excellence Award 2010 Excellence Leadership
- Asia Pacific International Entrepreneur Excellence Award 2010 Excellence Service Quality
- SME Recognition Award 2009, SME Rising Star Award 2009



## **ENCOMAS SDN. BHD.** 431204-K

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