

Sunsuria to launch serviced apartment at Sunsuria Forum by year end



Malaysia Retail Chain Association president Datuk Seri Garry Chua (seventh from left), Ter (eighth from left) and Kwan (fourth from right) together with the retailers. *Ethel Khoo/The Edge*

Sunsuria Bhd is launching a serviced apartment block by the end of the year as part of Phase 2 of Sunsuria Forum @ 7th Avenue in Setia Alam, as it announced at an Oct 17 media presentation where the retailers who are setting up shop in Phase 1 were introduced.

Sunsuria Forum is a RM1.4 billion freehold mixed-use development located in Setia Alam and comprises serviced apartments, corporate offices, small office/home office suites and a lifestyle mall.

The serviced apartments offer built-ups of 600 to 800 sq ft and are priced from RM700 to RM800 psf. The three towers — including a 31-storey corporate office tower and the SoHo suites — will sit atop the retail mall.

According to chief operating officer Simon Kwan, the SoHo suites and office tower are open for purchase. The response has been good so far, with 200 out of 600 SoHo units sold and seven floors of the office tower taken up. The lifestyle mall will have a net lettable area of 100,000 sq ft and will primarily offer child enrichment centres and daycare services, along with food and beverage outlets, a banquet hall and shops.

Sunsuria executive chairman Tan Sri Ter Leong Yap says

the retailers at Phase 1 of Sunsuria Forum include Village Grocer and various F&B outlets such as Baskin Robbins, Artelier Coffee, Alibaba & Nyonya and Double Happiness Sekinchan, as well as Focus Point and Caring Pharmacy.

Most of the retailers have purchased shops at Sunsuria Forum. According to Kwan, “Many retailers set up shop in malls and for the first few years, rental rates would be quite good. But when the place gets popular, the rent starts to go up. They are also at the mercy of the landlord — they may be asked to move to another space or leave. Fed up with this treatment, the retailers agreed to collaborate with us and buy their own units here.”

The retail section has a street mall concept and Ter says it will cater for the community at Sunsuria Forum and the nearby neighbourhood.

“Complemented by Setia Alam’s unique selling proposition of high property ownership demand, business and job opportunities, provision of education and a wide selection of amenities, we believe Sunsuria Forum is the next integrated living hub that will transform the skyline of the township,” he says.

Other than partnering the big brands, Ter says the company is also bringing in some local F&B companies, such as Double Happiness Sekinchan, which is well known in Sekinchan. He says the company is currently in talks with some Klang eateries, although no confirmation has been received.

The recently completed shops in Phase 1 are in the process of being handed over to the owners, and the retailers will officially open for business by the first quarter of 2019. Phase 1 also comprises 172 small offices, which are sold out.