



HO CHIN SOON
RESEARCH

Company Profile 2022



**SERVING YOU
FAITHFULLY
SINCE 1989**

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CONTACT INFO
& COMPANY'S CERT

Trusted by top 100 property developers, government agencies and Industry Professionals.

Our Range of Customers:

- Property Developers
- Real estate Agents
- Construction Companies
- Architects
- Property Valuers
- Town Planners
- Telcos
- Government Agencies
- F&B Companies
- Mall
- Car Distributors
- Oil & Gas Companies
- Universities
- Traffic Consultants
- Environmental Engineers
- Hypermarkets
- Embassies
- Fibre Optics Companies

MKLAND



iProperty

ECOWORLD

SkyWorld®
TRANSFORMING CITIES

HATTEN GROUP 惠勝



KHAZANAH NASIONAL

Boustead Properties

SDB



PLATINUM VICTORY
Creating Magical Moments

PARAGON DEVELOPMENTS

BRDB

SUNSURIA
Building Today Creating Tomorrow



TROPICANA METROPARK
SUBANG JAYA

MEDINI
ISKANDAR MALAYSIA



SCP

UOB

VERITAS

METROWORLD

Maybank

MALTON

THEMED ATTRACTIONS RESORTS & HOTELS

ANTAH GROUP

KWASALAND

TITIJAYA LAND BERHAD
BUILT TO INSPIRE

PRIMA
RUMAHKU, KOMUNITIKU



KHAZANAH NASIONAL

TRIBECA

Nilai RESOURCES

D'SARA SENTRAL

CYBERVIEW

GAMUDA

Lotus's

WCT

JAKEL DEVELOPMENT

UMW



KLCC Property Holdings Berhad



ISKANDAR INVESTMENT
Catalyst of Change

AMCORP
Amcorp Properties

04 Our Customers



Mapping out and making sense of crucial real estate data.



Founded by mapmaker Mr. Ho Chin Soon (right) and now run by successor Ishmael Ho (left) for almost a decade.

32 YEARS AND BEYOND

We provide crucial real estate information to players in the property industry. Helping them make **strategic investment decisions** and strengthen their **brand awareness**.



CHAIRMAN

Mr. Ho Chin Soon, founder

A fellow of the Surveyors Malaysia, and a registered Valuer with the Board of Valuers, Appraisers and Estate Agents, Malaysia.

Prior to establishing Ho Chin Soon Research, Mr. Ho held major position in companies like CH Williams Talhar & Wong, Island & Penisular, FACB & Others.

Currently he is one of the most sought after speaker in the property industry.

CEO

Mr. Ishmael Ho

Attained his LLB from the UK. Backed by his legal background, he entered the property industry from the legal angle.

His widening involvement in the property industry includes joining Cushman & Wakefield Malaysia, as well as being part of the research house in Sunrise Berhad.

Now he is tasked to steer and bring Ho Chin Soon Research to greater heights.



Products & Services

by



HO CHIN SOON
RESEARCH

08

Existing Land-use Maps

(Editable digital & hardcopies ; Greater KL, Iskandar, Seremban, PD & Penang.)



17

Customised Reports

(Competitor analysis, best land use etc)



26

Map Branding

(Distribution, collaborations, sponsorship)



32

Speaking Engagement

(Talks for public events, product launches, and webinars)



34

Drone & U.A.Vs services

(Aerial photos, video and Whatsapp outreach.)



36

Real Estate Books

(Fast selling books containing Insights from various experts, aerial photos, and maps)

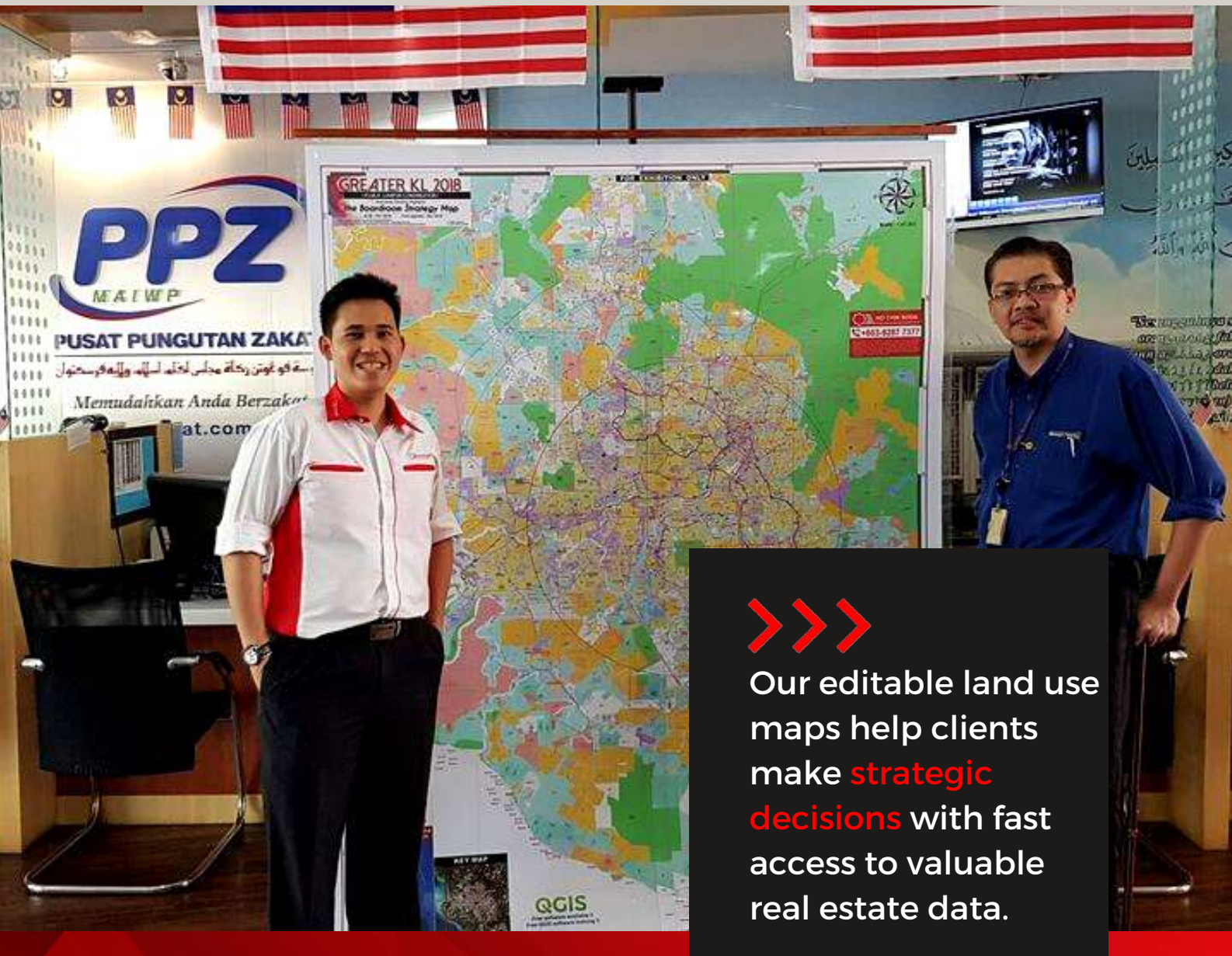


The background of the entire page is a light gray map pattern with white lines representing streets and roads. A dark gray triangle is located in the top-left corner.

EXISTING LAND-USE MAPS



- **Colour-coded Existing Land-use.**
- **Contains under-construction & proposed developments.**
- **Shows new infrastructure alignments.**
- **Recent & historical property transaction.**
- **Detailed land bank ownership data.**



Our editable land use maps help clients make **strategic decisions** with fast access to valuable real estate data.

Our map coverage:

1. Greater KL (Klang Valley)
2. South Johor (Includes the whole of Iskandar Malaysia)
3. Penang State
4. Seremban-Port Dickson

Size:-

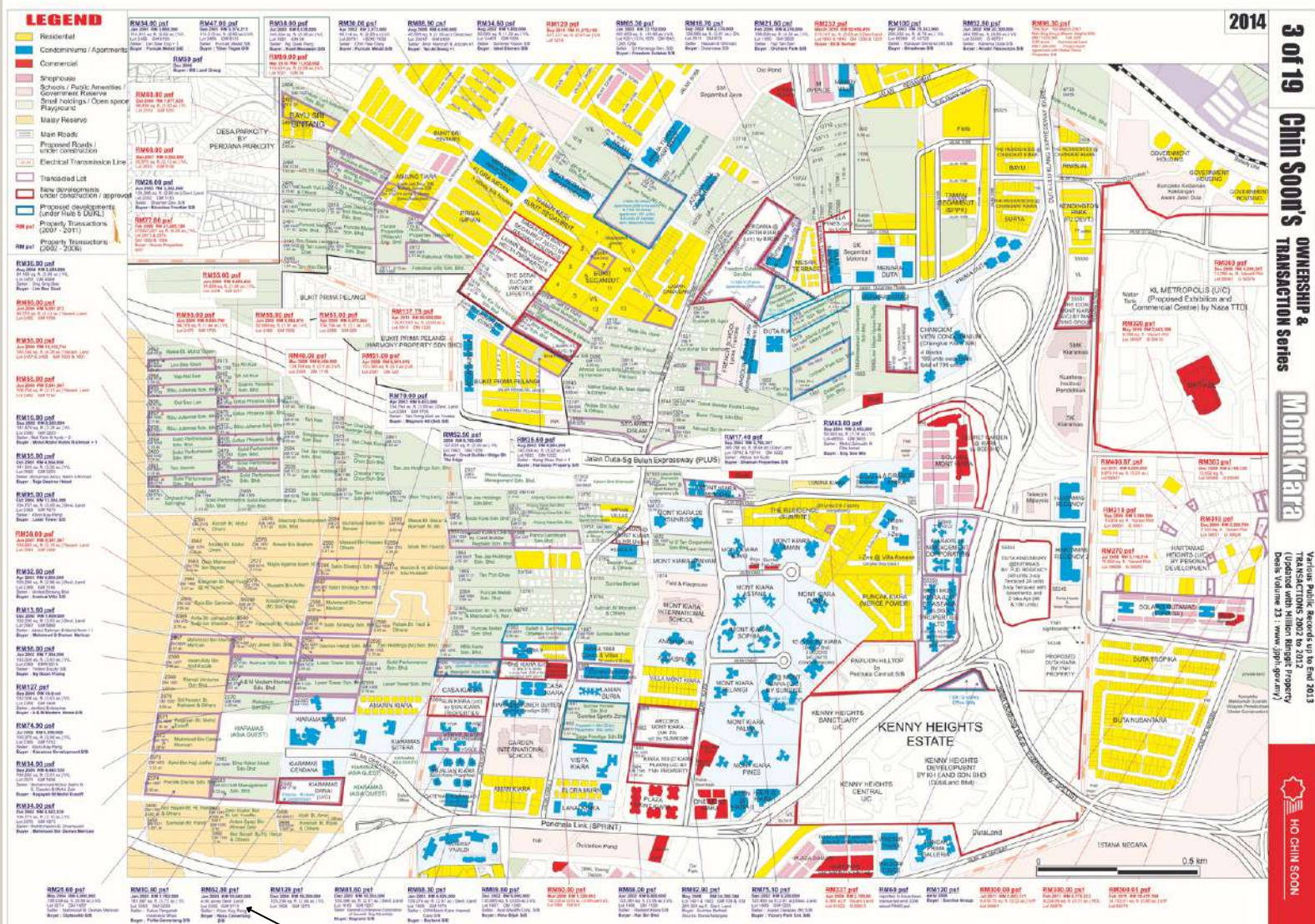
7' x 5.5' wall maps ,

A1 size booklets - Roll maps of Land use & Aerial photos, ownership & transaction

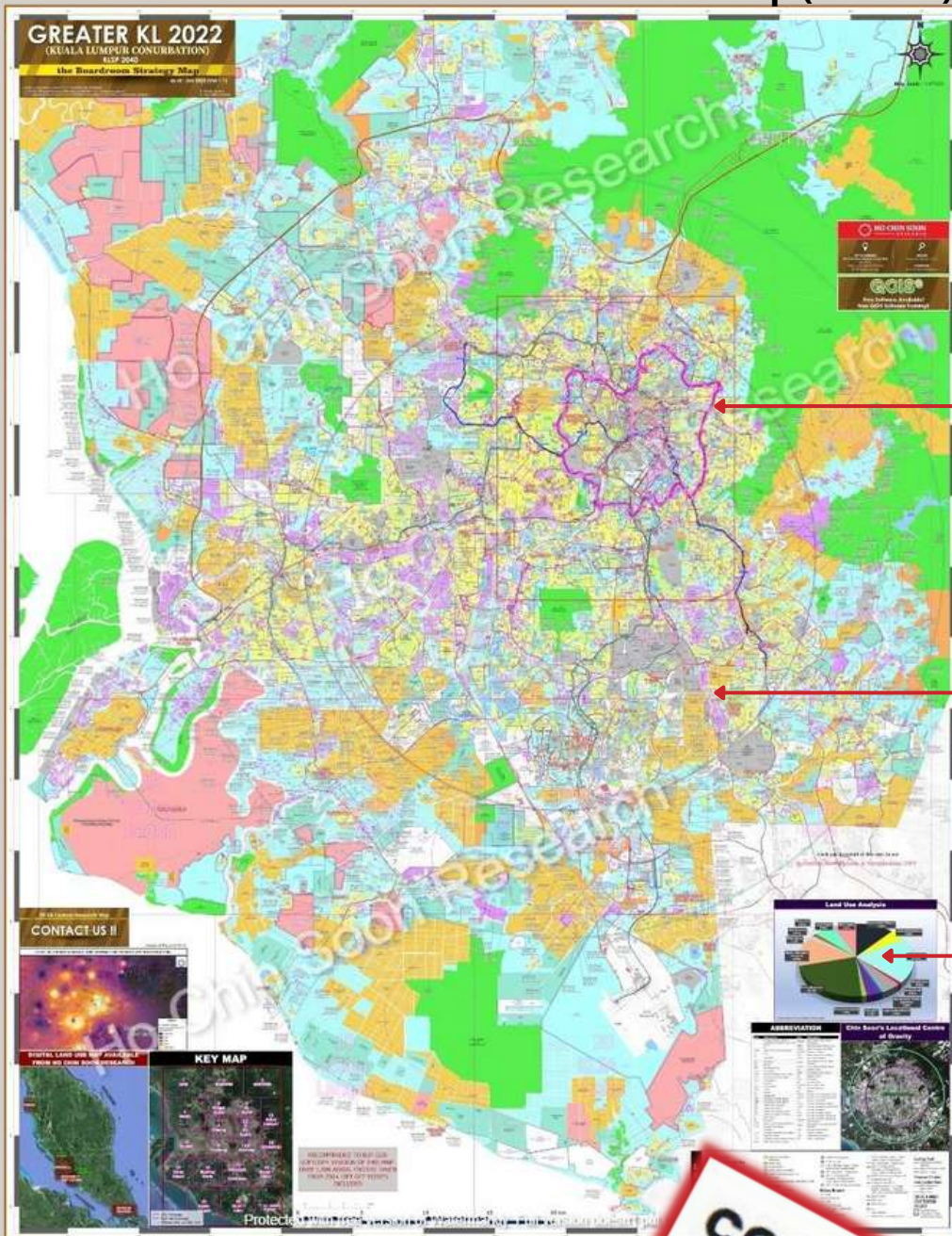
Format:

- Hardcopies & softcopies, Qgis, AutoCad, MapInfo, CorelDraw & PDF format.
- Prepared in **many layers** to differentiate land use type, infrastructure and text labels.
- **Editable** to customers' liking. Our maps are cadastral lot based.

Ownership & Transaction Roll Map



Greater KL 2022 Wall Map (7' x 5.5')



Latest proposed **alignment of MRT3** on 2022 map.

Detailed **ownership data**.

Land use **analysis**

COMING SOON!
Penang State 2022



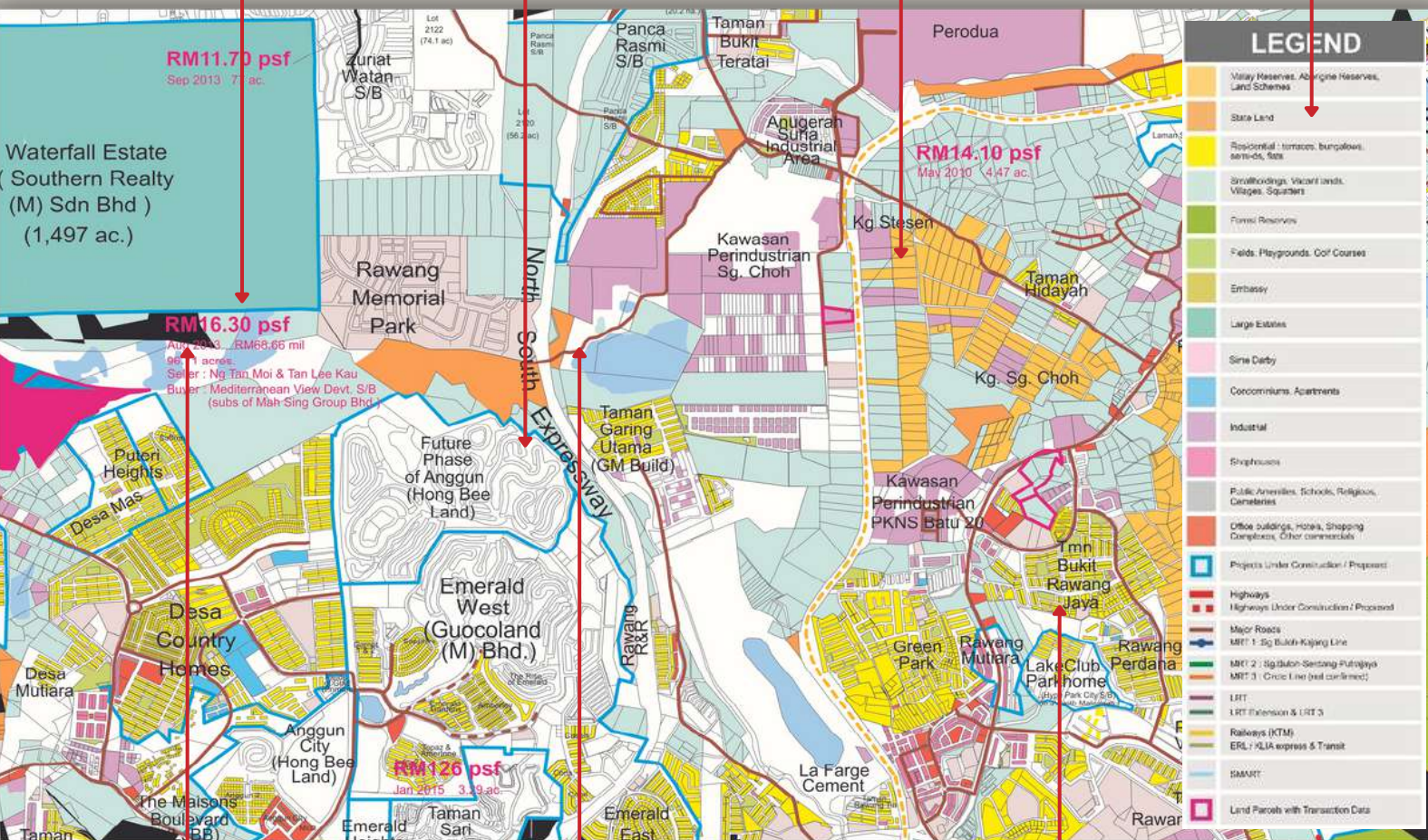
13 Existing Land-use Maps

Transaction Data

Future project/
under construction

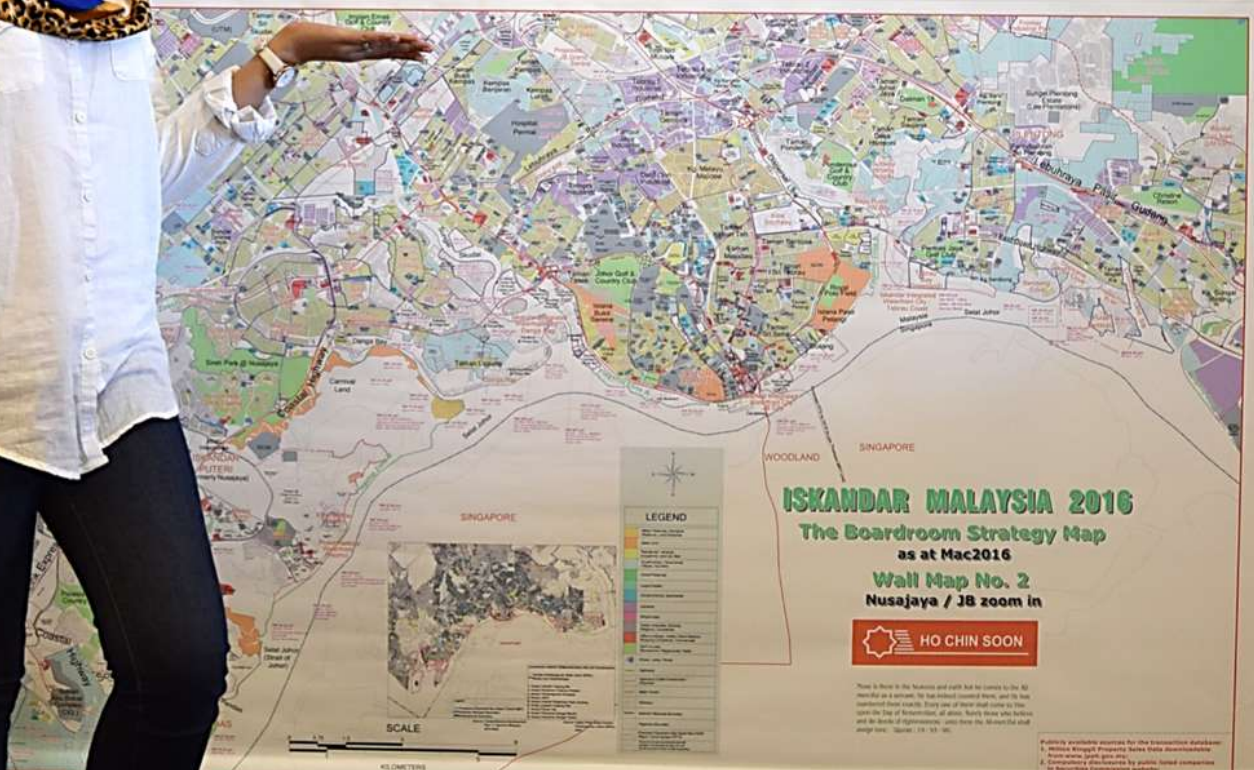
Cadastral
Lot Based

Various
land use



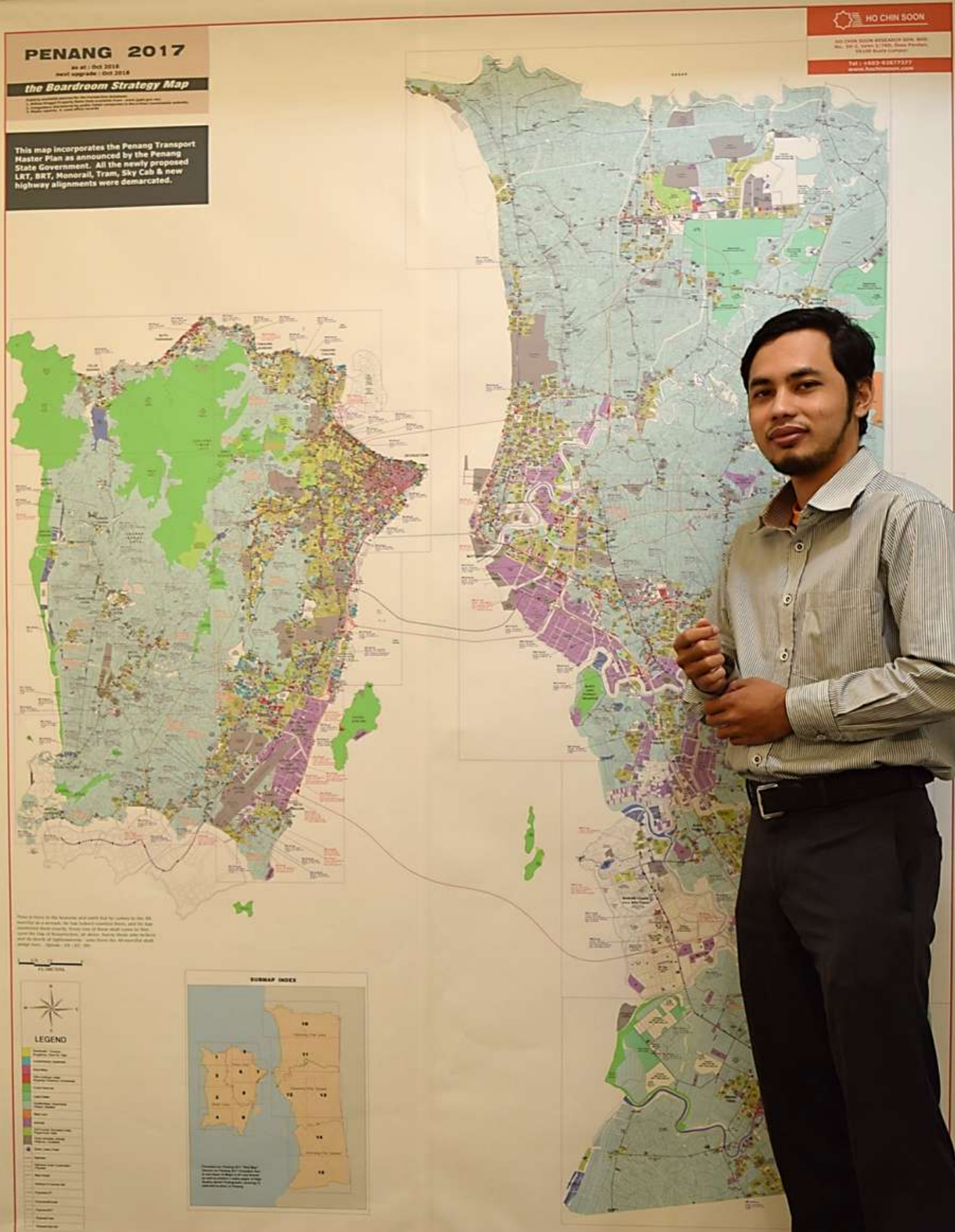


**The Boardroom Strategy Map
as at Mac 2016
Wall Map No. 1
South Johor Overall**



**ISKANDAR MALAYSIA 2016
The Boardroom Strategy Map
as at Mac 2016
Wall Map No. 2
Nusajaya / JB zoom in**

HO CHIN SOON





CUSTOMISED REPORT

We provide **comprehensive best land use & feasibility study** for property development.

Our report focuses on the primary market of existing players in the study area as well as matured secondary market.

Our service includes all of the sub-services below:



Competitor SWOT Analysis

We provide **specific study** on competitor's product concept, pricing, and sales performance – assisting our client in determining the price and product concept suitable for the development.



Database Mapping

(Population study / Property stocks / Land ownership demarcation etc) We use **QGIS** (Geopgrahic Information System) to map out our database in map format for clarity and easy of interpreting vast database.



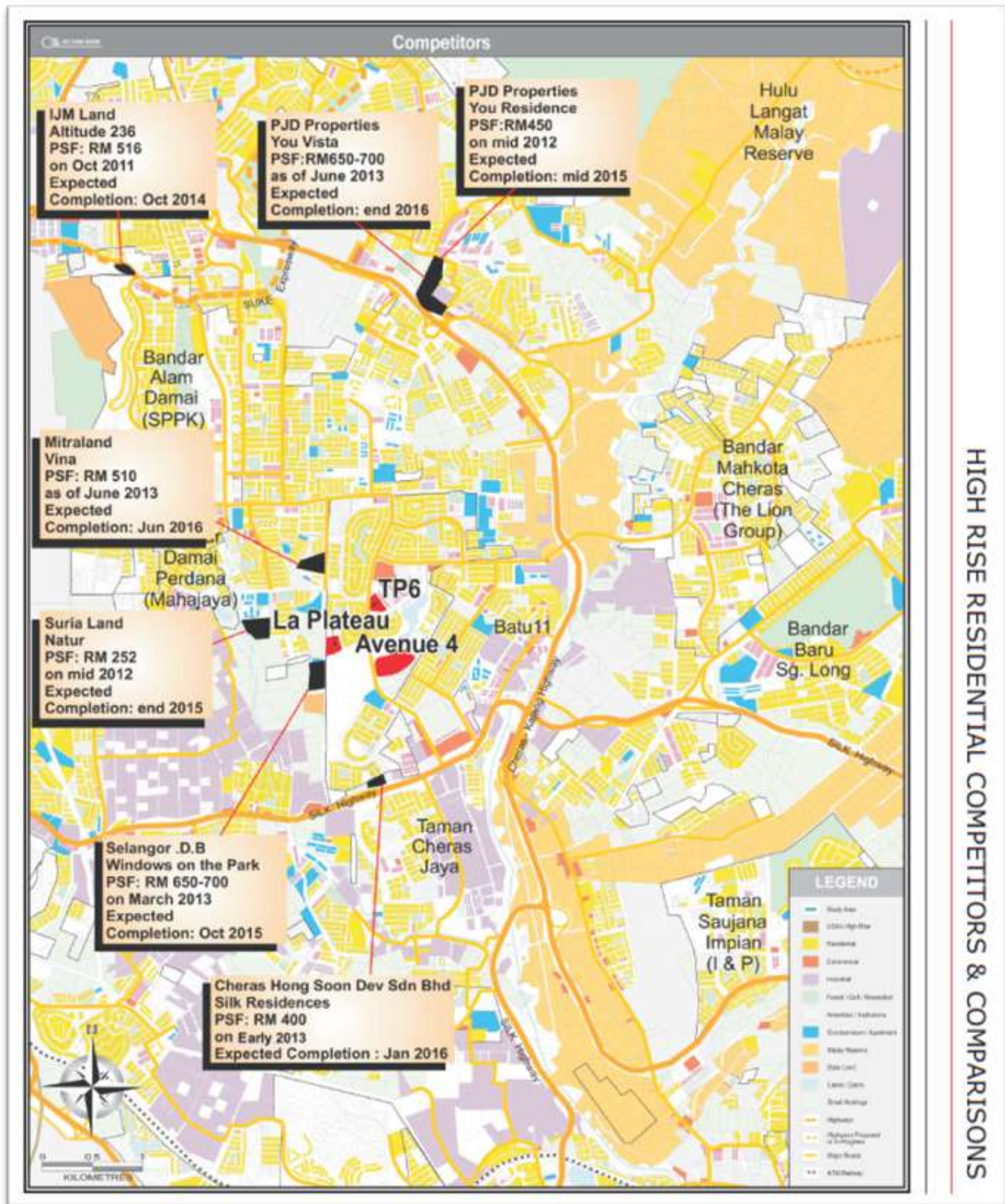
Special Corridor Mapping

We are able to map out any corridor upon request to the standard of our existing land use map. This service is often engaged by state authorities for **strategic planning of a corridor**.

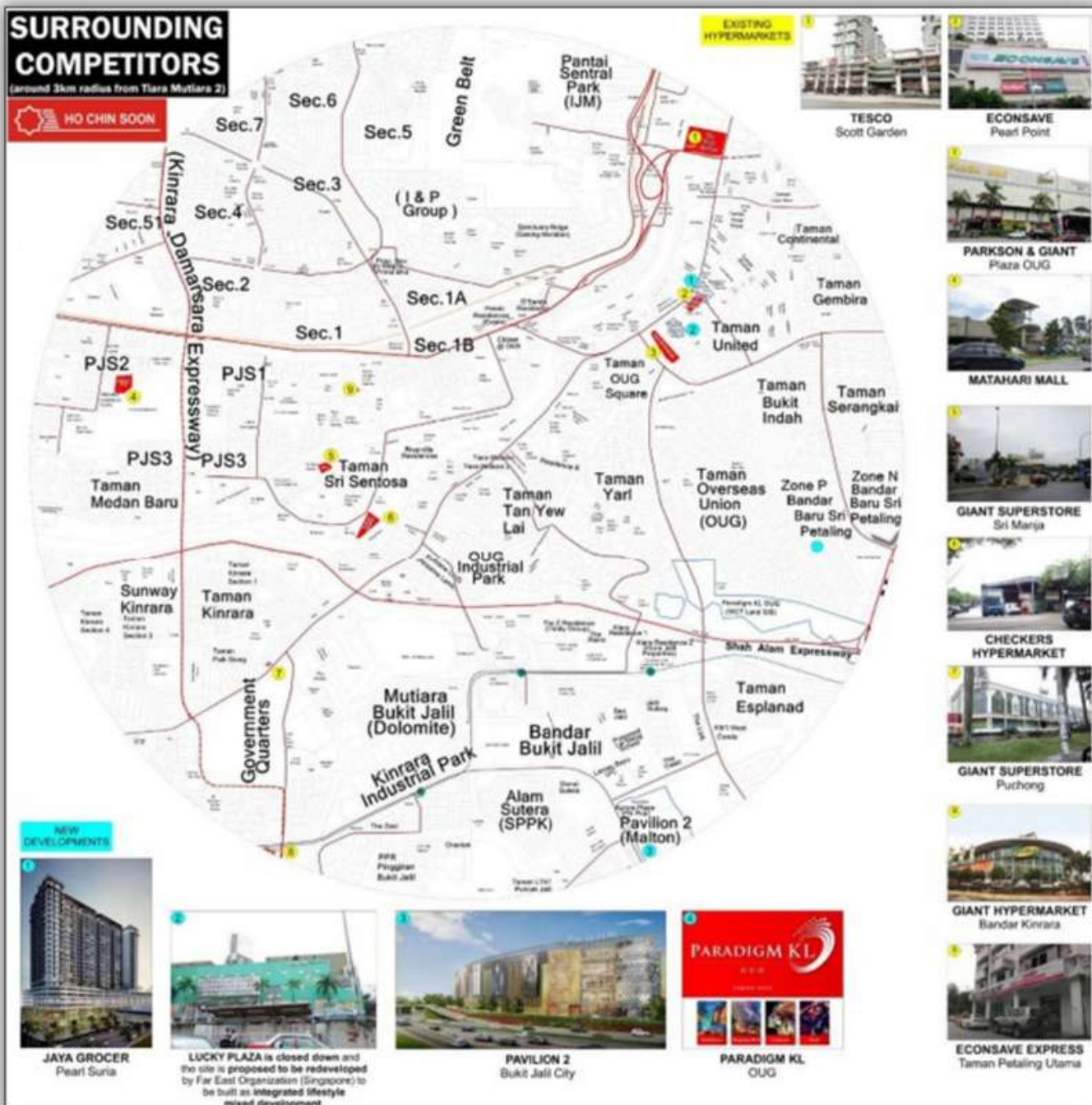
We will assist clients with any required **site inspection**, and provide **aerial photos** and **aerial videos** for better planning and report digestibility.

All reports and presentations are saved as PDF format. The deliverables can be both in **hardcopy and softcopy form**. Softcopy files will be prepared in **high-resolution pdf files**. **Suitable for self-printing** in the event Client wants to reprint additional copies.

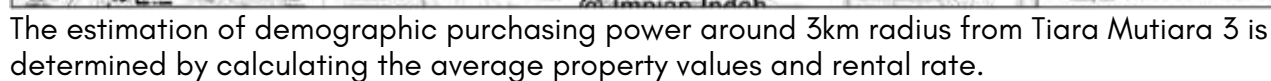
Samples



Samples



The map above shows both existing hypermarkets and new developments within the coverage.

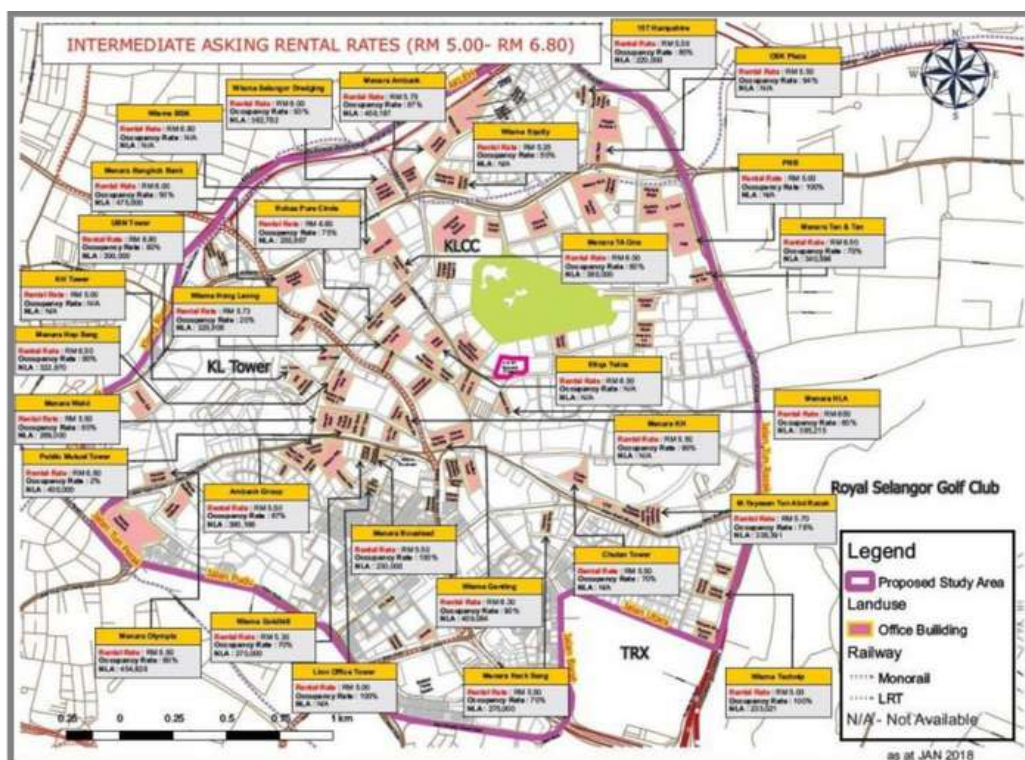
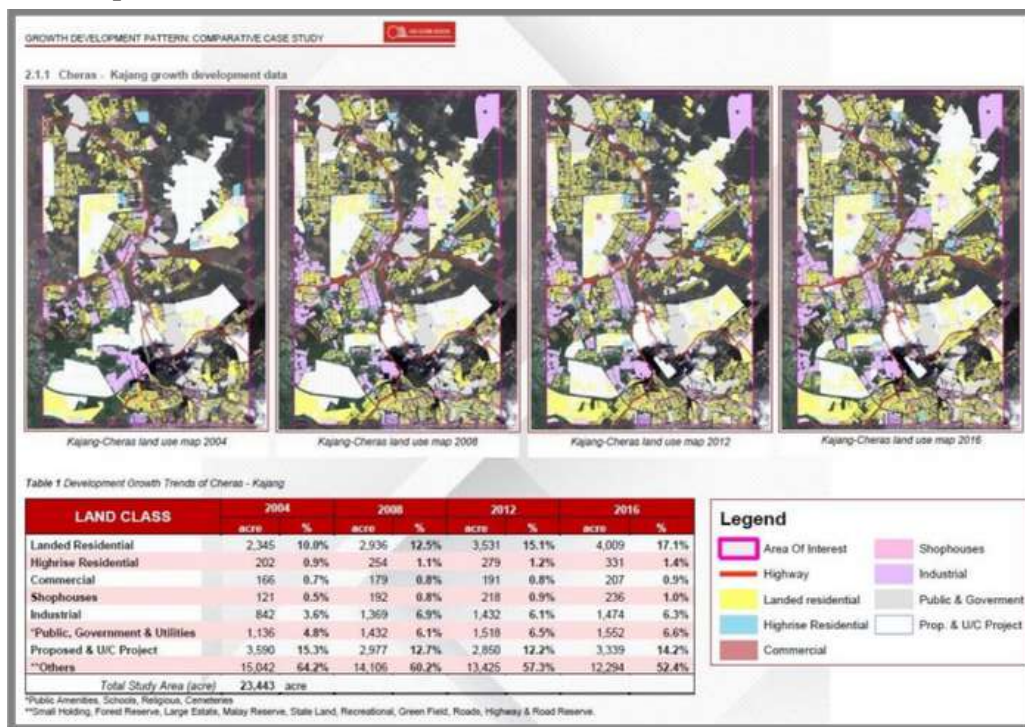


Samples



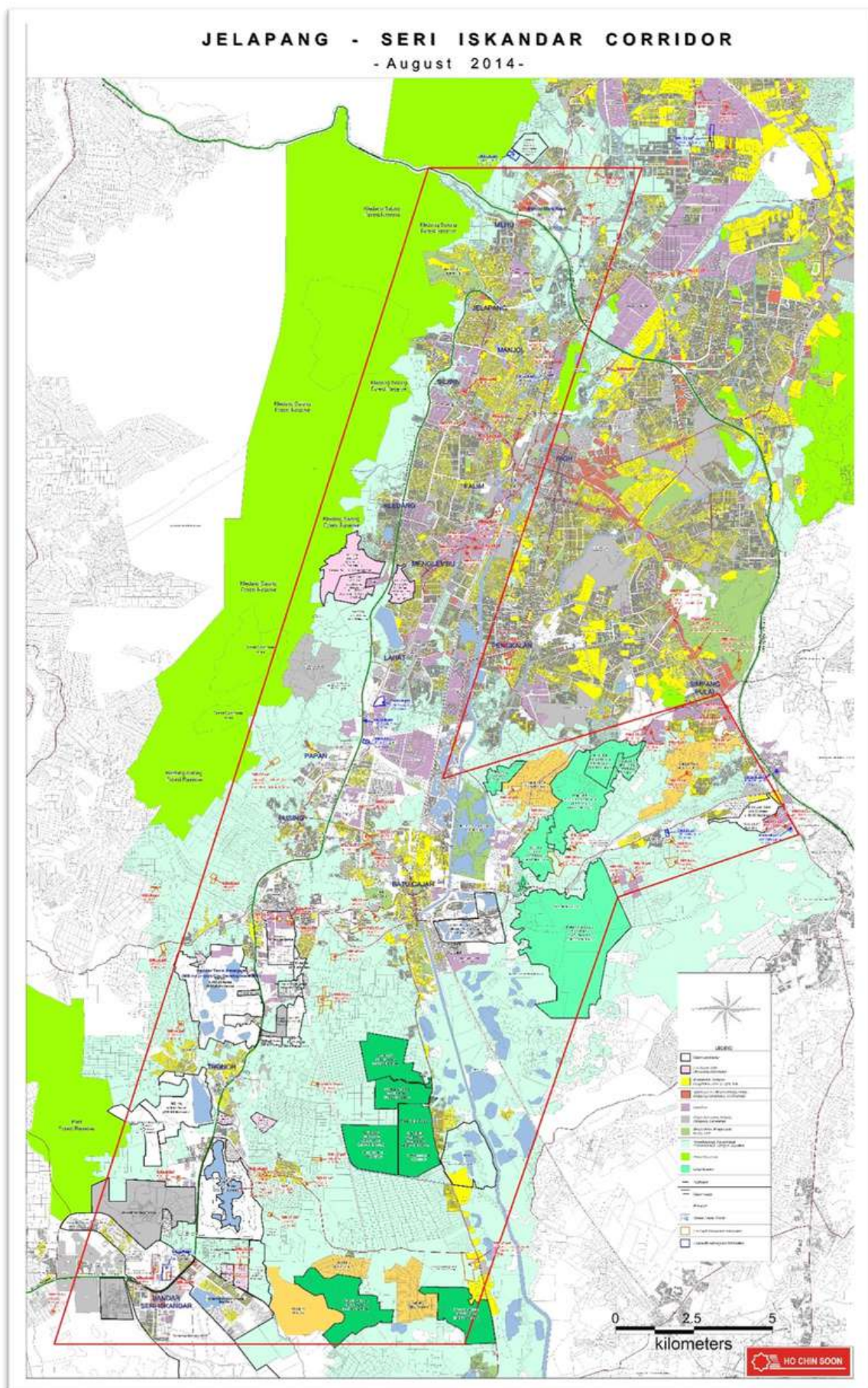
Above is a land use map with a coverage of 3km radius from Tiara Mutiara.

Samples



Golden Triangle rental rate market study

Samples



Marketing Manager's Dream Come True.

Strengthen Your Brand

We help clients to achieve their
marketing goals through our services:

➤ Map Branding:

Poster-size map custom-designed for
distribution and brand awareness.

26

➤ Speaking engagement

Adding value to your property related events
and endorsing your product launch.

32

➤ Drone & UAVs services

The best way to promote your site through
video marketing and whatsapp outreach.

34

MAP BRANDING

Map Branding



Map Branding is a collaboration between Ho Chin Soon Research and a sponsoring client. The mass public gets an informative map while at the same time it helps our sponsoring client to **gain milage and market awareness.**

We design a poster-size map tailored to the clients' needs & preferences. This map will then be used as a marketing material for distribution.

Map Branding



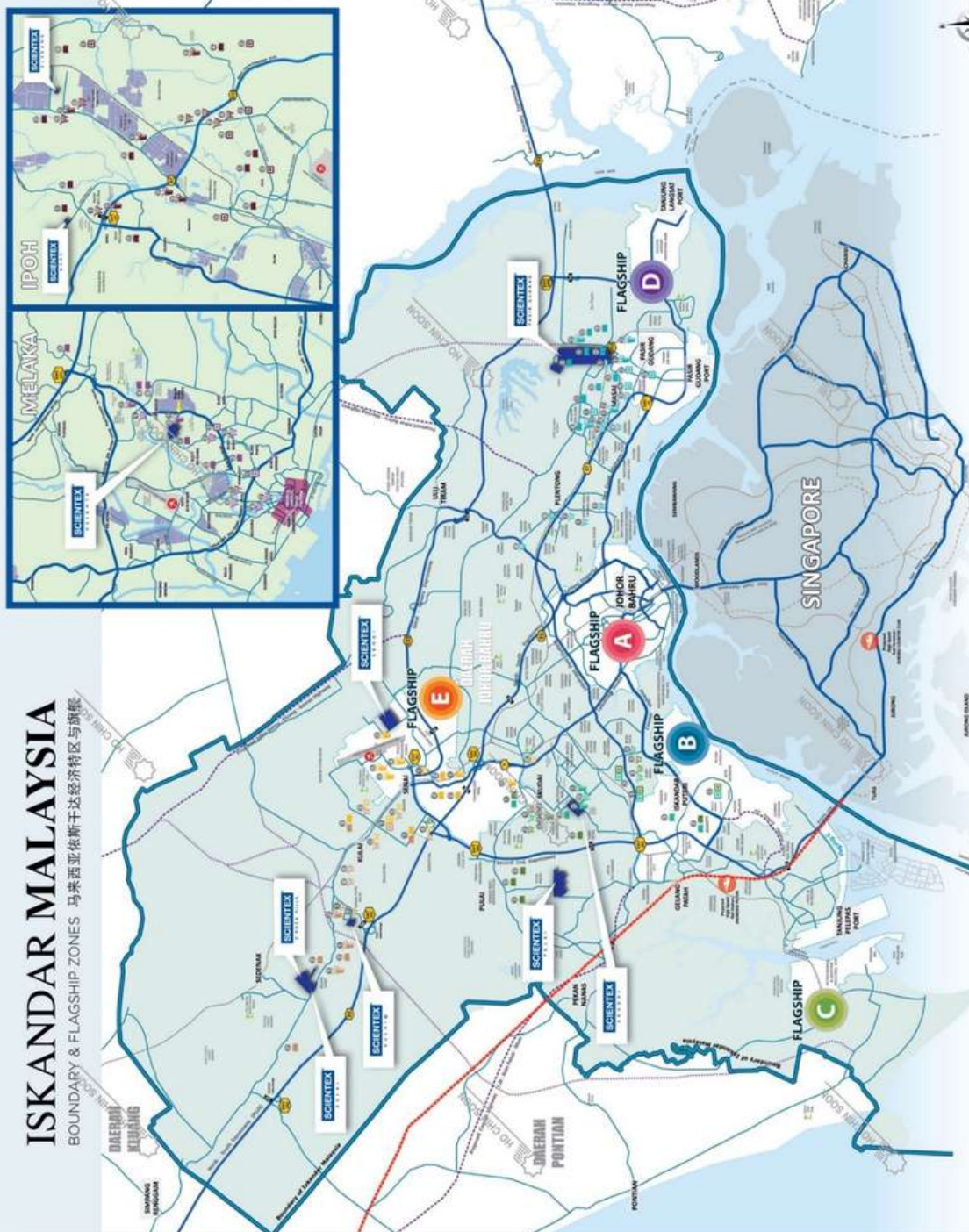
The sponsor can choose either to keep & self-distribute the entire 20,000 copies or alternatively **let Ho Chin Soon Research distribute some 5,000 copies during property seminars, conferences & exhibitions locally & overseas.** Mr Ho Chin Soon's & Ishmael Ho's calendars are constantly occupied with speaking engagements throughout the year.

The sponsoring company is able to take advantage of Ho Chin Soon's brand name and the additional channels in order to reach out to a wide target.

For further details, please refer to our official brochures attached within this company profile.

ISKANDAR MALAYSIA

BOUNDARY & FLAGSHIP ZONES 马来西亚依斯干达经济特区与旗舰



SURROUNDING FACILITIES & AMENITIES

LEGEND

- Development by Scientific Barked
- KTH Science Lines
- GOP Cities
- Airport
- Islander Mayville
- Phosphate Zone Boundary
- Highways
- Major Roads
- Highways LUC & Proposed
- Major Roads LUC & Proposed
- Proposed High-Speed Rail

PASIR GUDANG

- [illegible]

SENAI

-
- ENTRANCE**
- ① Reception
 - ② Waiting 1st floor
 - ③ Waiting 2nd floor
 - ④ Waiting 3rd floor
- LAB**
- ⑤ Lab 1
 - ⑥ Lab 2
 - ⑦ Lab 3
 - ⑧ Lab 4
 - ⑨ Lab 5
 - ⑩ Lab 6
 - ⑪ Lab 7
 - ⑫ Lab 8
 - ⑬ Lab 9
 - ⑭ Lab 10
 - ⑮ Lab 11
 - ⑯ Lab 12
 - ⑰ Lab 13
 - ⑱ Lab 14
 - ⑲ Lab 15
 - ⑳ Lab 16
 - ㉑ Lab 17
 - ㉒ Lab 18
 - ㉓ Lab 19
 - ㉔ Lab 20
 - ㉕ Lab 21
 - ㉖ Lab 22
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 - ㉘ Lab 24
 - ㉙ Lab 25
 - ㉚ Lab 26
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 - ㊹ Lab 40
 - ㊺ Lab 41
 - ㊻ Lab 42
 - ㊼ Lab 43
 - ㊽ Lab 44
 - ㊾ Lab 45
 - ㊿ Lab 46
- MEDICAL CENTRE**
- ① Reception
 - ② Waiting 1st floor
 - ③ Waiting 2nd floor
 - ④ Waiting 3rd floor
 - ⑤ Lab 1
 - ⑥ Lab 2
 - ⑦ Lab 3
 - ⑧ Lab 4
 - ⑨ Lab 5
 - ⑩ Lab 6
 - ⑪ Lab 7
 - ⑫ Lab 8
 - ⑬ Lab 9
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 - ㊹ Lab 40
 - ㊺ Lab 41
 - ㊻ Lab 42
 - ㊼ Lab 43
 - ㊽ Lab 44
 - ㊾ Lab 45
 - ㊿ Lab 46
- EDUCATIONAL CENTRE**
- ① Reception
 - ② Waiting 1st floor
 - ③ Waiting 2nd floor
 - ④ Waiting 3rd floor
 - ⑤ Lab 1
 - ⑥ Lab 2
 - ⑦ Lab 3
 - ⑧ Lab 4
 - ⑨ Lab 5
 - ⑩ Lab 6
 - ⑪ Lab 7
 - ⑫ Lab 8
 - ⑬ Lab 9
 - ⑭ Lab 10
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 - ㊼ Lab 43
 - ㊽ Lab 44
 - ㊾ Lab 45
 - ㊿ Lab 46

515

- Accredited**
- AACSB (Tertiary Education)
 - Nurses and Midwives
 - Australian Health Services
 - Australian Quality Health
- FAH**
- FACS & FRCGS (Australia)
 - FRCR (UK)
- MEDICAL CENTRE**
- Chelmsford Area Hospital
 - Chelmsford Health Hospital
 - Chelmsford Surgery Centre
- EDUCATIONAL CENTRE**
- EQUOLITY
 - Paragon College (Nurses)
 - Paragon College (Midwives)

IV-11

- [illegible]

KULIA

- DISCOUNTS**
- New Multi
 - 20% off
 - 10% off
 - 5% off
- PAK**
- Pak Garden
 - Pak C. Y. and P. P. P.
 - Pak P. P. P.
- MEDICAL CENTRE**
- Medical Hospital
- EDUCATIONAL CENTRE**
- Education High School
 - Education High School
 - Education High School
 - Education High School

AKA

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HCO₂H

- [illegible]

SCIENTEX

MANUFACTURING 5



Export to more than 60 countries worldwide spread across Asia, Australasia, Europe, Africa and the Americas
出口到全球60多个国家包括亚洲、大洋洲、欧洲、非洲以及美洲



STRIVING FOR
GLOBAL EXCELLENCE

極力建造環球榮耀歸主

Since inception in 1996, Science has been a key provider of manufacturing support to the manufacturers of PVC products and with a number of Asian PVC producers, Science is now acknowledged as a global leader in the manufacture of industrial quality (fire and flame retardant) PVC products. PVC products are used in a wide range of applications, from building and construction to electrical and electronic applications. PVC products are used in a wide range of applications, from building and construction to electrical and electronic applications. PVC products are used in a wide range of applications, from building and construction to electrical and electronic applications.

1. **Top 10 Global Film Producers in Asia Pacific and Top 3 Globally**



自1991年推出以来，Scania（瑞典）以其严密的工艺标准、耐用、舒适度和再售价值，成为全球中重型商用车市场的领导者。目前瑞典沃尔沃集团已经成为第一、第二汽车生产商。此外，瑞典也是生产汽车产业中安全和环保标准最高的国家，因此也是全球商用车的领导者。目前瑞典的商用车产品系列包括载重汽车、巴士、垃圾运输车和小、中型商用车和牵引车。

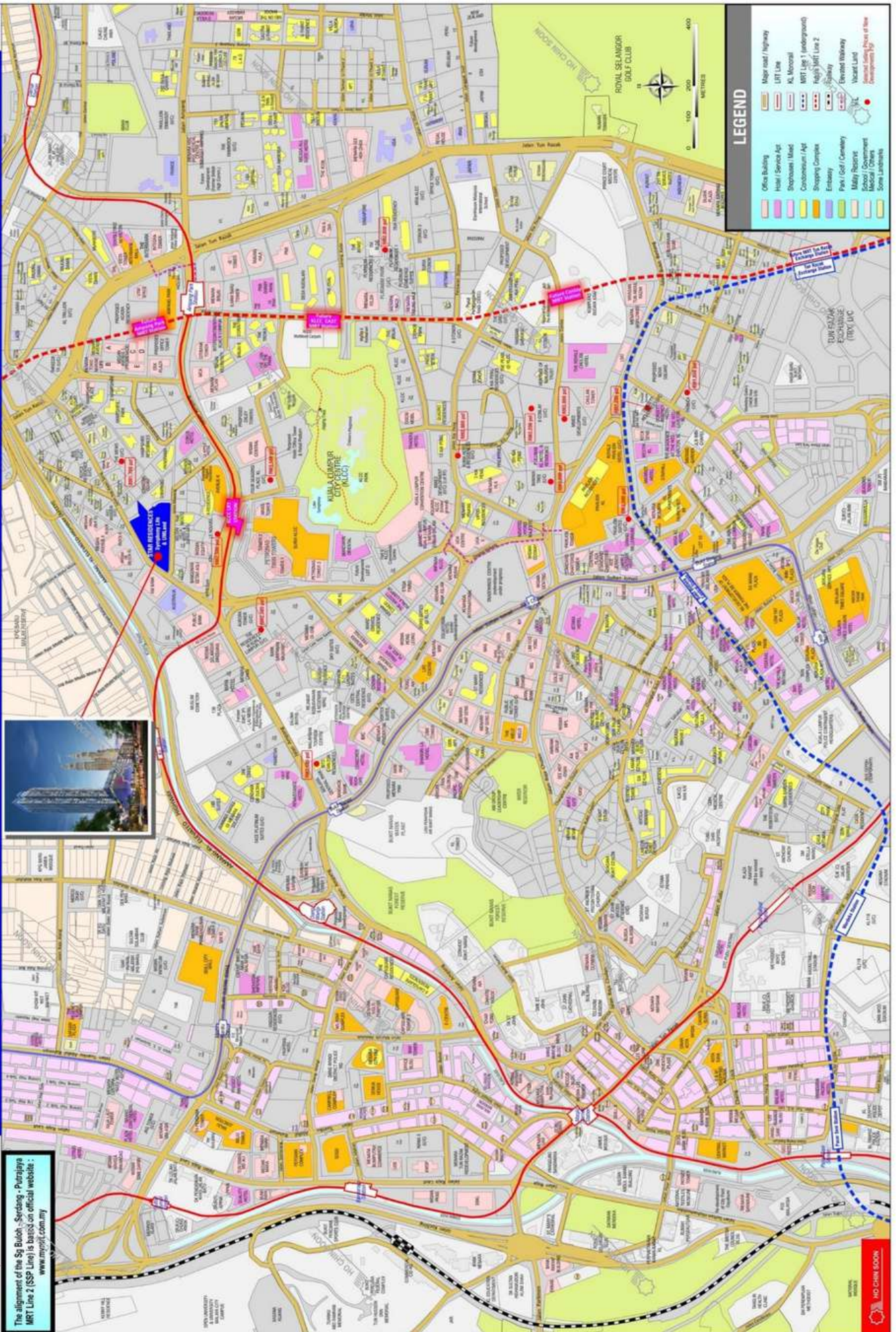
- 图 1 为图 1 所示的模型。图 1 为图 1 所示的模型。

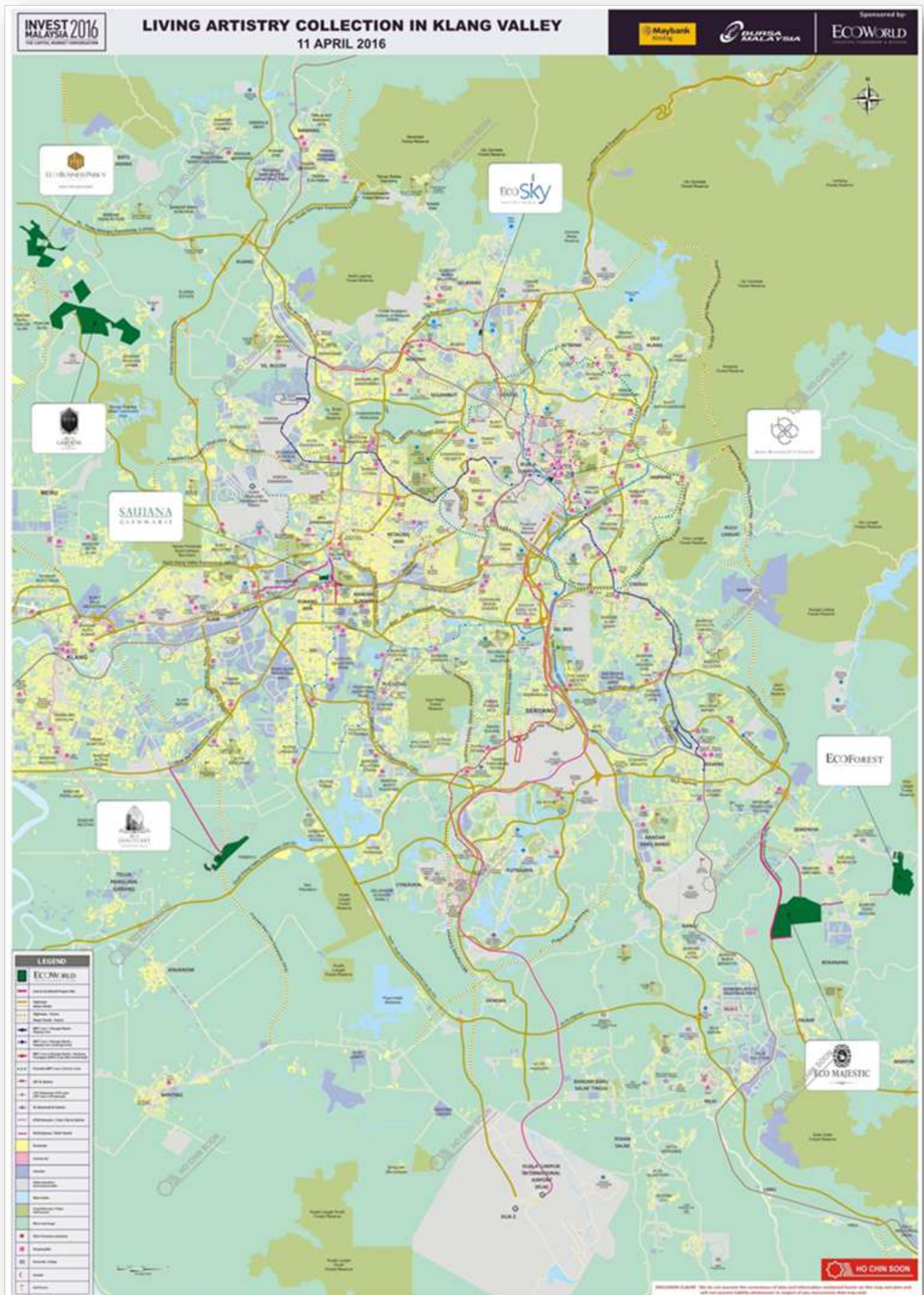
STAR RESIDENCES : A Starstudded Icon in KLCC

FREE MAP
as at Jan 2016



The alignment of the Sg Buloh - Serdang - Putrajaya MRT Line 2 (SSP Line) is based on official website : www.mylrt.com.my





SPEAKING ENGAGEMENT

Adding value to your events
and endorsing your product launch.



Ishmael Ho explains the latest real estate developments via maps, aerial images, news and locational analysis.



UPPERVILLE
1st QUARTER MELAWATI

THE HOTSPOT GROWTH OF KL RESIDENTIAL PROPERTY

21st July 2019, 3pm - 5pm
Upperville Melawati Sales Gallery

KLOEAST

A Talk by Property Expert,
ISHMAEL HO
"Kuala Lumpur Hot Spots: Area Focus: Melawati"

16th Dec 2017 11:00pm - 03:00pm
KL EAST GALLERY ☎ 03-4162 3788
Kuala Lumpur



Example WEB LIVE TALK 1

THE FUTURE & LATEST UPDATE

ISHMAEL HO

ORGANISER
Zulfah

SPECIAL GUEST
ISHMAEL HO
Chief Executive Officer, Research & Analytics

HARTANAH UTUSAN 2

MASUK PERCUMA

UTUSAN MALAYSIA

Andaman



POST GE 14 - WHAT TO EXPECT FOR PROPERTIES IN MALAYSIA?

Special Talk by
ISHMAEL HO

centralis

We Pay You Own

Ryo (017) 204 9921
(03) 2787 7923

PROPERTY TALKS
By Celebrity Gurus @ TTDI Gateway Gallery

14 Jan (Sunday)
11am - 1pm

The Transformation of Greater KL.
Focus Area: Shah Alam

En. Ishmael Ho
CEO - Ho Chen Seng Research Sdn Bhd

Get Property Get Business Capital

En. Aziz Ahmad
Founder - Azimahajaya.com

DRONE & UAVS SERVICES

Our aerial videography will bring a different perspective to the client and viewers. The video is done in 360° and it shows up to **26 km of the surrounding area**.

Our service includes:

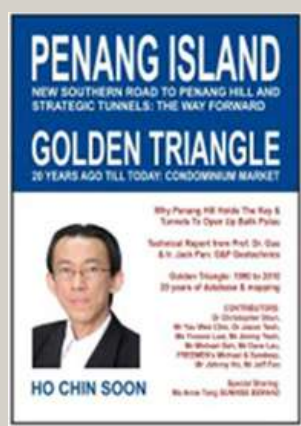
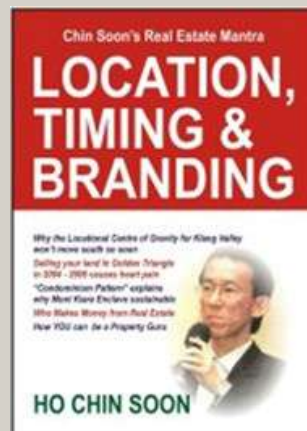
Storyboard, 4k Aerial Video, Still Images, Site Inspection, Preplanning

Some of the **videos** done by us and
Whatsapp-broadcasted to a list of
12, 429 subscribers.



PROPERTY BOOKS

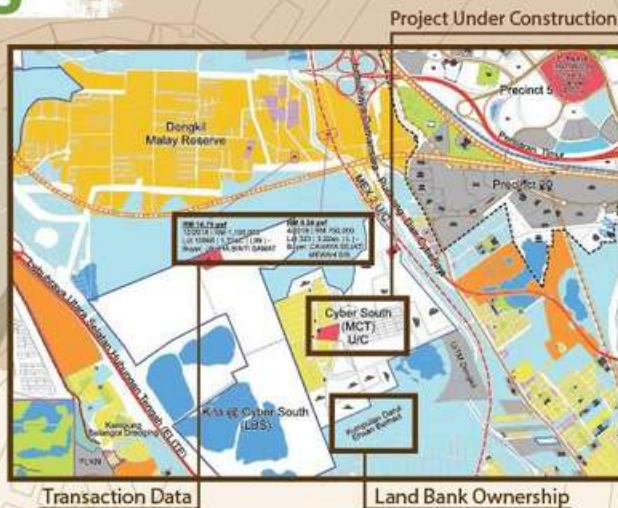
Books **SOLD** throughout the years and **OUT OF STOCK**



STANDARD BROCHURES

Ho Chin Soon Research is a property information company that provides information on land use and ownership data to the players in the property industry, in particular real estate developers, property consultants and real estate agents. The soft copies are editable and available in QGIS, MapInfo & PDF format. AutoCad, CorelDraw & Adobe Illustrator could also be prepared upon request. Any PC or notebook purchased from year 2010 onwards should suffice to run the soft copy maps.

FREE SOFTWARE QGIS



Set A

GREATER KL
as at January 2022

- > Wall Map: Greater KL (7' X 5.5')
- > Wall Map: KL - PJ (7' X 5.5')
- > Roll Maps: Land Use & Aerial Photos (A1 size booklet)
- > Roll Maps: Ownership & Transaction Series (A1 size booklet)

- ☐ Hard copy of set A
RM 10,000 nett
- ☐ Hard copy of set A
+ CD of soft copy, inc. aerial photos
RM 15,000 nett

Next update : Q1 2023

Set B

ISKANDAR MALAYSIA
as at February 2020

- > Wall Map: Iskandar Malaysia (7' X 5.5')
- > Wall Map: Iskandar Malaysia - JB (7' X 5.5')
- > Roll Maps: Land Use, Aerial Photos & Ownership (A1 size booklet)

- ☐ Hard copy of set B
RM 10,000 nett
- ☐ Hard copy of set B
+ CD of soft copy, inc. aerial photos
RM 15,000 nett

Next update : Q3 2022

Set C

PENANG
as at March 2022

- > Wall Map: Penang Island & Seberang Perai (7' X 5.5')
- > Roll Maps: Land Use & Aerial Photos (A1 size booklet)

- ☐ Hard copy of set C
RM 10,000 nett
- ☐ Hard copy of set C
+ CD of soft copy, inc. aerial photos
RM 15,000 nett

Next update : Q2 2024

Set D

SEREMBAN & PD
as at August 2019

- > Wall Map: Seremban - Port Dickson (7' X 5.5')
- > Wall Map: Seremban Town (7' X 5.5')
- > Roll Maps: Land Use, Aerial Photos & (A1 size booklet)

- ☐ Hard copy of set D
RM 10,000 nett
- ☐ Hard copy of set D
+ CD of soft copy, inc. aerial photos
RM 15,000 nett

Next update : Q2 2023

Special option:

1. Laminate your wall map for only RM500.00 per map
2. Synthetic paper printing at RM 500.00 per map with installation

- ☐ We would like to place an order the above product (as shown ticked). Please make necessary delivery to:
- ☐ Kindly contact the officer below to arrange for a No Obligation Visit:

Name of Firm: _____
Address: _____

Tel: _____ Email: _____

Yours faithfully,

signature

Name: _____
Designation: _____
Date: _____

CONTACT DETAILS



www.hochinson.com



Ho Chin Soon Research

For further information, please contact:

Office **+603 9287 7377**
*Aimi **+6011 3550 1490**
Fax **+603 9284 5688**
Email **office.hcsr@gmail.com**

Address **HO CHIN SOON RESEARCH SDN BHD**
No. 74-2,
Jalan 1/76D, Desa Pandan
55100 Kuala Lumpur


Talk for Developer Private Launch

Ishmael Ho is frequently engaged by event organizers and various organisations to deliver his talk at their events. The event is ranging from big event to focus groups. Usually, during a normal product launch, Ishmael Ho will deliver a talk for about 35 to 40 minutes.

If you are interested to engage him for delivering a talk in your event, please do it in advance. He is looking forward to be of service to real estate developers in explaining the latest property updates via maps, aerial images and locational analysis.



*** We provide our own production equipments for videography.**


Videography Setup

Public Event Talk

Webtalk
**VIDEOGRAPHY
SETUP FEES**
RM5,000 for 1 Session

**WEBTALK
FEES**
RM12,000 for 1 Session

CONTACT DETAILS
As of January 2022
SPEAKING FEES FOR 2020 ONWARDS

Projects in Peninsular Malaysia comes with aerial photography of site

1 Session	RM12,000
2 Sessions (same day)	RM16,000
2 Sessions (separate day)	RM18,000

We will arrange own flights and accomodation for outstation trips.

Add **RM1,000** for Penang & Johor Bahru;

Add **RM1,500** for East Malaysia;

Add **RM1,800** for Singapore.

Note: Ho Chin Soon Research will send aerial photography team to shoot project site. All part of our comprehensive package is to explain the location of site.


www.hochinson.com

Ho Chin Soon Research

For further information, please contact:

Office **+603 9287 7377**

*Aimi **+6011 3550 1490**

Fax **+603 9284 5688**

Email **office.hcsr@gmail.com**

Address **HO CHIN SOON RESEARCH SDN BHD**
No. 74-2,
Jalan 1/76D, Desa Pandan
55100 Kuala Lumpur

Map Branding refers to a customised map by Ho Chin Soon Research for the sponsoring client. We design a poster-size map tailored to the clients' needs & preferences. This map will then be used as a marketing material for distribution in order to reach out to a wide target. The mass public gets an **informative map** while at the same time it helps our sponsoring client to gain **market awareness**.



Table
Talk



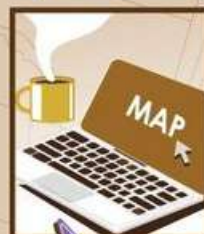
Oversea
Event



Brochure



Exhibition



Digital
View



Broadcast



Website

OPTION 1

Map Branding Printing-only Quantity Pricing

Quantity	Standard Price	Unit Price
1,000	RM 26,000	RM 26.00
5,000	RM 30,000	RM 6.00
10,000	RM 33,000	RM 3.30
15,000	RM 36,000	RM 2.40
20,000	RM 38,000	RM 1.90
25,000	RM 43,750	RM 1.75
30,000	RM 48,000	RM 1.60

+ Complimentary 2 MB resolution .jpg file

Additional **RM 10,000** if includes
softcopy file (editable Ai)

OPTION 2

Clients may opt to purchase
only the softcopy for self printing
at **RM26,000**

Size A1 size (equivalent to 8 A4 size papers)
machine fold; 157 g matt art paper

All In Cost 30,000 print quantity at RM1.60
per copy for both sides printing
RM48,000 nett

includes:

- site inspection
- design work
- machine fold
- delivery to door steps
(including for Penang & JB)
- data collection
- base map revision
- colour separation

Map Design Done by Ho Chin Soon Research

Reverse artwork Done by Sponsor's advertising agency
and soft copy given to Ho Chin Soon
Research for printing



Total (RM) :

Name of Firm :

Contact no. :



Aerial Videography include:

- > Storyboard Planning
- > 4K Aerial Video
- > Still Images
- > Site Inspection
- > Preplanning


The Video Pricing :

Option 1 : From RM3,000 (Simple Video Editing)

Option 2 : From RM12,000 < 60 seconds

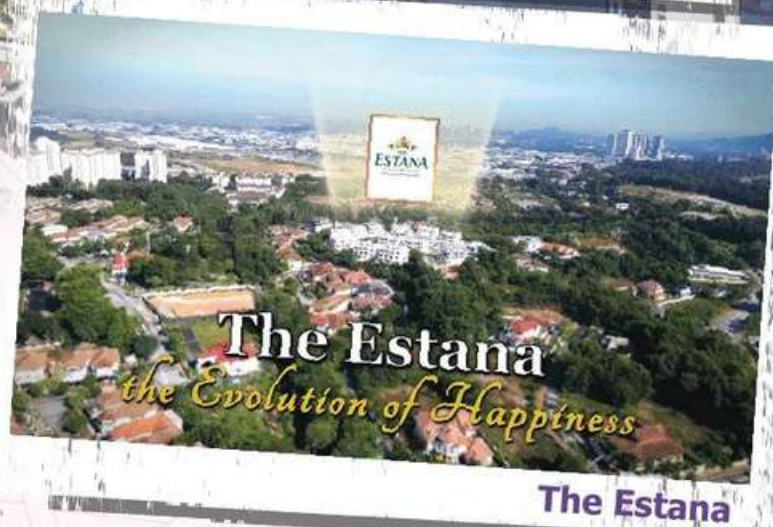
Option 3 : From RM15,000 < 150 seconds

Plus

 **RM4,000 for WHATSAPP BROADCAST**

Total Price:

Name of Firm :
Tel No. :
Name :
Date :



WHATSAPP BROADCAST Sponsorship

From **15,000**
mobile numbers database blasting

- > Developers
- > Property buyers
- > Investors
- > Real Estate Agents
- > High-net-worth Individuals





CONTACT US

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FOR MAP BRANDING AND CUSTOMISED REPORT,
CONTACT CEO ISHMAEL HO
016 - 946 1518

FOR MAP ENQUIRIES , VIDEOGRAPHY MARKETING & SPEAKING ENGAGEMENT,
CONTACT AIMI HO
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FOR MORE DETAILS ,
VISIT OUR WEBSITE.



<http://www.hochinsoon.com/services/>