ABSTRACT

Developers today operate in a business environment of change and uncertainty. Any significant event, such as the introduction of new legislations or regulations to dampen demand for properties, may introduce crisis to the unprepared developers. Managing crises is an important responsibility of the developers which should be emphasised as part of a vital element in the strategic management process.

A study on the developers in Singapore showed that their crisis management capabilities are influenced by its size and opinion. Developers generally concentrate on preparing formal procedures to deal with crises pertaining to breakdowns. Explicit procedures to deal with crises in the areas of psychopathology and human resource factors were often found lacking. Not many developers implement damage containment mechanisms for external information attack and human resource factors, much less effect the same for psychopathic attacks.

Developers have identified the key personnel, tasks, services and products necessary to conduct business operation. The ability of developers to recover from crisis situations is however, hampered by the lack of designated alternative sites for their critical operations and backups to areas most critical to their business function. Although it is the requirement of the developers to discuss the lessons learned for those involved in accidents and crisis, the ability to learn from past mistakes is often impeded by the assignment of blame.
The circumstances and problems surrounding developers are far too varied and complex to use preformulated crisis management plan. Nevertheless it is possible, with appropriate tools and techniques, to formulate a set of crisis plans and procedures appropriate to one's own organisational context.

KEYWORDS:
CRISIS MANAGEMENT
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