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KUALA LUMPUR — Adopting a bullish attitude towards the current economic climate, property developer Hua Yang Bhd is aiming to rake in at least RM500 million sales annually in the foreseeable future, according to its chief executive officer Ho Wen Yan.

Ho said the group intends to stay on course with its focus on delivering quality affordable homes while managing the cost of future undertakings efficiently.

“We will continue to plan for new launches while at the same time, drive sales of recently launched and ongoing projects. Our goal is to deliver RM500 million new sales annually,” he said.

In 2016, Hua Yang will introduce a handful of new developments with mid-priced products totalling a gross development value of around RM633 million. The group’s total unbilled sales, as at end-June 2015, stood at RM660.8 million.