

## **Tropicana Launches Flagship Sales Gallery to Enhance Brand Presence in Singapore**

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**By Tengku Noor Shamsiah Tengku Abdullah**

SINGAPORE, May 6 (Bernama) -- Tropicana Corporation Bhd today launched its flagship sales gallery to enhance the group's brand presence in Singapore.

Strategically located on the ground floor of TripleOne Somerset just steps away from the popular shopping haven, Orchard Road, the gallery also aimed at generating exposure for the group's array of exclusive, integrated projects in the key growth regions of Malaysia, namely Penang, the Klang Valley and Iskandar Malaysia.

The presence of the flagship sales gallery will make Tropicana's project more accessible to potential buyers in Singapore and beyond.

Speaking at the launch of the sales gallery, Tropicana group chief executive officer Datuk Yau Kok Seng said: "Singapore has established itself well as an international hub.

"We recognise the importance for us to have a strategic presence in this market place, where we can better service our existing and potential customers from the local community, as well as customers from regional markets such as Hong Kong, Indonesia, China and Australia," he said.

In line with the Group's corporate rebranding exercise, Tropicana designed the sales gallery to provide guests with a memorable visit.

The showroom focuses on strengthening dialogue between guests and sales consultants by showcasing a wide array of integrated developments in a gallery-like setting.

Guests will also be given an insight into the group's development, DNA, one that is built on the cornerstone of accessibility, connectivity, innovative concepts and designs, generous open spaces, amenities, facilities, multi-tiered security and quality.

In conjunction with the Tropicana Collection campaign that runs till May 31, 2014, guests will be exposed to a grand showcase of inspired living choices focusing on premier developments in the prime hotspots of Penang, the Klang Valley, Iskandar Malaysia and Kota Kinabalu.

During the course of this campaign, prospective purchasers will be introduced to a bevy of attractive packages.

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