

Corporate Philosophy

Sunway City Berhad is committed to satisfying the expectations of its stakeholders.

Customers

We aim to earn the loyalty of our customers by providing superior service and quality products. We constantly measure their satisfaction, seeking every opportunity to satisfy their changing and implied needs.

Employees

We see people as our most valuable asset. We strive for total quality management encompassing customer focus, total involvement, and continuous improvement supported by an effective system and measure. We foster trust, initiative, creativity, and mutual respect among employees, and provide opportunities for personal development through continuous training.

Suppliers

Suppliers are a vital part of our property development chain. We develop and maintain mutually beneficial partnerships with suppliers who share our commitment to achieving ever-increasing levels of customer satisfaction through continuous improvements in quality, delivery and cost.

Shareholders

We strive to perform all our economic functions in the most efficient and productive manner employing optimal use of current technology. We constantly improve on ways to prevent problems, examine processes for improvement, benchmark for best practice, and set strategic objectives. We protect our shareholders' investments, provide them a long-term attractive return, and give them confidence in our corporate governance through transparency and accountability.

Nation and Community

We strive to return full value through our economic, intellectual and social contributions. We respect the environment and practice good citizenship.