



 CHESTER DENAI ALAM

CORPORATE PROFILE

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About Us

Chester Denai Alam Sdn Bhd, a fusion development roof from two different entities, as one is the flagship of real estate property agency whereby another one is the experienced Developer, respectively from Dato' Howard Chew and Mr Tay Keong Kok.

The formation embarks and executes a great vision, that is to lead Estate Development to another satisfactory extend. As from beginning of purchase service, through well-complimented and recognition from public for more than 14-years in estate agency form; until to deliverable quality of premises, through consolidated experiences via numbers of completed projects in the Developer form.

Chester Denai Alam Sdn Bhd embraced the new challenge in delivering affordable yet luxury property to our purchasers, in order to build trustworthy and reputable name amidst into Top Developer of Denai Alam.





Group of Companies

1. Dakota Land Sdn Bhd - 201801003071 (1265084-V)
2. Chester Denai Alam Sdn Bhd (1312169-X)
3. Primont Development Sdn Bhd - 201201032400 (1016888-T)
4. Eco Paradigm Sdn. Bhd. - 201601033640 (1204581-P)
5. Winning Fusion Sdn. Bhd. - 201101022483 (950622-T)
6. Goldmerit Development Sdn Bhd - 201401002809 (1078883-A)
7. Dinasti Bina Teguh Sdn Bhd - 200001004943 (507548-X)





Mision

To be international and stakeholders recognized innovative developer
creating & building quality yet affordable home to our customers.

Vision

Deliver an excellent purchasing experience to our customers by placing
customer's right at the heart of our corporation and instil the culture of
innovation, quality & integrity.





DATO' HOWARD CHEW

Dato' Howard Chew is the Founder and Chairman of Chester group that established 15 years ago and brought this company to listed as Chester Venture Group. He's no doubt a legendary representative in Malaysia's real estate industry. His passion and positive manners have symbolized his courageous and vision to lead in channelling 15 branches with approximately 1,700 well-trained staffs now. Chester has been built to be a high reputable brand agency under his lead.

Besides, he had successfully globalizing property related business by expanding branches in Indonesia, Japan, Hong Kong, Shen Zhen & etc. pioneering as property investment & bulk purchase specialist.

He has also built an extensive network of loyal clients over the 15 years and also a dominant winner, winning multiple awards that made him an excellent role model people aspire to be like. Dato' Howard is bold and brave to conquer both local and overseas market. The pioneer brand name of Chester became well known and has assured by many royalty clients such as Sunsuria, I-Berhad, Mah Sing , HCK, LBS, Binastra Land & etc.

He's also the Founder of Black Card Platform which that gathers high net-worth connection & other extraordinary benefits bridging to all Black Card subscribers. As a visionary entrepreneur, his great vision is to be World No.1 exclusive platform pioneering in property,business & shares industry.



TAY KEONG KOK

Mr. Tay Keong Kok was graduated with Degree in C&S Engineering from Dakota South University, USA in 1993. He started his career as a Project Engineer with reputable listed company Muhhibbah Engineering (M) Berhad and then successfully furthered his career with WCT Engineering (M) Berhad as a Project Manager. He is respected for “his hands” on team leadership qualities and for his innovative and effective solution. His meticulous attention to detail, excellent communication skill and proven track record is what contributes to our company success. In year 1999 Tay has setup his own construction company and now expanding his business to become a well-known developer.



SEAN YONG

Mr. Sean Yong is the Co-founder of Chester group and has 18 years of experience in real estate industry notably with auction deals. He's recognized as the seasoned real estate professional under Registered Estate Agent by board of valuers, appraisers and estate agents Malaysia. Sean has obtained the recognition to be adhered to principles and held various executive and managerial positions in Chester. He strongly believes in teamwork and hold strong on his motto "Together everyone achieves more".



DAVID CHANG NYEN WEE

Mr. Chang Nyen Wee has more than 34 years experience in Architectural consultation in Malaysia, Brunei and USA. His expertise is in design and build in both residential and commercial properties. He has also vast experience in project management and project cost control to ensure the project achieve successfully within the budget. He is the Founder and Managing Director of Arkivocab Consult since April, 1996. He is also the Managing Director of Dinasti Bina Teguh Sdn Bhd, which is a property development company since 2001. He was the Managing Director of PIMA Pembangunan Sdn Bhd from 2005 to 2007. Over the years, he has completed numerous projects ranging from residential projects, hospital, commercial projects, sport facilities, hotels and factories.



DATO' SRI CHEN GHEE KHEONG

Born and bred in Perak, Dato' Sri Chen Ghee Kheong is equipped with academic qualification Civil Engineering (Upper Class Grade Two) and attained a PhD for advancement of career thereafter. He is the founder and director of a string of well-regarded companies in Malaysia, most notably Binastra Ablebuild Sdn Bhd, the Ableland group of companies, Gefficient Resources Sdn Bhd, Dynamo Concrete Sdn Bhd and Ablelution Sdn Bhd. He is a renowned master builder and has successfully completed numerous commercial and residential developments in the Klang Valley of varying scales and complexity.

A thinker and a do-er, Dato' Sri Chen is dedicated to improving his community and his country by effecting change in society of issues which he feels strongly about including the regulation of migrant workers in Malaysia. Dato' Sri Chen is a realist and is aware of the enormity of the task ahead. Seeing that it will require the cooperation of many parties and a paradigm shift in approaching a problem that has long blighted the construction industry, nevertheless as someone who involved personally in each and every of his projects, he is happy to roll his sleeves up to play a key role in all phases of the development to provide a unified platform for the regulation of foreign labor.

His philosophy in construction and indeed in life is; 'looking at things analytically and seeking opportunities in every difficulty', this ethos and his know-how in the intricacies of the construction industry will inform the project and ensure that the framework is detailed and comprehensive so that it will be possible to extract vital information at just a gesture on a smartphone or click of a button.



JUSTIN TAI

Justin Tai begun his career and consolidated in Sales and Marketing more than 11 years with Top-20 Developer. The high capability and persistency leading him moving into new opportunity of the project development, in envisioning new approaches for the first project of Chester Denai Alam into market during tough pandemic. He is currently overseeing multi-departments as Sales & Marketing Director of Chester Denai Alam, and also real estate agency partner in Chester Properties Sdn Bhd, by sailing along with a group of high ethic negotiators.



Our Team



Dato' Howard Chew
Executive Chairman



Sean Yong
Managing Director



Dato' Sri Chen Ghee Kheong
Executive Director



Tay Keong Kok
Chairman



David Chang Nyen Wee
Executive Director

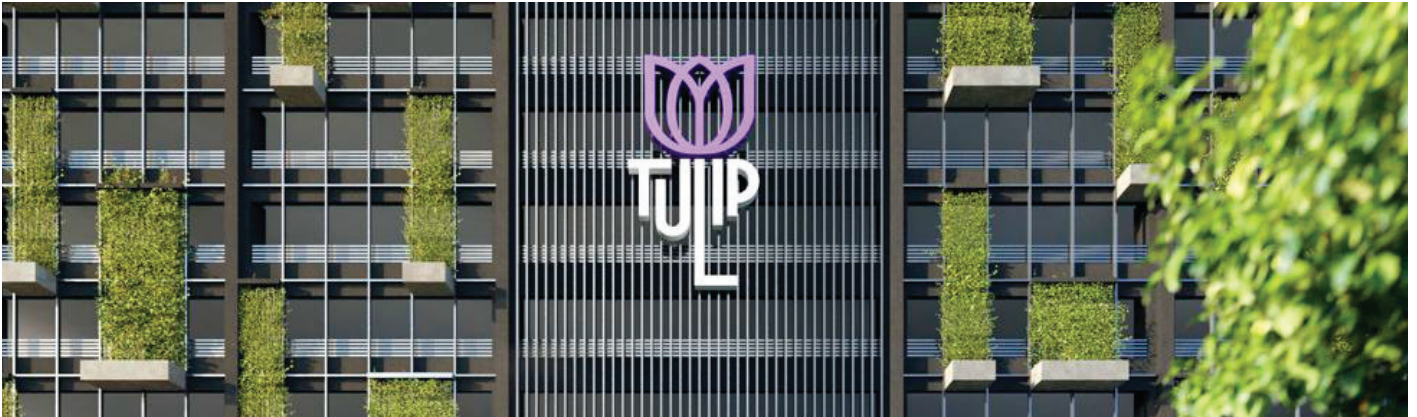


Justin Tai
Sales & Marketing Director

Account Department

Admin Department

Sales & Marketing Department



Our Latest Project

TULIP RESIDENCE

TULIP : An urban living service apartment & SOHO project in the developing community of Denai Alam.

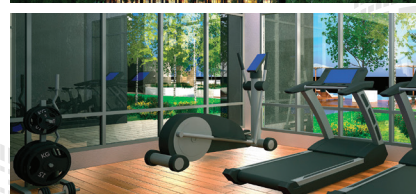
Block A – Spacious service apartment units of three types. Each unit comes with a spacious living and dining, bathrooms, kitchen, and a yard, perfect for the urban family.

Block B – Single-bedroom, SOHO units. Each unit features a minimalistic yet functional design consisting of a living and dining space alongside a kitchenette and bathroom, ideal for urban working adults.

Nestled in the centre of the budding Denai Alam township, with major highways like GUTHRIE, NKVE, ELITE, and the upcoming DASH providing great connectivity to the rest of the Klang Valley. The Subang Airport, shopping malls and universities are all within a stone's throw away.

Built with your urban lifestyle needs in mind, complete with amenities like a swimming pool, gymnasium, and children playground, your fitness and leisure lifestyle will be well taken care of.

Our Gallery



Our Gallery





Achievement - Completed

Primont Development Sdn Bhd
-Kip Perdana



Primont Development Sdn Bhd
-Nilai : Toyota 3S Center



Dinasti Bina Teguh Sdn Bhd
-Kota Damansara



Dinasti Bina Teguh Sdn Bhd
-Prima Klang





Achievement - On Going

Dakota Land Sdn Bhd

- Kundang 12 Acres
- Selayang Lot 1342 & 1343

Chester Denai Alam Sdn Bhd

- Denai Alam (Tulip)



Primont Development Sdn Bhd

- Nilai - Phase 1 & Phase 2



Dinasti Bina Teguh Sdn Bhd

- Bandar Aisdale
- Bukit Kemuning

Eco Paradigm Sdn Bhd

- Kundang 2 Acres



Winning Fusion Sdn Bhd

- Sabah

Goldmerit Development Sdn Bhd

- Teluk Kumbar, Penang



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f t i Tulip Residence

www.tulip.com.my

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