

2013

Internship report on an analysis of marketing activities Of Constech Design & Development Limited.

Rahman, Md. Mostafizur

Daffodil International University

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Internship Report
On
An Analysis of Marketing Activities
Of
Constech Design & Development Limited



Md. Mostafizur Rahman
ID. No: 093-27-157
Program: BRE
Department of Real Estate
Faculty of Business & Economics
Daffodil International University

Internship Report
On
An Analysis of Marketing Activities
Of
Constech Design & Development Limited

Prepared under the Supervision of

Mohammed Sakhawat Hossain, ACMA

Assistant Professor & Head

Department of Real Estate

Faculty of Business & Economics

Daffodil International University

Prepared by

Md. Mostafizur Rahman

ID. No: 093-27-157

Program: BRE

Department of Real Estate

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Daffodil International University



Letter of Transmittal

Mohammed Sakhawat Hossain, ACMA

Assistant Professor

Head, Department of Real Estate

Faculty of Business & Economics

Daffodil International University

Subject: Submission of Internship report on “An Analysis of Marketing Activities of Constech Design & Development Limited (CDDL)”

Dear Sir,

It is my great pleasure to submit the internship report on “**An Analysis of Marketing Activities of Constech Design & Development Limited (CDDL)**,” that has been assigned to me for the partial fulfillment of the requirements of BRE Program.

I have tried my level best to prepare this report a presentable shape and make appropriate at informative to fulfill the objectives of the study. I have enjoyed a lot of time during the preparation of this report.

I would like to cover my graduate and thanks to you give me an opportunity to work on such a project that is very much relevant to my study. I sincerely believe that the practical knowledge and experience gather from this study will be very much helpful in my future life for doing any types of research work.

If any confusion arises or any further explanation is needed I will be readily available to explain the matter to you, as the situation required.

Thanking You

Sincerely Yours,

.....

(Md. Mostafizur Rahman)

BRE Program

ID. No. 093-27-157

Department of Real Estate

Faculty of Business & Economics

Daffodil International University

Certificate of Approval

I am pleased to certify that the internship report on “**An Analysis of Marketing Activities of Constech Design & Development Ltd. (CDDL)**,” has been successfully completed by Md. Mostafizur Rahman, bearing ID: 093-27-157, Department of Real Estate, under my supervision. Now, the report has been approved for presentation and viva voce.

I wish him every success in life.

Internship Supervisor

Mohammed Sakhawat Hossain, ACMA

Assistant Professor

Head, Department of Real Estate

Faculty of Business & Economics

Daffodil International University

Student Disclaimer

I, do, hereby solemnly declare that the internship report on “**An Analysis of Marketing Activities of Constech Design & Development Ltd. (CDDL)**,” has been prepared by me and has not been previously submitted to any other University / College / Organization for any academic qualification.

I, further undertake to indemnify the University against any loss or damage arising from breach of the forgoing obligation.

Thanking You

Sincerely Yours,

.....

(Md. Mostafizur Rahman)

BRE Program

ID. No. 093-27-157

Department of Real Estate

Faculty of Business & Economics

Daffodil International University

Abstract

In Bangladesh, the problem of urbanization is further aggravated by limited land use policy. As globalization increases, the process of urbanization increases. The ever increasing urban population is creating an increasing demand for shelter. This paper is an attempt to observe how “Constech Design & Development Ltd.” is influencing the urbanization pattern with special reference to Dhaka city and to provide some guideline for sustainable development of this sector. The current trend of urban growth in Bangladesh is about 5-6% per annum. At present, 28% population of Bangladesh lives in urban areas, which will be 34% by the year 2025 (REHAB 2003). The present estimated population of Dhaka is above 1 core and estimated growth rate is 3.8% per annum (USAID, 1999). The Real Estate developers are playing the vital role regardless of high, middle and low income people since the past two decades in providing the housing provision. During 1970s, there were fewer than 5 companies in Bangladesh engaged in this business. In 1998, there were 42 such developers working in Dhaka which increases to 1000 during 2012 (REHAB).

There are five basic needs in the human life. Housing is one of those and it is very essential for every people. Real Estate companies are working to provide house for those people who would like buying an apartment besides, this industry has also created a large number of jobs in the job market. Thousands of backward linkage industries such as brick, sand, ceramic, sanitary wears industries etc. have setup to base on the real estate industries. So CDDL, as a real estate company run with a effective slogan- “Create a Better Live”. It is new in the real estate global village but the people behind it are very much experienced and professionals. There are about 1000 real estate companies in Bangladesh. Real estate companies are playing a great role to increase our national income. But very few companies are recognized by the people of our country. Most of the companies do not fulfill their commitments. Many of the people have lost their faith on developers. CDDL has taken this challenge and tries to satisfy people.

Acknowledgement

Successful accomplishment of this report is the outcome of the contribution of number of people, especially those who provided time to share their thoughtful guidance and suggestions for me.

At the beginning, I would like to pay my gratitude to the Almighty Allah for giving me the ability to work under all circumstances and time constraints.

First of all, I indeed grateful to my honorable supervisor **Mohammed Sakhawat Hossain, ACMA**, Assistant Professor & Head, Department of Real Estate, Faculty of Business & Economics, Daffodil International University.

I would like to thank the authority of “**Constech Design & Development Ltd**” (**CDDL**) to give me the valued opportunity to do my internship in their prestigious organization. The experience and knowledge gained at CDDL, helped me immensely to address and understand all the elements related to my report, which I otherwise would not have understood so well.

To complete my internship was indeed a great pleaser and a unique experience for me. It was also challenging and exciting event for me as it gave the freedom to look into the private Real Estate organization.

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Chapter-1

Introductory Part

1.1 INTRODUCTION:

Back ground of the study:

Bachelor of Real Estate (BRE) program of Daffodil International University (DIU) requires each student to complete an internship for at least three months with an organization and submit a report based on internship assignment. The scope of the application of theoretical knowledge of marketing gathered from BRE program has widened by interacting with the customers of CDDL during internship program.

Emerging competitors are fighting to gain substantial market share, though CDDL is considered as a leader in real estate sector. In the arena of competitive market environment it has become significantly important for any company to analyze its performance of different marketing strategies in order to survive in the volatile market environment as well as to manage companies' operations efficiently and effectively for achieving its objectives. This report is tailored to focus on the marketing activities of CDDL that is performing to retain market share and uphold the growth.

1.1.1 REAL ESTATE SECTOR AT A GLANCE:

Name of Association: Real Estate & Housing Association of Bangladesh

Year of Establishment: 1991

No of Member in 1991: 11

No of Member in 2008 (June): 320

No of Member in 2013 (June): 1084

No of Apt. units Delivered by the Developer in last 20 year: 56,000 (App.)

No of Apt. units Delivered by the Developer per year (2009): 7500-8500 units

No of Plot units Delivered by the Developer per year: 4500-5500 units.

Approx. turnover per year: 1,250 Crore Taka (Tk. 12.50 billion)

Contribution revenue to Govt.: 100 Crore Taka (Tk. 1.00 billion)

Direct Employment-

a. Architects: 400 nos

b. Graduate Engineer: 2000 nos

c. Diploma Engineer: 8000 nos

d. Management Official: 14000 nos.

e. Direct Labor Skilled & unskilled: 1.5 million (15 Lacks).

f. Contribution to GDP: 12-14 %.

1.1.2 REASONS FOR DEVELOPMENT OF THE INDUSTRY:

The main reasons why real estate business developed in Dhaka city are as follows:

a. Scarcity of open space in the important areas of the city

- b. Hazards of purchasing land
- c. Hazards of construction of building
- d. Rapid increase in population of Dhaka
- e. Decrease in the rate of bank interest
- f. Price of land and apartments is increasing day by day
- g. Rent of the apartments is comparatively higher than the rent of privately constructed flats
- h. Open Market Economy, Remittance of foreign currency is very easy.
- i. Security & Safety project controlling.
- j. Service facilities such as garbage disposal, central satellite TV connection, apartment's services saves time, roof top facilities, lift and so on.

1.1.3 MARKET SITUATION:

Real estate business especially apartment projects has started in late 1970s in Dhaka City. But from early '80s the business started to grow and flourish. At present, more than 1000 companies are active in business but 95% business is still dominated by of top 10 Companies. Present market is growing at the rate 15%.

1.2 OBJECTIVES OF THE STUDY

General Objective:

The General objective of this study is to analyze the marketing activities of Constech Design & Development Limited.

Specific Objectives:

The specific objectives of this study are:

- a. To take a closure looks on the various marketing activities, policies and practices of CDDL.
- b. To identify the target market and market segmentation of CDDL.
- c. To identify some problems related to its marketing activities.
- d. To make some recommendations based on the findings.

1.3 METHODOLOGY OF THE STUDY:

The study is carried out using both primary and secondary data.

Primary data collection: To prepare this report, the primary data were collected mainly through the survey as official assignment during the time of internship. Other methods are-

- a. Observation.
- b. Interview.
- c. Telephone Interview.
- d. Personal Interview.
- e.. Oral & Informative interview with the officers and employees of the “Marketing & Sales Department” of CDDL.

Secondary data collection: The secondary data have been collected from different publications of REHAB, different journals of CDDL, and related magazines and journals. I have used data collected from company publications with a view to observe the CDDL’s marketing activities, policies and company practices.

1.4 SCOPE OF THE STUDY

This internship report mainly focus on the activities of “Marketing & Sales Department” of CDDL. In this report, I discussed the things those I have observed at the time of my internship in that department. I have reviewed the overall marketing and sales activities of CDDL and at the end I give a recommendation for “Marketing & Sales Department” of CDDL. Though this is not a research type report, I do not include any findings in it. My internship period was from 1st April, 2013 to 30th June, 2013 and all of my report focuses all those activities that I had observed at that time.

1.5 LIMITATIONS OF THE STUDY:

There were some limitations which have made my work a little bit harder. The limitations may be termed as follows-

- I have no previous experience about the preparation and organization of the internship report.
- It was not so much possible for me to get the exact information about some of the departments because of maintaining the secrecy.
- I did not get sufficient information about the real estate sector of Bangladesh.
- The executives of some departments were so busy that they could not give me sufficient time.
- The web resources were also not ample to get sufficient help.

LIST OF ABBREVIATION

- CDDL- Constech Design & Development Limited.
- REHAB- Real Estate and Housing Association of Bangladesh



Chapter-2

Organization Part

2.1. ABOUT CONSTECH DESIGN & DEVELOPMENT LTD

Constech Design & Development Ltd. (CDDL) is estate of the art builder and one of the fastest growing real-estate developers in Bangladesh since 2005. The company allows the members to serve the nation ultimately in a different angle very smartly.

It is just a matter of long term planning on any environment friendly geographical location. Of course it involves so many factors in deciding about that. It has taken sixteen projects in different locations in Dhaka (till June 2013). Already it has completed about seven projects. CDDL is little a bit slow but steady in persuasion of its goal.

The management personnel, managers, executives, architects, engineers and staffs members are serving for the enhancement of efficiency of the company so that the company serves the clients better. Departmentalization is specially taken care for systematic and coordinated operation of the company activities. A panel of advisors,

consultants and patrons are also continuously working for its enrichment of products and services.

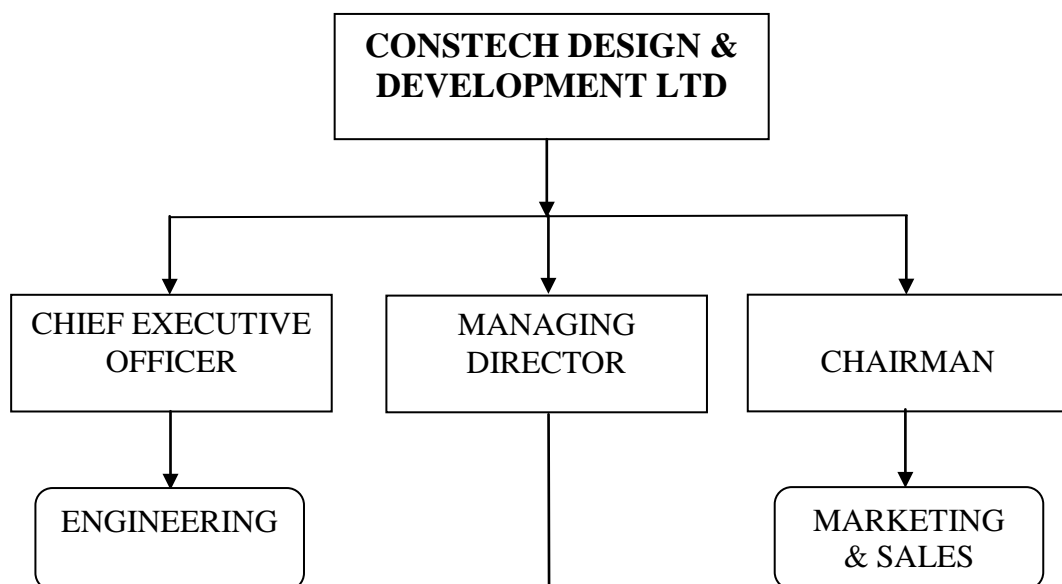
CDDL was established with the primary goal of providing first-grade quality service and takes a leadership role in the Real Estate market. Throughout the year CDDL's dedications to quality and diligence in remaining technically astute have been the key ingredients of its success in several clients' engagements. CDDL has been able to maintain long-term relationship with distinctions and pride. While the trend in many businesses has been to diversify, this basic trend has guided CDDL to diversify its activities.

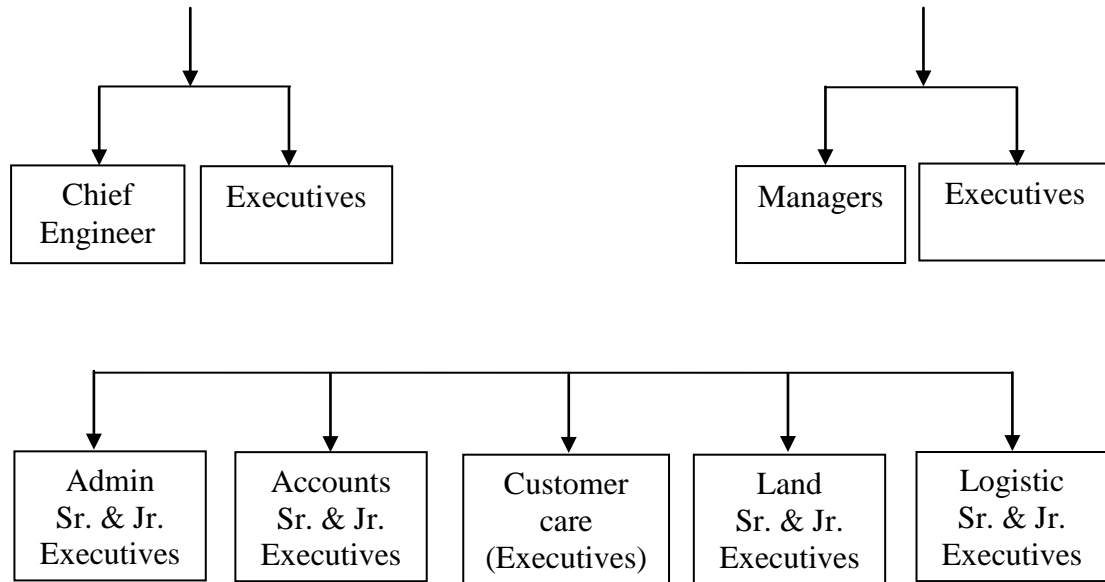
CDDL emphasizes its capabilities in undertaking large complex development projects, and shares the commitment with clients in meeting stringent deadlines and objectives. The company pride itself in being able to make the difference between a project that is delayed and a job that is well done within a reasonable time frame. It is totally a customer focus company and serve its best to make them smile.

2.1.1 REGISTERED NAME:

“CONSTECH DESIGN & DEVELOPMENT LTD.”

2.1.2 ORGANOGRAM





2.1.3 MANAGEMENT:

Name	Position	Section	Education
Ar. Md. S. R. Fakhrul	Chief Executive Officer	Design & Development	BSc in Architecture
Md. Ahsan Habib	Chairman	Marketing & Sales	B.Com, MBA

S. M. Rashedul Hoque	Managing Director	Administration	MSc in Management
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2.1.4 MANAGING ACTIVITIES:

CEO – The Chief Executive Officer of CDDL manages and supervises “Engineering” and “Land Development” department.

Chairman – CDDL’s chairman is the director of “Marketing and Sales” department. His responsibilities are to maintain the managers and executives of this department. He has the authority to finalize the sales.

Managing Director – The main responsibility of the managing director is to manage and supervise the entire department including Accounts & Finance, Consumer Care, Land Procurement, Admin & Human Resources Management, Logistic, Legal, and Information Technology.

2.1.5 INCORPORATION DATE:

The Company incorporated to Joint Stock Companies, Bangladesh on April 21, 2005 under the company act of 1994 and under section 34 of the company act.

2.1.6 BUSINESS INFORMATION:

Address: Home Center, 8, Darus Salam Road (3rd Floor), Mirpur-1, Dhaka-1216, Bangladesh

Contact: Telephone # 02-9027717,

Email: constech.cddl@gmail.com

Company Registration No: C-30588(1797)/1996, April 21, 2005

Company's TIN NO: 142 200 8445/CO.15 TEX AREA-5, DHAKA.

Dhaka City Corporation's (DCC) Trade License No.: 157190.

2.2 VISION – MISSION – GOAL – OBJECTIVES

VISION OF CDDL

- To maintain the highest standards in developing commercial properties.
- To maintain the highest standards in developing homes for individuals.
- To create safe homes.
- To provide a fine blend of the traditional and contemporary design.
- To provide feeling of living in a home with ultimate comfort.
- To provide professional and personalized services of the highest integrity.

- To become an international referral for buyers and investors.
- To provide high quality Customer Relationship Management.
- To develop and train staff

MISSION OF CDDL

- Maintain outstanding service to its clients.
- Maintain a high standard of quality of finish.
- Maintain a safe environment.
- Maintain value for many.
- Continue good communications procedures.
- Continue to promote a sense of corporate identity within all the staff team.
- Continue to provide staff training to providing Excellence Customer Care.
- Continue develop 'Brand Name'.
- Marketing and promoting to individuals quality homes in Bangladesh.
- Marketing and promoting to won luxury homes for investment or comfort living.

GOAL OF CDDL

Dhaka is a densely populated city but with inadequate housing facility and quality of life, especially for the middle & lower middle class people. Constech Design & development Ltd. is committed to improve the quality of life of these people by offering good quality, low cost apartment affordable to all of customers. High- rise and mixed-use projects being more advantageous and cheaper, we have diverted our attention more to this area and now it is a highly acclaimed name & trendsetter in the market. Big and exclusive commercial building, joint venture project housing complex, within our field of interest. Innovation, dynamism and perfection lead us to ultimate satisfaction of our customers and that is our goal.

OBJECTIVES OF CDDL

Our objective is to create vest employ, make urbanization with modern facilities which will ensure safe environment and where quality will not be compromised. Innovation, dynamism and perfection lead us to ultimate satisfaction of our customers and that is our objective.

2.3 WHAT MAKES CDDL DIFFERENT?

Five major attributes make the cornerstone of CDDL's success:

QUALITY: The standards which set for the company and which govern its engagements constantly reinforce its goal of bringing the highest level of professionalism to all its engagements. The company exists to serve its clients those who are directed to meet this commitment. CDDL reflects this commitment to quality through the activities of its managers and executives, who are personally involved in quality related activities such as planning, goal-setting, employee recognition, progress reviews and meeting with customers. They organize project and reinforce the Company's quality values in a consistent manner and engage all levels of management to co-operate in this effort. CDDL's management is responsible for reinforcing the firm's vitality by infusing each assignment with integrity and excellence of effort. Consistency in meeting user objectives with a shared sense of concern accounts for its reputation of excellence and reliability.

TEAM WORK: Teamwork within CDDL Occurs when people work in a community of shared technical, personal and economic interests. To successfully carry out their missions CDDL's employees are assigned to projects where their technical disciplines complement one another in achieving the customer's business objectives. But there is more. CDDL maintain just first class interpersonal relationship within its office & beyond. Within the workplace there is a sense enthusiasm and eagerness to demonstrate technical proficiency by working together to

produce the best results possible. CDDL fosters a team spirit and the founders of the company have this idea of close co-operation in mind at the very beginning.

SERVICE: The managers and executives of the company are directly involved in each project. Every assignment is important. If customer has a problem, they make it their problem. They know customers want a timely and accurate resolution. The customers rely on them and value their trust and confidence very highly. They know customer is their boss. They satisfy these needs by remaining constantly available to their customers and allocating the kind of resources their customers may need & they provide the best solution in a timely manner. Customers are the center of their enterprise and they will take necessary actions to support customers' success every time. They believe that only by understanding the customer's needs a company can deliver superior service and stay ahead of competitors.

EFFECIENCY: CDDL believes that the best way to improve productivity is to give its people the opportunity to learn, contribute to the process and develop each individual's own sense of achievement. CDDL's major strength lies in its pool of professionals and their substantial backgrounds in the real estate industry. In a spirit of co-operation, the professionals have succeeded in meeting the goals of some of the most complex assignments. It is their demand for excellence that the enthusiasm they bring to consulting, which has contributed to the CDDL's success.

INNOVATION: Long-term success can only be assured by cultivating new ideas. That is the way CDDL encourages its people to be creative, gives them the means to see their ideas realized.

2.4 MAJOR COMPETITORS OF CDDL:

- a) Amin Mohammad Foundation Ltd.
- b) Asset Development & Holdings Ltd.
- c) Bashati Consortium Ltd
- d) The Structural Engineers Ltd.
- e) East West Property Development (pvt.) ltd.

- f) Concord Condominium Ltd.
- g) Building Technology & Ideas Ltd.
- h) Rangs Properties Ltd.
- i) Navana Real Estate Ltd.
- j) Oriental Real Estate LTD.
- k) Sheltec Ltd.
- l) Suvastu Development Ltd.

2.5 ABOUT SOME FINISHED & ON GOING PROJECTS OF CDDL:

Sl. No.	Project's Name	Description & Location
1	CDDL Home Garden 	17-Storied Apartment Building on Dhaka Housing, Ring Road, Shyamoli, Dhaka. (10 Building Build on 124 Katha)
2	CDDL Swapnadhara 	G+6-Storied Apartment Building. 37/E Shah ali bag, Mirpur-1, Dhaka-1216
3	CDDL Home Park 	G+19 Storied Apartment Building 1 No South Kallyanpur, Mirpur-1, Dhaka-1216
4	CDDL Akota Nibash	8-Storied Apartment Building

		19/G, North Tolarbag, Mirpur-1, Dhaka-1216
5	<u>CDDL Shotota Nibash</u> 	9-Stroried Apartment Building 19/E, North Tolarbag, Mirpur-1, Dhaka-1216
6	<u>CDDL Huda Tower</u> 	G+7-Stroried Apartment Building 20/1, North Tolarbag, Mirpur-1, Dhaka-1216
7	<u>CDDL Shekh Velly</u> 	6-Stroried Apartment Building house# 55, Road:10, Shekhertake, Mohammadpur.
08	<u>CDDL MBK Tower</u> 	06-Stroried Apartment Building, House# 392,Uttar Badda, Shadinata Sharani.
09	<u>CDDL Helen Jara</u> 	13-Stroried Commercial Building 113, Chairman Bari, Banani Dhaka

10	CDDL Jono Kuthir <i>Picture not available</i>	6-Storeyed Apartment Building 2/1, A/1, Tolarbag, Mirpur-1, Dhaka-1216
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Chapter-3

Marketing Activities of CDDL

3.1 ABOUT “MARKETING & SALES DEPARTMENT OF CDDL”

The “Marketing & Sales Department” of CDDL is one of the most important departments of CDDL. In this department, there are one manager, one assistant manager and two executives. They are smart, energetic, experienced and high educated. They are capable of handling clients and selling the products in the efficient and effective way.

3.2 MARKET SEGMENTATION OF THE EXISTING & UP COMING PROJECTS OF CDDL:

The markets of CDDL for its existing and upcoming projects are highly segmented. This segmentation is mainly based on the location, price of the land, and size of the apartments. The segmented areas are:

- a) Segmentation - I : Baridhara, Gulshan, Banani, DOHS, Uttara.
- b) Segmentation - II: Dhanmondi, Kalabagan.
- c) Segmentation - III: Shegunbagicha, Shantinagar, Kakrail, Malibagh.
- d) Segmentation - IV: Mirpur.
- e) Segmentation - V: Banglamotor, Eskaton..
- f) Segmentation - VI: (For office building) Motijheel, Dilkusha, , Kawran Bazar, Pantha Path, Banani etc.

3.2.1 LOCATIONS OF DIFFERENT PROJECTS OF CDDL:

- A. Dhanmondi.
- B. Uttara

- C. Siddeshawari
- D. Shyamoli.
- E. Banani
- F. Mirpur
- G. Badda
- H. Mohammadpur
- I. Uttarkhan.

3.3 MARKETING ACTIVITIES OF CDDL:

In Bangladesh, there are more or less 1000 real estate companies are working. Some of them are REHAB members and some of them are not. No matter whether they are REHAB member or not, the main activity of any Real Estate Company is to sell their products. At the end of my graduation, as a student of Real Estate, I had done my internship in CDDL's "Marketing & Sales Department". I worked there for three months and closely observed all the activities of employees of "Marketing & Sales Department". Again all the employees of "Marketing & Sales Department", helped me lot to understand and realize how a sales person market and sell the products. Now I am giving the broad description of all the marketing activities of CDDL -

3.3.1 ADVERTISEMENT PREPARATION:

The first and foremost activity of CDDL's "Marketing & Sales Department" is to prepare the advertisement which will be given to the daily newspapers. CDDL gives ads frequently on the newspapers (per week minimum one ads is given). CDDL gives main ads mostly on "The Daily Prothom- Alo" and "The Daily Bangladesh Protidin". CDDL also gives classified ads on different daily news papers. In the main ads, names of four or five upcoming and existing projects, flat size, handover date etc are given. For the preparation of the ads, the Promotion Manager of CDDL is responsible. His responsibilities are to prepare and develop ads to attract the clients. After preparing the ads, he shows the ad to the management of CDDL and after approving the particular ad by the management, finally the ad is given to the daily news paper on the previously fixed date.

3.3.2 Media User by the Developers:

Media	Percentage
Advertisement in News paper	40
Advertisement in Magazine	3
Advertisement on Television	2
Harding (Display)	5
Neon (Display)	10
Mail sort or Newsletter sending	5
Publishing Brochure	10
Billboard	25

3.3.3 CLIENTS HANDLING:

The busyness of the “Marketing & Sales Department” increases in that day, when the ad comes on the newspaper. In that day, all the executive officers remain busy for the whole day long. The prospect and proposed clients make phone calls after seeing the ads on newspapers. The executives receive phone calls, give description of the particular project, and tell them about project location, available flat size, present condition of the construction works, handover date, booking money etc. The executives do not share the price over the phone. Because it is strictly prohibited by the management of CDDL. But they always invite the clients to come at the office so that after sitting together both of them can discuss about the price.

After that, client/s come to the head office and sits with that particular marketing executive and discusses everything. The executive officer shows the floor plan, design; layouts etc. and make the customer understand all the things. Again here the

price of the flat or the commercial spaces, booking money, price of the car parking, handover date etc. are discussed. It may not happen that, at the first time the prospect client purchase the product. Bargaining starts among both of them and sometimes it takes a lot of time and sometimes a few days to reach both of them in a unique decision. Some clients want to visit the project and the executive took the client/s to the particular project. Through this process, the client/s has a practical idea about the project. After that, the interested client/s come to the head office and sits with the executive for the discussion process described before.

3.3.4 FINAL SALES:

In some cases, the executive officer took the client to sit with the management of CDDL and if the client offered the price which seems reasonable to the management, then the flat or commercial space is sold. As the head of the “Marketing and Sales Department”, the Chairman of CDDL, **Md. Ahsan Habib** sits with client/s for the purpose of final sales. Then the prospect client pays the booking money and become the original client and a member of CDDL family. The activities of the “Marketing and Sales Department” came to an end when the “Deed of Agreement” between that client/s and the company is mutually signed. As the representative of the company, the Managing Director of CDDL, **Mr. S. M. Rashedul Hoque** came into an agreement with that client/s through the “Deed of Agreement”.

3.3.5 MARKET SURVEY:

Market Survey is an important activity of CDDL’s “Marketing and Sales Department”. But these surveys are not done by the executives of the “Marketing and Sales Department”. CDDL takes “Intern” from reputed universities and through these “Interns”, the surveys are accomplished. Before sending the “Interns” for survey, the executives of “Marketing and Sales Department” give proper instructions and guidelines to do the survey. These surveys are basically done to know the projects of different developers in those locations, where CDDL have existing projects or CDDL wants to take projects.

3.3.6 Target Market Analysis:

I need to observe the market to know about information, for this reason we have survey some customers and different companies. From there I have collected the following information. I find that our targeted customers are based on two categories .these are

- 1) Customer's age &
- 2) Customer's occupation

Customer's age: popular based on Customer's age they are divided their targeted customer under three categories.

40+ ages- 70%

30-40 ages- 20%

Under 30 ages- 10

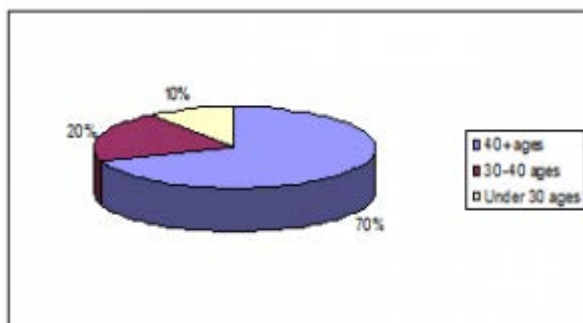


Figure : Target customer's age

Among the whole customers which are good established that means whose age are 40+ generally they purchase almost 70% of our product who are in 30 to 40 ages they

buy our 20% product and least of the product purchased by the customers whose age is under 30 years.

Customer's Occupation-

Business Person- 60%

Job Holder- 40%

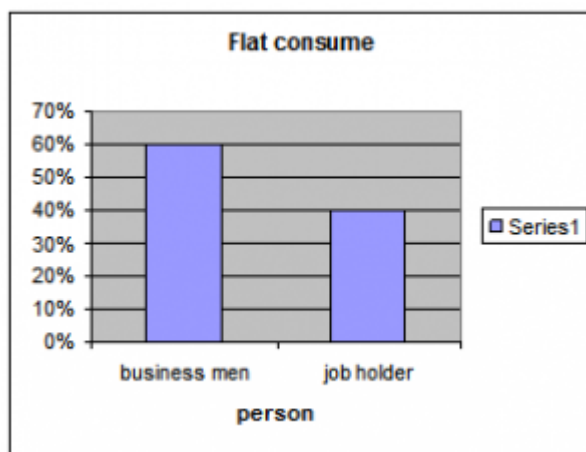


Figure : Figure of customer's occupation

From the market analysis, we can ensure that 60% of our customers are involved in various types of business and another 40% customers are doing varieties sections of service.

3.4 PRODUCTS OF CDDL:

- A. Duplex homes
- B. Simplex homes
- C. Luxury Apartments
- D. Furnished Apartments.
- E. Commercial Space
- F. Shopping Complex

G. Office Building

H. Commercial Showroom.

3.5 GENERAL TERMS AND CONDITIONS OF ALLOTMENT OF THE PRODUCTS OF CDDL FOR THE CLIENTS

1. Application for allotment of apartments should be made on the prescribed application form duly signed by the applicant along with the earnest money. CDDL has the right to accept or reject any application without assigning any reason thereto.

2. On acceptance of an application, CDDL will issue allotment letter to the applicant on which the applicant/allot tee shall start making payment as per the schedule of the project. Allotment of apartments is made on first come first serve basis.

3. Payments of earnest money, installments, car parking costs, additional works and other charges shall be made by cheque, bank draft or pay order directly in the name of CDDL against which the receipts will be issued. Bangladeshis residing abroad may remit payments in foreign exchange by TT or DD in the name of CDDL.

4. Payments of installments and all other charges are to be made on due dates according to the schedule. CDDL may issue reminders to the allot tee, but notwithstanding the issue of reminders, the allot tee must adhere to the schedule to ensure timely completion of construction.

5. CDDL may arrange HBFC/Bank loan (if available) for allot tees according to the existing rules and regulations of the authority concerned.

6. Delay in payments beyond the schedule date will make the allot tee liable to pay delay charge for every 30 days on the amount of the payment delayed. If the payment is delayed beyond 60 days, CDDL have the right to cancel the allotment. In such an

event, the amount paid by the allottee will be refunded after deducting the earnest money and after allotment of the cancelled apartment.

7. Connection fees/charges security deposits and other incidental expenses relating to gas, water, sewerage and electric connections are included in the price of apartments. CDDL will make those payments directly to the authorities concerned on the allottee's account.

8. Limited changes in the specifications, design and/or layout of the apartments and other facilities may be made by CDDL in larger overall interest or due to unavoidable reasons.

9. CDDL may cancel an allotment for non-payment of installments in disregard of reminders and after final intimation to the allottee by registered post at the address given in the application form.

10. The allottee shall be required to execute an agreement with CDDL for safeguarding the interests.

11. The possession of the apartment shall be duly handed over to the allottee on completion and full payment of installments and other charges and dues. Till then the possession will rest with CDDL. If the project is completed before the stipulated time, the allottee shall have to make full payment before taking possession.

12. The allotted will become equally divisible undivided and UN DE marketed shareholders of total acres of the scheduled land of the project in respective apartment. After all the dues and installments are paid by the purchaser according to the requirements and schedule for payment and after the completion of the construction, the vendors shall execute a registered sale deed in favour of the purchaser transferring share of land of the project in the demised apartment.

13. After taking over of apartment of the project, the allottee (s) must consult with CDDL prior to undertaking any structural or layout changes within the apartment complex. Failure to do so will be at the sole risk of the allottee.

14. CDDL shall not be liable if the completion period of the construction of the projects 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.

15. For the purpose of effective management and maintenance of the building the purchaser of the apartment shall form and constitute a mutual benefit cooperative society under the Co-operative Society's Act 1940. The society shall be entrusted with the management and maintenance of the building. The rules, regulations and by laws of the co-operative society relating to management and maintenance of the building shall be binding upon all the purchasers/owners of the apartments.

3.6 NATIONAL POLICY GUIDELINES FOLLOWED BY CDDL:

In Bangladesh, there is no policy guideline for the real estate sector. However, Real Estate and Housing Association of Bangladesh (REHAB), the national coordinator of the private real estate developers has proposed a policy guideline for the sustainable development of this sector. Some of the important guidelines of REHAB are stated below:

1. Government and private real estate developers should play their role equally in the land development process of the urban and per-urban areas.
2. The role of the private sector housing in the urbanization process should be evaluated properly while formulating urbanization related projects and policies.
3. Several laws and regulations (stated in section 10.00) which have become obsolete should be updated immediately. There are some conflicts and duplicity among the laws which should be taken care of.
4. While formulating the Structure plan, the business of the private real estate developers should be given utmost priority. In this regard, land banking system can be a handy tool.
5. Proper subdivision planning and zoning laws would help the private developers to cope with the policies and provisions of the structure plan.

6. The registration system for the private real estate sector should be rescheduled within acceptable terms.
7. The designs or plan for the private real estate projects should be approved by RAJUK.
8. 30% land area of any project to be kept aside for road, drainage and public utility service purpose.
9. For the better utilization of the scarce land resource, high rise buildings should be patronized.
10. Government's control over the land value and house rent should be strengthened.
11. The Building Construction Act, 1996 and other government building codes should be enforced strictly.
12. No private developers should be permitted to construct the housing scheme outside the proposed expansion zone of the structure plan.



Chapter-4

Findings, Recommendations and Conclusion

4.1 FINDINGS OF THE STUDY

1. CDDL does not follow the latest service marketing strategy, which will provide satisfaction for the valuable customer and it is the demand for the time.
2. CDDL does not have any online marketing policy through which customer can get easy access about the CDDL products and services.
3. CDDL does not provide 24 hours customer service facilities.
4. Scarcity of man power in the Marketing & Sales Department for providing services to the existing and target customer.
5. Direct sales agents are not inspired by their sales commission, remuneration and inadequate performance reward.
6. Marketing and Sales policy is not up to the mark for the present time.
7. CDDL does not apply effective promotional activity to raise their sales.
8. Marketing Team (Direct Sales Agents) is less motivated in their job.
9. The managers and executives of Sales & Marketing Department are not sincere enough to solve the customers' problems.
10. At present, CDDL is not providing any type of training program and workshops for the employees to manage customers smoothly and to increase sales & services.

4.2 RECOMMENDATIONS OF THE STUDY:

During my tenure as in “Intern” in CDDL, my placement was in “Sales & Marketing Department”. I worked there for three months where I encountered some issues that I thought should catch the CDDL’s management's attention to re-examine. CDDL is one of the up growing developers in the country and it has been operating quite successfully. Although it has a healthy and steady growth in sales development of apartment and shopping complex, the organization needs to address some of the bottlenecks found out at the time of internship program conducted for the concerned study. In an attempt to solve various problems so far identified in this study, the following recommendations can be put forward, which are given below, are from observational point of view:

1. CDDL should implement the best service providing strategy that will ensure more value for the existing and target customers.
2. CDDL should implement internet marketing then the existing client and potential client will be benefited with the system.
3. CDDL should provide 24-hour online service to the customers to solve their problems and queries.
4. Marketing and Sales Department should run their activities in the most efficient and effective way. For ensuring better service CDDL should recruit more people in this department.
5. Marketing Team is not satisfied with their sales commission. CDDL should provide them a fixed sales commission and some rewards like “the best performer” may be awarded annually.

6. The managers and executives of Sales & Marketing Department should give more sincere attention to solve the customers' problems.
7. CDDL can convey greetings to their present and potentials clients in different occasions. It will create an extra value for the clients and make them more pleased and positive toward the company.
8. CDDL's direct marketing effort must be implemented more precisely and elaborately to ensure maximum market coverage both for existing and proposed clients.

4.3 CONCLUSION:

Today Bangladesh stands on the juncture of economic emancipation. The stage is set for rapid growth and development in every sector of the economy. The real estate sector is also experiencing significant changes. ‘Professionalism’ is the key word for success now-a-days and in the years to come. Only those companies which have a total commitment to this sector will thrive. CDDL is determined to play a leading role in the development of the real estate sector in the twenty –first century. Today, in the field of real estate development, though CDDL is new, but in future, it will be a recognized leader which will be respected for its achievements, professional ethics and innovative concepts. CDDL’s corporate philosophy is however based on a very simple principle – “Create a Better Live”. To this end, CDDL is constantly working towards upgrading and improving every aspect of its activity. CDDL is a newly formed company dedicated to build a ‘beautiful tomorrow’ for the people of Bangladesh. Strong leadership, total commitment and personal care orientation have already created a strong image of the company in the apartment market. For every project development, before entering in designing the project, a group of experts plan and design the project taking into considerations its location, environment, surroundings, urban facilities and some other important factors that ensure maximum comfort and convenience for the target dwellers. CDDL has a strong project management team. Each and every phase of construction is planned, determined, supervised and engineered by a strong group of experts. CDDL’s aim is not only to meet the international standard, but to exceed it by setting new standard in design, construction and service.

CDDL is filled with optimism and promises of rosy tomorrow with its fleet of highly qualified professional engineers, architects, efficient technical personnel with high capability to meet the challenges of the 21st century. CDDL is an efficient and socially responsible participant in infrastructural construction sector and committed to organizational pursuit of excellence in its undertakings. CDDL aspires to make a significant and lasting contribution to the nation’s development and quality of life. CDDL provide its clients with competitive pricing, quality materials and workmanship and completion of project on schedule as well as post completion attention to ensure complete satisfaction.

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