ABSTRACT

The study seeks to evaluate the viability concept from financial and social perspectives. In so doing, secondary data were collected from various relevant books, articles, publications and the like as well as prime data from several government departments, agencies and private entities. In addition, the ground work was conducted and questionnaires to collect primary data from the landowners in Kampong Baru and several selected key agents that are related to the nature of this study. Once collected, the data is analysed qualitatively to look at the viability from non-financial elements such as the social aspect namely the social perspective.