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# Doing things right from day one

BrandLaureate award a recognition of TTDI's 35 years of branding efforts

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IN today's brand-conscious world, many companies and individuals are in a hurry to build a famous name.

However, for Naza TTDI Sdn Bhd (TTDI), there is no short cut but a long journey to build the TTDI name that is now synonymous with quality, class, value, early delivery and excellent customer service.

Group managing director Datuk Johan Ariffin is only too aware of the heavy responsibility that everyone in TTDI has in upholding the TTDI name. These efforts have not gone unnoticed, as TTDI has won numerous awards and accolades.

This year alone it has won three awards: The Excellent Residential Building Award for TTDI Plaza (from the World Association of Chinese Architects Executive Council, China), Cityscape Asia Real Estate Award For Future Commercial Building for its Laman Seri Business Park (from Cityscape Asia Real Estate) and recently The BrandLaureate Award 2007-2008 for Best Corporate Brand in Property Development from the Asia Pacific Brand Foundation.

"Built over 35 years, our TTDI brand has earned the company a good reputation for developing quality homes in well planned townships. This brand has substantial goodwill which translates into successful sales for each new project launched and at premium pricing to our competitors," said Johan.

"TTDI has consistently delivered its products ahead of schedule and endeavours to do so for all its upcoming projects. From a customer's perspective, this means substantial savings on progressive interest plus the ability to earn early rental income and to move into one's home earlier."

Johan said TTDI positioned its brand in two main areas: holistic award-winning designs (attractive facades, practical layouts, generous landscaping and quality finishes), and genuine



value (early delivery, capital appreciation, low incidence of defects and quick rectification of defects).

TTDI (formerly TTDI Development Sdn Bhd) has been doing it right from day one.

It all began with its maiden development, Taman Tun Dr Ismail (which the TTDI brand personifies) in Kuala Lumpur in the 1970s. The township has received rave reviews that include the International Real Estate Federation (FIABCI) award of distinction for residential property development in 1994.

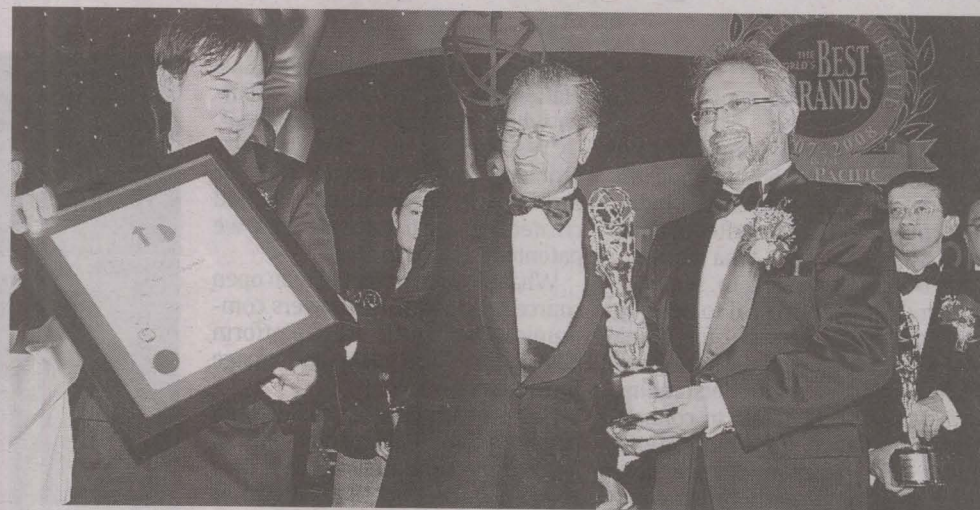
"Our brand epitomises our mission to deliver quality lifestyle concepts and products with service excellence to our customers. It has been TTDI's strategy and conscious awareness from the beginning to stay ahead of the flock," Johan said, adding that the TTDI corporate name and logo had been trademarked.

"Every employee ensures customer needs are fully met expeditiously and enthusiastically and they understand why every new project must be better than the preceding one to ensure our long-term goal for TTDI to be the premier developer of choice."

Johan said TTDI has a customer relations department, managed by a manager's whose main duty was to provide service excellence to the customers.

"Our service extends from the product enquiry stage right to the time the purchasers settle down into their property. Our belief is that we are always there for our customers with quick response and efficient turnaround time in resolving customers' issues," he added.

Johan said after-sales survey and focus



Datuk Johan Ariffin (right) receiving the The BrandLaureate Award from Tun Dr Mahathir Mohamad (middle) and BrandLaureate CEO Dr K.K. Johan on June 30

groups also helped assess customer needs in a more effective way.

"This has led us to extend the defects liability period to 36 months for Laman Seri (a high-end project in Shah Alam)," he said, adding that TTDI continued to monitor projects and made improvements even after they had been handed over.

He said the positive perception of the TTDI brand was reflected in the strong acceptance of its products even at a "premium" price compared with its competitors.

Johan heads a brand management team responsible for driving the brand strategy.

"We want to keep the passion to deliver on the company's promises alive and effective. These promises have become second nature to

our daily conduct and have evolved into the TTDI culture," he said.

"We also believe in giving back to the community. In this respect, we have marshalled all our business partners who also share the same aspirations to donate to our TTDI Charity Golf Tournament.

"We have collected RM3.2mil over the last six years, including more than RM1mil in this year's tournament, and we have donated all the money to more than 138 welfare organisations."

Johan said it was an honour for TTDI to receive the BrandLaureate Award as it was a recognition of TTDI's 35 years of efforts and he dedicated the award to its late executive chairman, Tan Sri S.M. Nasimuddin S.M. Amin.