

# Landmark strategies

[Business](#)



After giving a task regarding to the subject of strategic management, I have been decided to choose Landmark as a company to analysis about the company strategies. Moreover, Landmark Berhad is listed on the Kuala Lumpur Stock Exchange (KLSE) and it is our requirement to choose company from there.

First of all, Landmarks Berhad was incorporated on 8 August 1989 and commenced operations as an investment holding company on 23 December 1989 with the takeover of the business, assets and liabilities of Landmarks Holdings Berhad, a company that was engaged in rubber and il palm plantations and housing, hotel and commercial property development. It was subsequently listed on the then Kuala Lumpur Stock Exchange on 8 January 1990 and continues to be listed under the Main Market of Bursa Malaysia Securities Berhad under the hotel sector.

Since then, the Landmarks Group expanded its business in the hospitality and property industry with the management of Carcosa Seri Negara; the development of Tiara Labuan, a 30-room business hotel in Labuan; The Data', a 120-room super luxury hotel at Teluk Data', Langkawi; and The Andaman, a 180-room luxury hotel, also at Teluk Datai, Langkawi. The Group was also involved as the developer of Bandar Baru Wangsa Maju through its equity interest in PGK Sdn Bhd, now known as MSL Properties Sdn Bhd. It also participated in a Joint venture to develop the new township of Cyberjaya through Setia Haruman Sdn Bhd.

In the course of her history, Landmarks has ventured into banking in South Africa and healthcare in Malaysia and Australia, businesses which have

subsequently been disposed off. The Group has also invested into the infrastructure business by acquiring an interest in Teknologi Tenaga Perlis Consortium Sdn Bhd, an operator of 650 MW power plant in Perlis, which was disposed off in 2009.

Since 2006, the Group has re-positioned itself to focus on the lifestyle sector, focusing on resorts, hospitality and wellness in the South East Asian region.

Resulting from this realignment, assets which are non-core and non-strategic have been disposed of and an investment has been made into a 338 hectare resort development land in Bintan island, Indonesia, known as Treasure Bay, Pesona Lagoi Bintan. Treasure Bay is to be developed into a water resort city and a premier tourism destination.

2. 0 COMPANY BACKGROUND Name Landmark Berhad Subsidiaries MSL properties Sdn Bhd Setia Haruman Sdn Bhd Teknologi Tenaga Perlis Consortium Sdn Bhd Registered Office Jalan Sultan Ismail, 50250, Kuala Lumpur.

Business Address Jalan Teluk Datai, Langkawi, 07000, Malaysia Stock Exchange Listings Bursa Malaysia Securities Berhad Main Market – Hotels Stock Name – Landmrk stock code – 1643 Website [http://www.](http://www.landmarks.com.my/)

[landmarks.com.my/](http://www.landmarks.com.my/) <http://www.klse.info/counters/view/stock/1643>  
<http://www.wangsawalkmall.com.my/>

3. 0 CORPORATE VISION “ To be a leading player in the Lifestyle Sector focusing on resorts, hospitality and wellness in the South East Asian region. ” Regarding to the above vision, it is clearly that Landmark Berhad

are not just focusing on the inside of Malaysia consumer however they aimed for the entire East Asian region.