

CORPORATE PROFILE



SOUTH CITY
PLAZA



SOUTH CITY
PLAZA

All information stated in the presentation is correct at time of printing.

WHO ARE WE



Pujian Development Sdn Bhd is subsidiary of Ecofirst Consolidated Berhad, a public listed company on the Main Board of Bursa Malaysia.

Started its operation since year 2003.

Strategically located within a fast growing area of Seri Kembangan with **242,054**



South City Plaza



www.southcity.com.my



+60127 330 8126



FACT SHEET

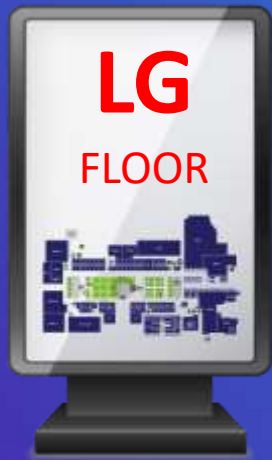
SOUTH CITY
PLAZA



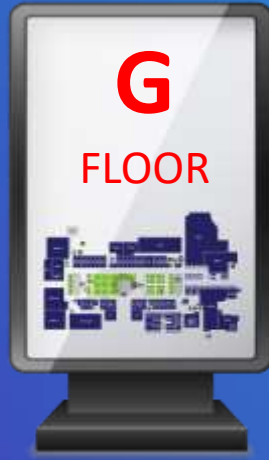
Mall Establishment	: 2003 (18 Years)
Strata Title	: Master Title, Subdivision in progress
Land area Gross Area	: Approximately 14 acres
Nett Lettable Area	: 1.2 m sq. ft.
Nett Lettable Area - Shop Lots	: 795,480.35 sq. ft.
Anchor Tenant	: Econsave
Key Anchor Tenants	: Sport Planet
Other Key Tenants	: Cheap2Shop, Tealive, Mr. DIY, Top South Mobile, Guardian.
Parking Bays (indoor - covered)	: 1,397 Bays
Parking Bays (outdoor)	: 388 Bays
Total Parking Bays	: 1,785 Bays

OCCUPANCY

RATES BY No. LOTS



96%



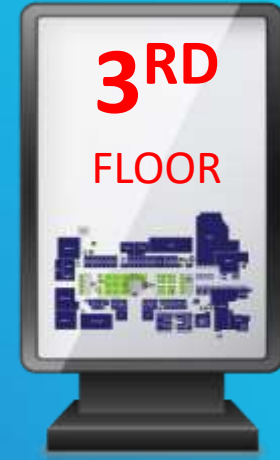
88.4%



90%



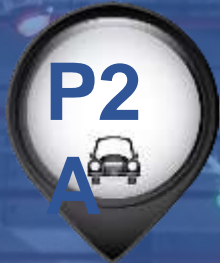
72%



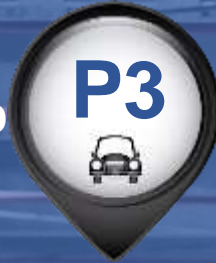
73%

TOTAL OCCUPANCY RATE: 86%

CARPARK BAYS



INDOOR – COVERED
287 Bays



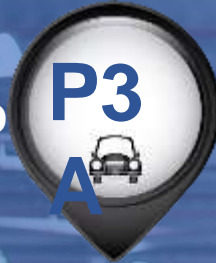
INDOOR – COVERED
276 Bays



OUTDOOR
MAIN ENTRANCE
77 Bays



INDOOR – COVERED
276 Bays



INDOOR – COVERED
282 Bays



OUTDOOR
SIDE & BACK
PERIMETER
41 Bays



INDOOR – COVERED
276 Bays



OUTDOOR -
ROOFTOP
270 Bays

**TOTAL INDOOR
1,397 BAYS**

**TOTAL OUTDOOR
388 BAYS**

TOTAL COMBINE PARKING BAYS: 1,785

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FACT SHEET



CASES
CHARGERS
SPEAKERS
CABLES
and a whole
lot more ...



South City Plaza houses the country **LARGEST** number of Mobile Phone Accessories **WHOLESALERS** for two consecutive years!



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FACT SHEET



South City Plaza houses the country's **LARGEST** number of Mobile Phone Accessories **RETAIL WHOLESALERS** covering over **145,695.00** sqft.

Country's TOP 30 mobile phone accessories wholesalers at South City Plaza

South City Plaza houses the country **LARGEST** number of Mobile Phone Accessories **WHOLESALERS** for **two consecutive years of 2022 & 2023**



FACT SHEET

SOUTH CITY
PLAZA

South City Plaza has the **LARGEST** concentration
of China Products in Malaysia!



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DEMOGRAPHICS



SERI KEMBANGAN

Selangor, Malaysia



English 中文

FOLLOW THIS NEIGHBOURHOOD



Nearby Neighbourhood

- Balakong
- Cheras South
- Serdang



161_±

Properties within neighbourhood



44_±

Convenience Store



8_±

Shopping Malls



14_±

Supermarkets & Markets



14_±

Public Transport



91_±

Educations



6_±

Places of Worship



42_±

Medicals



19_±

Banks



36_±

Petrol Station



average

Crime Level



DUKE, SKVE, LDP, MAJU, NSE, SILK, Grand Saga Expressway

Highways



Cube @ One South, Zeta Residence, Greenz @ One South, The Cube @ One South, Green Park, Dream City, Symphony

Upcoming Developments

SOURCE: 2015 PROPSOCIAL.MY

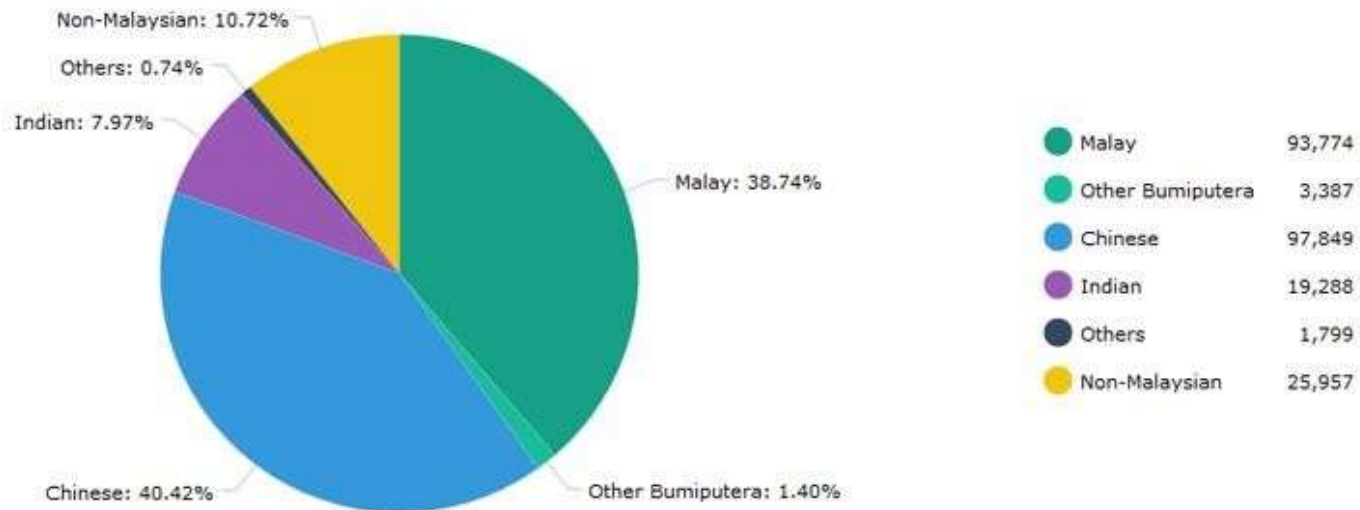
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DEMOGRAPHICS

ETHNIC GROUP

This chart represents the ethnic group of residents in Seri Kembangan. *

JS chart by amCharts



* Data obtained from official source.

SOURCE: 2015 PROPSOCIAL.MY

POPULATION CATCHMENT



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SURROUNDING

DEVELOPMENTS

South City Plaza



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Major property development projects surrounding are :-

- Academia Service Apartment
- East Lake Residential Services Suite
- Fortune Park Service Apartment
- Skyvilla Service Apartment
- Lake Fields
- Juta Mines Condominium
- The Heritage Services Residential
- Cheong Hin Commercial City
- Serdang Perdana



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PURPOSE OF VISITS

(CUSTOMERS / PATRONS)



- CONVENIENCE
- GREAT ECONOMICAL PRICES.
- LARGEST DIGITAL HANDPHONE ACCESSORIES CENTRE IN MALAYSIA.
- HIGHLY CONCENTRATED CHINA PRODUCT CENTRE

CROWDS



OFFICE WORKERS

From Cheong Hin Business Park / Serdang Raya Shops.

FAMILIES NEARBY

Condominiums, Service Apartments, Students.

BUSINESS TRADERS

Bulk purchasing for handphone accessories

ACCESSIBILITY

Well connected by various major highways



- LEKAS Highway Express
- KESAS
- BESRAYA Highway
- KL / Seremban
- Puchong / Bukit Jalil
- MRR2
- Shah Alam Highway
- MEX Highway
- SUKE Highway



One Minute Walking Distance from MRT Serdang Raya Station



SOUTH CITY
PLAZA

SERDANG RAYA SELATAN
STATION

TENANT MIX



EVENTS / ACTIVITIES



4TH GEWIN ASEAN SCHOOLS & OPEN INTERNATIONAL TAEKWONDO CHAMPIONSHIP

SOUTH CITY PLAZA
SERI KEMBANGAN

4TH GEWINN ASEAN SCHOOLS AND OPEN INTERNATIONAL TAEKWONDO CHAMPIONSHIP 2023

24TH & 25TH JUNE 2023
GROUND FLOOR, SOUTH CITY PLAZA

Please Come & witness the Taekwondo Tournament LIVE!!

Organised by : Aelma Taekwondo Club

Competition / Event Space Rental ☎ 03-8948 1888 / 016-288 0082

Serdang Raya Selatan MRT Station (1 Minute Walking Distance) South City Plaza southcity.com.my



Updated as at July 2023

EVENTS / ACTIVITIES



TAEKWONDO INTER SCHOOL CHAMPIOSHIP



EVENTS / ACTIVITIES



VALENTINE'S SNAP & WIN CONTEST

SOUTH CITY PLAZA

Valentine's SNAP & WIN Contest

Winners

GRAND PRIZE RM500 IG NAME : **zazlina88**

2nd Prize RM300 IG NAME : **annabiiabii**

3rd Prize RM150 IG NAME : **jeelee ff**

Congratulations!!

All selected winners, please contact Ms.Rajes 03 8948 1888 OR drop us an Instagram message #southcityplaza



Updated as at July 2023

FAIRS & PROMOTION





PUJIAN DEVELOPMENT SDN BHD

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