

Exclusivity engineered to suit your needs

Ireka Co ventures into the industrial segment with the launch of Asta Enterprise Park in Kajang

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Phase 1 of the project comprises 18 units with built-ups from 8,594 sq ft to 10,672 sq ft

Primarily known for its pedigree in luxury homes and residences under the i-Zen banner, Ireka Co Bhd is diversifying an already-polished property portfolio with Asta Enterprise Park, a 31.5-acre freehold entry in Bukit Angkat, Kajang which offers gated, guarded security and multifunctional spaces tailored to purchaser needs.

Launched on Sep 6, the RM269 mil development comprises 36 three-storey semi-detached industrial units planned across three phases, with Phase 1 comprising 18 units with built-up areas from 8,594 sq ft to 10,672 sq ft. It benefits from a strategic location with ample connectivity, with the surrounding industrial zone supplying a steady labour pool.

Versatility in vogue

"Asta Enterprise Park is one of the first guarded parks in the area, which sets it apart while making it attractive for upgraders. The project was conceptualised and executed over two years, built on land Ireka Co purchased in 2009 supplemented with two additional parcels in subsequent years," says Ireka Development Management Sdn Bhd chief operating officer Raymond Chin.

Units are intelligently planned with versatile layouts, wide access roads, one-tonne double door lifts and loading/unloading facilities to cater for a broad spectrum of clients, from production and manufacture to warehousing, corporate offices and even designer labels and fashion brands.

In addition, three tiers of security ensure smooth operations at all times, with round-the-clock guard patrols, a manned boom gate and individual CCTV surveillance of unit exteriors providing peace of mind, supplemented by LED spotlights within each compound and alarm systems as an additional deterrent after hours.

"Typical factory units don't have much in the way of

greenery, but we've taken care to incorporate features such as perimeter landscaping to cultivate a different environment altogether. We've had positive market response, with 50% uptake of the first phase alone since our preview in March," says Chin.

Bespoke spaces for businesses

Subsequent phases for Asta Enterprise Park will feature different value adds to suit various usage profiles, with Phase

2 comprising six vacant industrial land plots averaging from 0.5 acres to 1.1 acres which can be built up according to the exacting specifications of client requirements, leveraging on the expertise and experience of Ireka's construction and engineering division. Phase 3 follows in the footsteps of Phase 1, offering 18 semi-detached industrial units, but will offer a basement level in addition to three stories of industrial space.

"The extra basement space is suitable for industries which need large amounts of storage space. Overall, the park is targeted at businesses such as automotive showrooms, distribution centres, logistics companies and even wine storage, which benefits from underground facilities to regulate temperatures," says Ireka Development Management Sdn Bhd senior vice-president (sales and marketing) Judy Loo.

"Asta Enterprise Park is neither too big nor too small, perfectly geared for current market demand and designed with the needs of local players in mind. With the limited number of units left available, this is the chance for them to be a part of this exclusive boutique development."

Other draw factors include integrated high-speed broadband infrastructure, as well as the location's connectivity, bolstered by the presence of surrounding routes such as the North-South Expressway and the Silk and Cheras-Kajang Highways. Destinations nearby include Kajang Town, Bangi, Cyberjaya and Puchong, with the Kuala Lumpur city centre and Kuala Lumpur International Airport located just 20km and 45km away respectively.

Asta Enterprise Park is primarily targeted at domestic industrial players, with prices at launch for Phase 1 of RM458 psf for layout A and RM455 psf for layout A1. The development as a whole is slated for completion by 2021, with Chin sharing that Ireka will likely explore the possibility of further industrial products in the future, focusing on the central region. ■



Asta Enterprise Park has seen 50% uptake since its March preview, says Chin

PHOTO BY JONATHAN LOI