

Internship Report
On
Promotional Strategy of ABC Real Estate Ltd.

Submitted By:

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ID-BBA1702011014

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Semester: Summer-2021

Submitted To:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Bachelor of Business
Administration



Sonargaon University (SU)

Dhaka-1215

Date of Submission: September 22, 2021

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Submitted To:

Sharmila Sikder

Lecturer

Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of
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Letter of Transmittal

September 22, 2021

To
Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report on Promotional Strategy of ABC Real Estate Ltd.

Dear Madam,

This is my pleasure to submit my internship report on Promotional Strategy of ABC Real Estate Ltd. which I was assigned to complete. It was a great chance for me to acquire experience and knowledge with respect to practical orientation with ABC Real Estate Limited.

This report contains the Promotional Strategy of ABC Real Estate Ltd where I worked as an intern for three months. These three months' internship program in this bank was pretty a good journey for me. I consider that this internship program has enriched my knowledge, skills and ability which will help me to do better in my future career a lot. Moreover, I have tried my level best to prepare this report to be as much informative and relevant as possible.

To make this report more valuable I have reviewed some books, journals, articles and annual reports of ABC Real Estate Limited

Sincerely yours,

.....
Sharmin Akter
ID- BBA1702011014
Major: Marketing
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Declaration of Student

This is to notify that the internship report on ‘Promotional Strategy of ABC Real Estate Ltd’, has been prepared as a part of my internship formalities. It is an obligatory part for my BBA program to submit an internship report. Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Lecturer, Faculty of Business, Sonargaon University. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma or certificate.

.....
Sharmin Akter

ID- BBA1702011014

Major: Marketing

Department of Business Administration

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Letter of Authorization

Certified that this internship report titled on “Promotional Strategy of ABC Real Estate Ltd” is a bonafide work of Sharmin Akter, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Acknowledgement

I express my deep sense of gratitude to Sharmila Sikder , Lecturer, Business Administration and supervisor of my internship report whose enthusiastic guidance and important observations during the entire phase of the study made it possible for me to prepare this report.

It is my pleasure for them and my grateful appreciation goes to Shyamal Shaha the Managing Director of ABC Real Estate, for rendering me their expertise, knowledge and giving me the opportunity of having a practical experience through this internship program.

Last but not least, I would like to thank my family friends and other who extended their helping hands to prepare this report.

Thanks to Almighty Allah, for giving me enough strength to prepare and submit this report.

Sharmin Akter

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Executive Summary

In this report first I want to say Real Estate is a property the term property refers to anything that can be owned or possessed, property can be a tangible asset or an intangible asset. Tangible asset is land, building, automobile, etc. Intangible asset is any kind of document paper such as deed of agreement.

In Bangladesh, the real estate business started in 1964. Ispahani Group was the pioneer in this sector. During 1970 there were fewer than five companies in Bangladesh engaged in this business. But now this is a booming sector of the company.

ABC Real Estate Ltd. started its journey in 1972. ABC is our environmentally responsible response to the rapid spate of urbanization in Bangladesh. Pressures of urbanization in this country are compounded by the unfavorable land man ration. It has embarked upon a mission to make the maximum use of minimum land being sensitive to both environmental concerns and social continuity. ABC Real Estate Ltd. at Corporate Branch has currently 35 employees, including drivers & peons.

I completed my internship at ABC. I was working there at marketing department for three months and my prime objective was to know about the marketing activities of ABC. The purpose of this internship report is to analyze marketing activities in the real life situations of an organization. The organizational part consists of objectives, mission, vision, departments of ABC.

This internship report covers the analysis of marketing activities of ABC; where, it presents how ABC's select their target market. After that ABC offers products to their target customers and set a price for the offered product. Then ABC decides several policies for the target customers for their offered products. This report contains the feature information about ABC's overall marketing activities.

At the concluding part of the report, it is covering the important findings about ABC. Also, possible suggestions are given by own point of view. Finally, this total report will help to describe, the marketing activities done by ABC Real Estate Limited.

Abbreviations

ABC	ABC Real Estate Ltd.
REHAB	Real Estate & Housing Association of Bangladesh.
BLDA	Bangladesh Land Development Association.
NRB	Non Residence Bangladesh.
MOL	Ministry of Land.
DCCI	Dhaka Chamber Of commerce & Industries.
DITF	Dhaka International Trade Fair.
RAJUK	Rajdhani Unnoyan Kortripokha.
CEO	Chief Executive Officer.
HRM	Human Resource Management.
PS	Payment Schedule.

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CHAPTER-ONE

Introduction

1.1 Introduction

The Real Estate sector is experiencing significant changes. “Professionalism” is the key words for success, nowadays and in the year to come only those companies which have a total commitment to this sector will success. ABC Real Estate Ltd (ABC) has started fully fledged operation in real estate sector in 2009 with the intention to take care of the housing needs in this future Mega City.

ABC started to look for safe & sound, calm & quiet and above all, a hassle-free living space. This stands ABC in good position for delivering top quality land or plot. ABC ensure full-fledged after sales service support to their customers, backing them even in their smallest needs. It is only logical that the customer feels very much at home with real value investment.

For completing my BBA degree Internship Report is one of the parts of the final semester of the Department of Real Estate, Sonargaon University (SU). This is a study on Sales & Marketing Activities of ABC Real Estate Ltd. It was a chance for me to learn about the management of sales and marketing and how satisfying the customers.

1.2 Background

The whole program design is not limited within the theoretical boundary but it also extends to the practical exposure through the REHAB Fair, Company visit, and an internship program.

The BBA program requires a mandatory internship program of three-month attachment with an organization followed by writing a report. I have got an opportunity to do my internship program at ABC Real Estate Limited (ABC)

Real Estate firm is a service oriented organization. The outcome of this report is the result of enormous supportive effort with a group of personnel of the organization along with the executives, managers and my respective supervisor teacher.

This internship report has been prepared on the basis of my academic and practical experience in the real estate marketing activities.

I have tried my best to utilize the opportunity to enrich my knowledge of real estate sector and incorporate it with the theoretical course.

1.3 Scope of the Study

The report is written based on an evaluation of the sales and marketing activities of ABC. Here marketing activities regarding to real estate business mention into the report. How targets its market and develops several marketing policies for their target customer that will be found. This report contains the information about the target market, product, pricing, offer letter, policy implantation and sales planning by ABC. To analyze the marketing activities of ABC, adequate information has been gathered and summarize as possible. Because it is important that, to get a transparent view of ABC marketing activities; we need to know what ABC wants to do and how they will do for their target customers. To know about this information from ABC, this report will carry on significant part.

The scopes of the study area:

- 1) Maintain a good relation between Employs & management.
- 2) Improving an effective work station design.
- 3) Effective marketing layout designing.
- 4) Efficient handling of employees.
- 5) Handling & setting the employees according to their work.
- 6) Maintaining the link in an effective manner.

1.4 Objectives of the Study

1.4.1 Broad Objective:

The main objective of the study is to find out the sales and marketing activity of ABC Real Estate Ltd. to fulfill the partial fulfillment of the BBA degree.

1.4.2 Specific objectives:

1. To identify the target market of ABC Real Estate Ltd.

2. To identify the buyers status and profession.
3. To analyzed the land buying strategies from original land owner.
4. To identify the original project of the land area.
5. To describe product and pricing strategies of ABC.
6. To know the consumer's satisfaction about the price.
7. To describe promotional activities of ABC
8. To find out the payment procedure of the land.
9. To know the consumer's opinion about the apartment.
10. To identify problems to the marketing activities of ABC.
11. To make some suggestions to solve the problems.

1.5 Methodology

- Sources of Data

To prepare the report data have been collected from primary and secondary sources.

Primary Data:

- i. Employees of ABC Real Estate Ltd.
- ii. Customers of the ABC Real Estate Ltd.

Secondary Data:

- i. Office operational guidelines of ABC.
- ii. Product and service brochures of ABC.
- iii. Previous record files of ABC.
- iv. REHAB newsletter and journal.
- v. Real Estate related book.
- vi. A report published in the real estate fair.
- vii. Newspapers.
- viii. Different circulars of ABC Real Estate Ltd.
- ix. Internet.

1.6 Rationale of the study

The internship program is essential for every student, especially for the student of Real Estate, which helps them to know the real life situation. For this reason a student takes the internship program at the last stage of the degree, to launch a career with some practical experience. Secondary Sources of Data Three Months Direct Observation on ABC Questionnaire Survey Annual report of ABC Official website Data collection Dissociations with the officers.

The internship program is very helpful to bridge the gap between the original knowledge & real life experience as part of Real Estate Business.

This internship report has been designed to have a practical experience though the theoretical understanding.

1.7 Limitations

The present study was not out of limitations. But it was a great opportunity for me to know activities of real estate business. Some constraints are appended below:

- Every organization has their own secrecy that is not relevant to others.
- While was collecting data i.e. interviewing the employees, they did not discuss much information for the sake of the confidentiality of the organization.
- The buyers were too busy to provide me much time for the interview.
- Load at the workplace was also a barrier to prepare the report.
- Another limitation was that the data gathered could not be verified for accuracy

CHAPTER-TWO
Literature Review

2.01 Literature review

One of the sectors within the service industry that has been influenced the most by the changes in the globalization process, and at the same time has been highly internationalized, is the banking sector (Sanchez-Peinado, 2003). So today most bank face a market that is extremely dynamic. In this intense competitive market if a bank has to survive successfully it needs to attract and retain the customers by offering them wider range of services. Zineldin further states in his writing that banks are no longer in the business of buying & selling money. They are rather in the business of offering complete financial services.

Browldh (1989) observes that commercial banking has expanded its range of products & services into what is known as universal banking, thus motivating into new areas.

According to Goldsmith (1969) financial development is the outcome of continuous proliferation and diversification of financial institutions as well as financial instruments. But to sell this wide range of products & services, a bank needs to employ different promotions to attract the customers and to make them purchase from the banks.

In recent time, increasing competition in the business world has forced firms to become more aware of price and costs, which has resulted in a shift in the promotion mix to a greater use of promotion tools that are cost effective in reaching the customer. (Boyd et. al. 1998).

According to Rowly (1998), promotion is used by organizations to communicate with customers regarding their product offerings, and also to ensure that customers are aware of the available products. Boyd et. al.(1998), describe the promotion strategy as a controlled & integrated programme of communication methods and materials designed to present the organization and its products to customers, and to contribute to long run profit.

Grankvist, Kollberg& Person (2004) state that with the growing importance of the financial sector, pressures are escalating for more effective marketing management of the financial services. Median (1996) argues that despite the recent recession, the financial services sector is continuing to grow in terms of turnover and profits and thus, has a supreme impact on the other spares of the economy. Consequently there is currently growing interest in applying marketing techniques and tools in financial services.

The role of promotion has been redefined by Dawes & Brown (2000) into managing long term relationship with carefully selected customers, including construction of a learning relationship where the marketer maintains a dialogue with an individual customer. Due to this fact, the personnel are one of the most important resources of a bank. Their competence will determine the quality of the bank and how well it operates (Marquardt, 1994).

Shahid, Banerjee & Mamun (2004) state that the economy of Bangladesh has been growing gradually, and as such it needs the support of a financial structure, which is responsive to the

needs of development. In the process of development of Bangladesh, banks will have to shoulder more responsibilities than before for meeting the financial needs of customers of different sectors of the economy. In this aspect the need of promotion for financial products in banking industry of Bangladesh has become an emerging issue in this country. Brassington&Pettitt (2000) state that promotional mixes often have to be adjusted to suit the local environment and reflect the

target markets preferences. Recently a research has been done on the issue by IkhtiarAlam&Zahid (2004). They showed that the private commercial banks, operating in Bangladesh, constantly focus on understanding & anticipating customer needs. The PCBs in Bangladesh are now feeling the greater importance of marketing because of increase competition, technological innovations and government regulations. They are trying to create a vision of marketing with a large number of promising issues.

We need a long way from time when the banks were deposit taking and money-lending institutions. The old concepts, attitudes and methods in banking have undergone a marked change all over the world. Modern banking is an outcome development driven by changing.

35 years ago, a group of experienced and young professionals came together to form a construction house that would strive to build a better Bangladesh. The group created a perfect harmony of wisdom & new ideas; and the partnership's standing the test of time is a testament of the stability of this Corporate House. Today, the name ABC has become synonymous to quality & reliance. When you are looking for a partner for your construction needs, look no further beyond ABC. Because with us, you always win!

Financial activities and lifestyles. Bangladesh has not lagged behind. The aim of the research was to investigate the promotional activities in different private Real Estate in Bangladesh. For all company, by understanding how communication works can improve the delivery of their message. ABC must have good understanding of how their audience interprets words, symbols, sounds and other stimuli. Targeting the right message receiver will go a long way to improving ability to promote their products and services.

CHAPTER-THREE
Introduction of ABC Real Estate Ltd.

3.01 Introduction of ABC Real Estate Ltd.

In Bangladesh there is a population of 116 million. Everyone wants to stay in the city. Due to that wants, Dhaka became the city traffic, pollution. To see this, the Bangladesh govt. Take some projects to spread people out. Bangladesh govt.'is one of the biggest project is "Purbachal". Purbachal will become another city under the city. Govt. Will provide every facilities to success with this project. PM office, DU campus, Different Ministry & other important offices will be established in " Purbachal". "ABC Real Estate Ltd." providing people to get all those facilities by launching a project named " Purbachal Euro Bangla City".

ABC Real Estate Ltd. is a renowned company in the real estate land development sector. It started its journey in 2009. ABC Real Estate Ltd. has been created by 14 founders to secure additional funding for growth and to inform employees of the company's current status and direction. Although ABC was launched only five years ago, the firm has experienced greater- than honest for its honesty in

business. There is a good opportunity for ABC city is that they bought land for project seven years ago from now. For this main reason ABC. Is more authentic than other companies.

ABC Real Estate Ltd. are in the business of turning your dreams into reality. ABC Real Estate Ltd has only one land project at purbachal. The name of the project is “Purbachal ABC City”. ABC Real Estate Ltd proposed a 1000 Bigha project for the people around Bangladesh & oversize’s. ABC wants to give people a safe zone where they can live their life in safe & peace. ABC Real Estate Ltd. is environmentally responsible response to the rapid spate of urbanization in Bangladesh. ABC Real Estate Ltd. has embarked upon a mission to make the maximum use of minimum land being sensitive to both environmental concerns and social continuity. Planned development by ABC Real Estate Ltd. of the sites at purbachal has added value to people who released pressure on inner cities and persecuted the city dwellers with breathing space.

3.02 Mission & Vision of ABC

The mission of ABC Real Estate Ltd. is to build green environments for our next generation. We incorporate proven, professional state-of-the-art techniques specializing in the marketing, listing and selling of new and resale luxury homes, residential communities, condominiums, home sites, undeveloped land and commercial and investment opportunities Quality of service, honesty and integrity is our philosophy. We have a good selection of properties from carefully selected areas which are proving both popular with our clients and rich with investment potential. Our properties in this website reflect this. ABC Real Estate Ltd. is a creative, innovative and people-oriented organization providing individual opportunity, personal satisfaction and rewarding challenges to all the customers.

The vision of ABC Real Estate Ltd. is to offer unparalleled service to create customer delight & enhance real estate business. Their vision is to achieve excellence & a different sense of modern living style.

3.03 Objectives of the Company

The main objective of the study is to find out the consumer attitudes towards ABC Real Estate Ltd Especially the objectives of the study are as follows:

- ▶ To reach the goals of organization in individual aspects & the company as a whole.
- ▶ Efficiency of the work force by employing their skills & abilities.

- ▶ Providing employees with proper standards of job satisfaction.
- ▶ Providing the organization with well trained & well motivated employees.
- ▶ Communicate the policies to all employees of Human Resource Management issue.
- ▶ The objective is to have a clear knowledge of planning, organization, leading & Controlling aspects of ABC Real Estate Ltd

3.04 Projects Features

Main Features of the Project:

Clean, quite, unpolluted green environment.
 Only 10 minutes away from the Baridhara Basundhara Project.
 120 feet wide road through Khilket from the Zia International Airport.
 300 feet wide road from the Baridhara Basundhara Project.
 The River Balu is situated beside the Project.
 The 500 feet wide Tongi-Demra Easter Bypass road is situated beside the Project
 Complete with all the facilities of modern living.
 Multi faceted communication system including carpeted road already exists.
 Neat and clean environment free of traffic jam, huge lake for water outflow and drainage.
 Project's facilities include DESCO, Titas Gas, T&T, WASA, Fire Service and Civil Defense, Police Box, Bank, Insurance Company, Petrol Pump, Eidgah Field, Security, Communication Infrastructure, Underground Drainage System, Lake, Children's Park, School, College, University, Play Ground, Community Center and Amusement System, Shopping Center and Market, Health and Treatment Center, Graveyard of which 40% of the project area is allocated.
 Lucrative discount for multiple plot purchase.

3.05 Business Philosophy

- Profit Maximization
- Cost Minimization
- Company's Wealth Maximization

- Create customer value & satisfaction

3.06 Projects Facilities

CC camera and full time security guards ensure the security

Good communication system.

80, 60, 40 & 30 feet wide road will developed and handover to DCC

Big park beside the lake which will contain modern facilities for children.

There are 3 primary schools, 3 playgrounds and 2 high school, college and university.

Convention center with modern facilities.

For health and entertainment we have ladies club, separate health club for men and women, gymnasium, theater and swimming pool.

Fully air conditioned shopping complex with central car parking facilities.

There will be international standard hospital and medical college inside the project.

One central mosque and 2 separate mosques with graveyard.

Every plot will developed above the flood level.

All the plot will have GAS, electricity, water, telephone and sewerage facilities.

3.07 Terms Condition

Application should be made by the Company Application Form including 2 copies of a recent photograph and the Booking Money.

Money Receipts would be provided against the Application Form and Booking Money; Receipts would also be provided against the regular installments.

Plots will be allotted to those who comes Books first.

Special discount to those who will pay the total price in a single payment.

The total price of the allotted plot will depend on the timely payment of the installments. The total price would lower down in proportionate with the bigger installments.

The authority reserves the right to cancel an allotment if three consecutive installments are due, given one month's notice.

3.08 Departments of the company:

In ABC Real Estate Ltd., Corporate Branch contains 7 major departments. The name of those departments & activities are given below:

- Reception Desk
- Marketing & Sales Department
- Administration & Business Department
- Documentation & Recovery
- Finance & Accounts Department
- Procurement Department
- Human Resources Management (HRM)

Reception Desk:

The main task at the reception desk is maintaining the inward & outward register, office management, & telephone receiving. They also maintain a daily recall file which is known as the Central Recall System.

Marketing & Sales Department:

ABC Real Estate Ltd. has a very big marketing department. A strong sales team & aggressive marketing campaign have brought tremendous sales growth along with a handsome market share. ABC Real Estate Ltd. becomes a market leader in the real estate industry.

Administration & Business Department:

The administrative department of ABC Real Estate Ltd. always looks after the whole organization. They always run the organization smoothly. If any employee does any fault then the department takes action against the employee. The company reward is given to the employee who has done well.

Finance & Accounts Department:

- ▶ Using ABC Real Estate Ltd. software.

- ▶ Final checking of Bank reconciliation.
- ▶ Checking of Bank Debtor order voucher.
- ▶ Checking the company financial accounts.
- ▶ Give clearance for surrender.
- ▶ Give clearance for registration.

Procurement Department:

- Buying Land.
- Registration of the sold land.

Documentation:

- If any customer fails to pay the due in schedule time then this department arranges time extension letter & gives the time extension approval.
- For business the client is not able to take deed in this case the officers of this department communicate with the client to take the deed by this time officers make a rough copy of the deed.
- If any change his/her payment schedule or change the plot then this department arranges all procedure.
- This department also makes note sheet for registration when a client pay all the dues with registration fees.

CHAPTER- FOUR
Operation of the Real Estate Business

4.0 Operation of the Real Estate Business

There is a standard and organized procedure of operation of the Real Estate business in Bangladesh. It is true that in some cases the business procedure may differ from company to company .However; most of the companies operate Real Estate development in almost similar manner.

The first stage of Real Estate development is land purchase. A number of steps are to be completed to procure the land.

4.01 Land Procurement

At the very first step land information is collected through two different sources such as different personnel, direct communication by land owner with company representatives, Brokers.

All land information is primarily recorded. Because the company has a targeted area. So company needs to buy all those lands which they have proposed to launch the project. Welfare Consortium Ltd. primarily brought 375 bigha among 1000 vie for the project. Basically company representative helped to buy the land from the landowners. If any landowner doesn't want to sell his land then company proposes some conditions. Though this condition, company & land owner will be both benefited. ABC Real Estate Ltd.. Start their project "Purbachal ABC City" under DAP area. That's why landowners get more money by selling their lands. From this greediness it becomes much easier for the company to buy land to fulfill their company project.

4.02 Project Design Preparation

After Completion of the land procurement the company starts to prepare architectural design by the architects. In most of the cases Real Estate developers engage a consultancy firm in land project design. However, some renowned companies prepare their land project design by RAJUK architects.

Every Real Estate company follows a specific standard in According to RAJUK. If the project is in DAP area, then the company has to design their project according to RAJUK.

4.03 Project Approval

Project approval is at the final stage for the completion of a project. It is not that much easier to get an approval from RAJUK. Since the approval, every company has to make their project design according to RAJUK. Then companies need to get approval of 6 different ministries. Such as Home Ministry, PWD, TITAS etc. After successfully getting approvals from the ministries companies need to submit all documents to RAJUK. Then RAJUK will provide 2 people as a supervisor of the project from govt.

4.04 General terms and conditions of allotment

- Application for allotment of Plot should be made on the prescribed application form accordingly signed by the client along with the earnest money .The company reserves the right to accept or reject any application according to the rules and regulation of the company.
- On acceptance of an application, the company issues an allotment letter to the client on which the client starts payment as per the schedule of the

project. Allotment of the apartment is generally made on first come first serve basis.

- Payments of installments and all other charges are to be made on due dates according to the schedule. The company may issue reminders to the allotted, but not with standing the issue of reminders, the allotted must adhere to the schedule to ensure timely completion of construction.
- Delay in payment beyond the schedule date will make the allotted liable to pay delay charge (amount varies from company to company) for every 30 days on the amount of the payment delayed. If the payment is delayed beyond 60 days the company shall have the right to cancel the allotment. In such an event, the amount paid by the allocate will be refunded after dedicating the earnest money and after allotment of the cancelled plot.
- Concentration fees/charges security deposits and other incidental expenses relating to gas, water, sewerage and electric concentrations are excluded in the price of the plot. The company collects that charge from the plot owner when the construction works are very close to finishing.
- The company may cancel an allotment for non-payment of installments in disregard of reminders and after final intimation to the allotted by registered post at the address given in the application form.
- The possession of the plot shall be duly handed over to the allotted on completion and full payment of installments and other charges and dues. Till then the position will rest with the company. If the project is completed before the stipulated time, the allotted shall have to make full payment before taking possession.
- After handover of the project, the allotted(s) will become equally separable undivided and unmarked shareholders of total acres of the scheduled land of the project in respective plots. After all the dues and installments and paid by the purchaser accordingly, the vendors shall execute a registered sale deed in favor of the purchaser transferring shares of land for the project in the demised plot.
- The company is not liable if the completion period of the construction of the project is affected by unavoidable circumstances beyond the control of the company, like natural calamities, political disturbances, strikes and changes in the fiscal policy of the state etc.
- The company is liable if the handover of the project delayed due to any limitation of the company. In that case, the company is to pay a percentage of money on every month to the respective client till the handover of the project.

4.05 Installment Collection

In most of the cases, people buy plots on installment basis. However, they are to pay the full amount prior to plot delivery. Similarly, plot buyers require to pay the installment on due time. The buyers often face the difficulty of maintaining on due time. The buyers often face the difficulty of maintaining schedules of payment. In this situation, responsible developer companies give reminder to the particular client to recall the time of payment. Moreover, concerned representatives of renowned companies always pursue to collect installment as per the payment schedule.

4.06 Customer Service

In recent days, there is an additional opportunity for the client to get customer service facilities. These facilities include:

- The customer service department monitors the customer complaints. The customer complaints are recorded by the customer service. After recording they communicate with the concerned technical professionals to solve the matter. Technical persons analyze the nature of complaints and initiate to take the corrective action. Any type of dissimilarity in accordance with the agreement is solved through customer service.
- Company arranges utility connection from the Govt. Offices. Company representatives communicate with different authorities concerning the supply of electricity, gas, water, telephone etc. Company fulfills all the necessary requirements of various authorities to ensure a timely connection of all utility services. The land owners just get the output on payment of utility connection charges.

4.06.1 Project handover

After completion of the total development work of being individual land, the company initiates to hand over the land to the respective landowners. Before the handover company representative thoroughly verify the construction works whether the products are sufficient to satisfy the land owners or not. If there is any anomaly, concerned engineers take necessary steps to make the project ready for delivery.

4.06.2 Registration

Finally the company arranges plot registration and mutation for individual plot owner. The owners achieve legal right to avail the plot through this registration. The registration cost is determined by the land/plot owner.

SWOT Analysis of the company:

The term SWOT is the abbreviated form of Strength, Weakness, Opportunity, & Threat. By SWOT analysis Strength & Weakness are determined by internal factors, while Opportunity & Threat are determined by the external factors.

S (strengths):

- ▶ ABC Real Estate Limited management systems are always committed to better service.
- ▶ All of the employees of ABC are sincere reliable.
- ▶ ABC Real Estate Limited market potentiality is medium.
- ▶ ABC Real Estate Limited has an effective sales team.
- ▶ ABC Real Estate Limited always keeps records in appropriate methods.
- ▶ ABC use advanced information system.
- ▶ ABC Real Estate Limited maintains Good relationship between top management & employees.
- ▶ ABC have a strong security system.
- ▶ ABC Real Estate Limited has a well-decorated office.

W (weaknesses):

- could not maintain the rules & regulation according to appropriate law.
- Installment facilities are not in the customers favor.
- Decision can take only the top management.
- Improper government policy.
- Low area market coverage.

O (opportunities):

- New real estate business opens day by day.
- Improve the service quality then the others.
- Improve high customer satisfaction.
- Take the opportunity to get a huge amount of money.

T (threats):

- Increased the number of Real Estate company.
- Government interrupts in the way of development.
- Growing up of overall cost.
- Complexity of RAJUK rules & regulation.
- Project areas are hassled by the local village political.

CHAPTER- FIVE

Promotional Activities of ABC Real estate Ltd

5.01 Sales Promotional Activities

A sales promotion is an incentive that is offered to a consumer or potential business customers to spur the purchase of a product or service. Many companies use sales promotion strategies to produce a short-term increase in sales. A company can offer many types of sales promotion activities including free samples, coupon, discounts, premiums, product demonstrations, point- of- purchase (POP) materials and even refunds or rebates.

Free Samples

Many companies use free samples to introduce a new product. Free samples may be sent in the mail, distributed with the Sunday newspaper or given away in a store. Food companies in particular may want people to try a new sausage or pastry. Hence, they will often hire a marketing research agency to cook, cut and pass out free food samples. The objective of free samples is to get consumers to taste the food and make a purchase. Ultimately, a company wants to acquire those people as regular customers.

Loyalty Programs

Some companies use loyalty programs as sales promotions, which entice customers to make more purchases. Loyalty programs usually include a membership card that can be tracked electronically through register purchases. For example, a movie theater may offer free popcorn, drinks or even tickets to customers who spend a certain amount of money.

Premiums

Premiums are a very popular sales promotional activity that provides giveaways to consumers. Fast food restaurants use premiums all the time, often giving away toys or movie character dolls with the purchase of a kids' meal. Sometimes non-competing companies go into cahoots with one another in a sales promotion. For example, a manufacturer of mouthwash may give away floss, which is another part of oral hygiene.

Sweepstakes

Sweepstakes are another type of sales promotional activity. Magazine publishers have been using sweepstakes for years to boost subscriptions. Sweepstakes usually have to be significant enough to entice massive numbers of people to make a purchase. Money, cars and even computers are used in sweepstakes sales promotions

Product Demonstrations

Product demonstrations or demos is another effective sales promotion activity. Product demonstrations are sometimes implemented to show customers how to use new or more technical products. Sometimes, a demo like a computer terminal will be set up for people to try it out. Other times a person like a the model will be used to demonstrate a product. A product demo display may run without intervention to explain the various features.

The 4 Ps of marketing are product, price, place and promotion. All four of these elements combine to make a successful marketing strategy. Promotion looks to communicate the company's message across to the consumer. The four main tools of promotion are advertising, sales promotion, public relation and direct marketing.

Advertising

Advertising is defined as any form of paid communication or promotion for product, service and idea. The advertisement is not only used by companies but in many cases by museum, government and charitable organizations. However, the treatment meted out to advertisement defers from an organization to an organization. Advertising development involves a decision across five Ms Mission, Money, Message, Media and Measurement Mission looks at setting objectives for advertising.

The objectives could be to inform, persuade, remind or reinforce. The objective has to follow the marketing strategy set by the company. Money or budget decision for advertising should look at stages of product life cycle, market share and consumer base, competition, advertising frequency and product substitutability.

A message's development further is divided into four steps, message generation, message evaluation and selection, message execution, and social responsibility review.

Once the message is decided the next step is finalizing the media for delivering the message. The choice of depends on reach of media, frequency of transmission and the potential impact on the customer. Based on this choice of media types are made from newspaper, television, direct mail, radio, magazine and the internet. After which timing of broadcast of the message is essential as to grab attention of the target audience.

Checking on the effectiveness of communication is essential to the company's strategy. There are two types of research communication effect research and sales effect research.

Public Relations

Companies cannot survive in isolation they need to have a constant interaction with customers, employees and different stakeholders. This servicing of relation is done by the public relations office. The major function of the public relations office is to handle press releases, support product publicity, create and maintain the corporate image, handle matters with lawmakers, guide management with respect to public issues.

Companies are looking at ways to converge with functions of marketing and public relation in marketing public relation. The direct responsibility of marketing public relation (MPR) is to support corporate and product branding activities. MPR is an efficient tool in building awareness by generating stories in the media. Once the story is in circulation MPR can establish

Credibility and create a sense of enigma among sales people as well as dealers to boost enthusiasm. MPR is much more cost effective tool than other promotional activities.

Direct Marketing

The communication establishes through a direct channel without using any intermediaries is referred to as direct marketing. Direct marketing can be used to deliver message or service. Direct marketing has shown tremendous growth in recent years. The internet has played a major part in this growth story. Direct marketing saves time, makes an experience personal and pleasant. Direct marketing reduces cost for companies. Face to face selling, direct mail, catalog marketing, telemarketing, TV and kiosks are media for direct marketing. Advertisement, Promotional activity, Public relation and direct marketing play an essential role in helping companies reach their marketing goals.

5.02 Activities of marketing department

5.2.1 Functions of marketing department

1. To search potential customers.
2. To prepare a list of more potential customers.
3. To maintain a regular relationship with most potential customers.
4. To convince more potential customers with explaining all positive features.
5. To prepare attractive sales tool-kit.
6. Advertising in newspaper, magazine etc.
7. Participating in different trade fare in the home.
8. Provide necessary information to the clients.
9. Sending those publishing to the clients.
10. In office briefing to the clients about the architectural design to satisfy the customers by maintaining the commitment Target Market

ABC Real Estate Ltd target customers are business persons, Bangladeshi people those are employed in foreign countries and service holders from the social class community who will benefit from the apartment's incomparable level of quality, location and technological amenities. These customers will be looking for safe, high-quality environments that can advance the type of atmosphere they are needed.

The Segmentation of Market ABC Real Estate Ltd. divides their market into different income groups, for example; Higher class people are the first target, Higher-middle class people are second target and Middle class people are third target.

Target Market Segment Strategy

ABC Real Estate Ltd believes that their incomparable level of quality, good location and technological amenities put ABC Real Estate Ltd into a position of its own. This will be the major point of all their marketing and advertising efforts. These two segments are also easily reached through newspapers and website, as well frequent office premises displays. It is essential for ABC Real Estate Ltd to understand that customers need and their priority.

Market Needs

Each of ABC Real Estate Ltd's projects targeting needs the quality, convenience, service, safety, comfort and technological facilities that can only be found in ABC Real Estate Ltd. living apartments.

- The service holder segment needs a quiet safe atmosphere that encourages a **secure environment. They also need the convenience of location.**
- The business person segment needs a living environment that separates them from the noisy, dirty inconvenience of average apartment living. Most business persons are on their way to home ownership or movement to a larger city, so they need housing that will let them feel like they are getting the quality that they need.

Positioning Statement

For people who desire high-quality, good environment and good location ABC Real Estate Ltd. can be able to fulfill their needs and desires an affordable price. ABC Real Estate Ltd. is committed to guaranteeing customers full satisfaction and handles all complaints immediately.

ABC Real Estate Ltd. is an organization that is involved in various features for the real estate sector. Massive experience and expertise is required in the development of high-quality, lower cost living for middle class people and upper class people who are seeking luxury apartment. An area of intense training and attention is the importance of strong customer service.

Competitive Comparison

ABC Real Estate Ltd. competitive advantage is as follows:

- ABC offer a higher level of quality apartments than the average apartments found on the city. This allows for those residents who do not want their living situations to hamper their comfort and enjoyment of urban life.
- ABC marketing and advertising costs are low due to simple marketing strategies. However, the owner's expertise in visual layout and communications is helpful to create a unique and artistic product for the customers. The main competition ABC is encountering the average lower cost apartment units.
- ABC follows a national building code, RAJUK Rules and Regulation, FAR, and save the natural environment to protect earthquake.

Pricing strategy

Pricing decision should take considering account profit margins and probable pricing response of customer and competitor. ABC Real Estate Limited generally follows the pricing policy in a standard way. The most elementary piecing method is to add a standard mark up to the project cost.

- ABC Real Estate Limited is using “Competitive pricing” strategy.
- Most of the time flat or product price is determined by location or area
- Product price or flat price is also determined by quality.
- Price changes occurred when raw materials price is increasing.

ABC Real Estate Limited runs its promotional activities for introducing its projects to customers. Promotional activities have a major impact to increase sales volume. ABC Real Estate Limited has promotional activities done that illustrate below-

Bill boards: In the every project’s location and beside the road are hanging “billboard” for Advertising.

Print Media: For increasing sales ABC Real Estate Limited is published Ads through Brochure, Magazine and newspaper such as proton-aloe, Bangladesh protruding.

Video Ads: Telecast advertisement on TV and Local dish channels.

Electronic Media: ABC Real Estate Limited some time use “Electronic Media” for the Ads such as CD, DVD for some project, animation, any other presentation, multimedia presentation, E-mail, website etc.

Price less Offers: ABC Real Estate Limited sometime gives priceless offer 5%-15% of the total price.

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CHAPTER- SIX
Findings & Analysis

6.1 Major Findings about the satisfaction on landowners of ABC Real Estate Limited:

During my internship I attend many customers over the place & phone & try to give them support. In the mean time the customer talk about their problem regarding their payment, confidentiality & many more.

These are as follows:

- The business man face problem in paying the installment in due time because of their time constraint in their business hours. They find it difficult to attend the office & pay the installment.
- The Government officers want their payment information to be kept confidential. If this information is disclosed, they face many legal problems.
- In the final deed the problem arises when the client wants to register the land to one of his kith & kin.
- Most of the customer wants to know the sure date on which the land will be handed over to them. They feel unsecured about the possession until they get it.
- Most of the customers did not nowhere is the plot.
- some customers cancel plot But don't get money in proper time.
- Some customers buy A block land but get B block land.

6.2 Major Analysis about the satisfaction on landowners of ABC Real Estate Ltd.:

- Generally most time occur many problems in political than this reason customer doesn't get the plot in proper time.
- Some time Government DAP is changed.
- Most time government mention flood flow zone in company land then this reason company changed layout.
- When layout is changed this time plot is changed & customer are getting exchanged plot.
- If company IT sector is update them get more benefit.
- If the CR department is updating then get the benefit to customer about payment schedules.

CHAPTER- SEVEN
Recommendations & Conclusion

7.1 Recommendations:

As per earnest observation some suggestion for the improvement of the situation are given below:

- To attract more customer ABC Real Estate Ltd. has to create a new marketing strategy which will be able to increase their business as it could improve revenue.
- The officers of ABC Real Estate Ltd. Corporate Branch thinks that long term training is required for company officers for the betterment of the service. Computer training is must today to improve the individual as well as company performance.
- Maximum customers are expecting the responsible price, so carefully the price should be established in per plot. All modern facilities are equal distribution in all classes of people.
- To provide financial assistance like Desa, Tista, Wasa, T&T to be strengthened& for getting connection of utilities promptly the procedural bottleneck should be removed.
- Improve office atmosphere to give customers a friendly feeling.
- Provide intimate attention to customer needs.
- Customer convenience will receive priority.
- Customer database should be more organized.
- Have to more aware about customer's right.

7.2 Conclusion:

In our country there is a not adequate land for people's livings. Peoples are very interested to get a piece of land that meets their housing problem. ABC Real Estate Ltd. is one of the renowned housing company in Bangladesh. The company provides complete housing solution to the people. ABC Real Estate Ltd. also contributes in our national economy. Main goal of ABC Real Estate Ltd.. Is to provide better services to the customers. ABC Real Estate Ltd..has been faced internal problem which is faced by almost every real estate company. At first, it is very difficult to find out a vast area of blank space in Dhaka city. Beside this Government & non government organization always creates political forces. Local terrors often harassed company for a donation. It is very tough to occupy after buying the land. It is found in most cases that there is more partner or same land & have to face complexion of laws with them. At last ABC Real Estate Ltd. doing its business successfully in our country. It provides its services as per its commitment & improves the business continuity.

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