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Internship report on an analysis of marketing activities of Biswas Builders Limited.

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Daffodil International University

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Internship Report
On
An Analysis of Marketing Activities of
Biswas Builders Limited



Prepared for

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Daffodil International University
Dhaka-1207.

Prepared by

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ID.083-27-112

BRE, 2nd Batch

Department of Real Estate
Daffodil International University

Date of Submission: 05.06.2013

Letter of Transmittal

5th Jun, 2013.

Mr. Sheikh Abdur Rahim
Assistant Professor
Department of Business Administration
Daffodil International University
Dhaka-1207.

Subject: Application for submitting the Internship Report.

Honorable Sir,

With due to inform you that I would like to submit my Internship report entitled: “**An Analysis Marketing Activities of Biswas Builders Ltd.: An Evaluation.**” I am grateful to you for giving me the opportunity to prepare this report. I strongly believe that this practical knowledge about Real Estate business is very useful asset in my life. I have tried to put my best effort to prepare this report according to the rules and regulations of the Internship Report of DIU.

Sir, I am highly encouraged about the total procedure of your teaching and sincerity of your duty that would help me in my future life.

I hope that you would be kind enough to consider for any mistake in preparing this Internship report.

Thanking You.

Sincerely Yours,

.....

(Md. Abdullah Al Hossain)

ID.083-27-112
BRE, 2nd Batch
Department of Real Estate.
Daffodil International University.

ACKNOWLEDGEMENT

First of all I would like to give a special thanks to Almighty Allah who gives the opportunity, courage and strength to complete my internship report.

I express my deep sense of gratitude to Assistant Prof. Mr. Sheikh Abdur Rahim, Department of Business and Economics 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 Md. Idris Howlader, Manager (Human Resources) and Pijush Kanty Biswas, Term Leader of the Sales & Marketing 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 all whom are the center of my heart.

.....

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ABSTRACT

Biswas Builders Ltd. Is one of the fast growing Real Estate Company in Bangladesh. The topic of study is An Analysis Marketing Activities of Biswas Builders Ltd. The objective of the study were to explain marketing strategies, to spot out of the problem relating to marketing activities, and to furnish some recommendations to solve the problems. To conduct the study, data have been collected from primary and secondary sources. The company follows differentiated target- marketing strategy to serve the customers. Biswas Builders Ltd. Offers a variety of consumer product that include Apartment, Land Plots, Commercial or Office spaces and Commercial cum residential buildings. In setting price the company follows intensive handover system to make their products highly accepted and popular to the customers. There are some problems in the marketing activities of the company which are insufficient market research, inadequate advertising , lack of technological support in promotional activates etc .In those circumstances, the company should widened their advertising and promotional work to make their product highly available, should focus on marketing research to get actual feedback from customers.

Executive Summary

Real Estate is property, the term property refers to anything that can own or passed. Real Estate as a business in the economy of Bangladesh is a well established development sector. As a business, like that of other competitive business Real Estate is still to be shaped in our country. Biswas Builders Ltd. is one of the rising real estate developments in Bangladesh.

As a mandatory requirement of BRE program, I was completed my internship at BBL. I was work there at marketing department for two months and my prime objective was to know about the marketing activities of BBL. 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 BBL.

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

At the concluding part of the repot, it has covering the important findings about BBL. Also, possible suggestions are given by own point of view. Finally, this total report will help to describe, the marketing activities done by Biswas Builders Limited.

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CHAPTER-01

INTRODUCTION

1.1 Introduction

Biswas Builders Limited is the undisputed leader in the market for high-end construction. Our projects are characterized by their innovative planning solutions & design features. Each project is executed with meticulous detail and tremendous precision by our incomparable design team. Our consultants are handpicked from the very best in this sector. We remain innovative by incorporating into our team those who have fresh ideas and think outside the box. We provide our clients with the opportunity to customize their homes with a great degree of freedom and always keep environmental & social responsibility in mind when undertaking our projects. This is what gives us an edge over our competitors and why Biswas Builders Limited is a natural choice for construction solutions.

Since inception of Biswas Builders Limited has been delivering projects and leading the sector towards higher standards of planning for a better quality of life, and succeeded in carving itself a niche at the top of the construction sector. The company is founded on the steadily growing team of dedicated professionals who have many years of experience in the industry. When needed, design consultants are handpicked from the very best in the country. The Philosophy of Biswas Builders Limited is to innovate and always strive for the best in everything we do. First, the choicest project for the buildings we construct. Then thoughtful planning and attention to the smallest detail is woven with our education to quality. Professionalism in every task, however small, helps us achieve the rest.

1.2 Background of the Study

Bachelor of Real Estate (BRE) is a specialized program. Firstly Daffodil International University arranges a four year specialized program to provide some efficient graduates in the Real Estate business sector of the country. 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 internship program.

BRE program requires a mandatory internship program of three months attachment with an organization followed by writing a report. I have got an opportunity to do my internship program in Biswas Builders Limited (BBL).

Real Estate firm is 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 on 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 marketing and Sales activities of BBL. Here marketing activities regarding to Real Estate business mention into the report. How BBL 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 BBL. To analyze the marketing activities of BBL, adequate information have been gathered and summarize as possible. Because it is important that, to get a transparent view of BBL marketing activities; we need to know what BBL wants to do and how they will do for their target customers. To know about this information from BBL, this report will carry on significant part.

1.4 Objectives of the Study

The objectives of the study are as follows:

1.4.1 Broad Objective

The broad objective of the study is to evaluate the marketing activities of Biswas Builders Limited.

1.4.2 Specific Objectives

The specific objectives of the study are as follows:

- i) To investigate and find out the various products of Biswas Builders Limited;
- ii) To find out the product mix and line of the company;
- iii) To know the pricing strategy of this company;
- iv) To know the advertising policy of this company;
- v) To identify the distribution channel of this company;
- vi) To find out the problems (if any) relating to the marketing activities of this company; and
- vii) To recommend some suggestions based on findings.

1.4.3 Methodology of the Study

- i) Sample Size
 - 1) Four Officer of Biswas Builders Limited.
 - 2) Ten Customers of Dhanmondi, Mirpur, Mohammadpur.

- ii) Sampling Method

Convenience sampling has been followed for selecting samples.

- iii) Sample Design

Designs have been collect from the officer of Biswas Builders Limited.

iv) Data Collection Method

- 1) Direct observation.
- 2) Discussion with officer and customers.

v) Data sources

- 1) Office operational guidelines of BBL.
- 2) Product and service brochures of BBL.
- 3) Previous record files of BBL.
- 4) REHAB news letter and journal.
- 5) Real Estate related book.
- 6) Internet.

vi) Data analysis procedure

To Identify and describe the marketing activities of Biswas Builders Limited.

1.5 Limitations of the Study

- ✚ The time duration was not enough to know the entire marketing activities of BBL properly.
- ✚ I am in the learning curve so I am not able to present a lot of things in the report due to lack of my experience and practical exposure.
- ✚ Relevant data and document collection was difficult because of the confidentiality of the BBL.
- ✚ Lack of written data in this sector has created crucial problem to write this report more systematically.
- ✚ Since the company personnel were busy they could not give enough time.

CHAPTER-02
ORGANIZATIONAL
PROFILE OF BISWAS
BUILDERS LTD

2.1 Overview of the Company



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. Biswas Builders Ltd. (BBL) has started fully fledged operation in Real Estate sector on 1995 with the intention to take care of the housing needs in this future Mega City. The organization obtained the RAJUK register (Registration no.0044).

Biswas Builders Ltd. Was established by Managing Director- Mr. Nazrul Islam and Director- Md. Noor Alam. These two enthusiastic people had a dream for a better housing situation in our country.

Corporate Office:

New Market City complex

44/1 Rahim Square Newmarket, Dhaka-1205

Phone:+88-02-9671320, 9667868, 8653415, 9665907

Fax: +88-02-9664542

E-mail: info@bblbd.com

Website: www.bblbd.com

2.2 Mission

Mission of us is to remain in Top of construction Business in comparison to others offering Quality products in affordable best price for the Clients. Building our future together that is our motto here at Biswas Builders Limited. Our objective is to create exceptional places through.

2.3 Vision

Vision of Biswas Builders Limited is to make Roads, Highways, Bridges, Culverts, Schools, Colleges and shelters for urban & rural dwellers through as a developer of low and High-rise building construction using best quality man, materials and equipments.

2.4 Organizational Overview

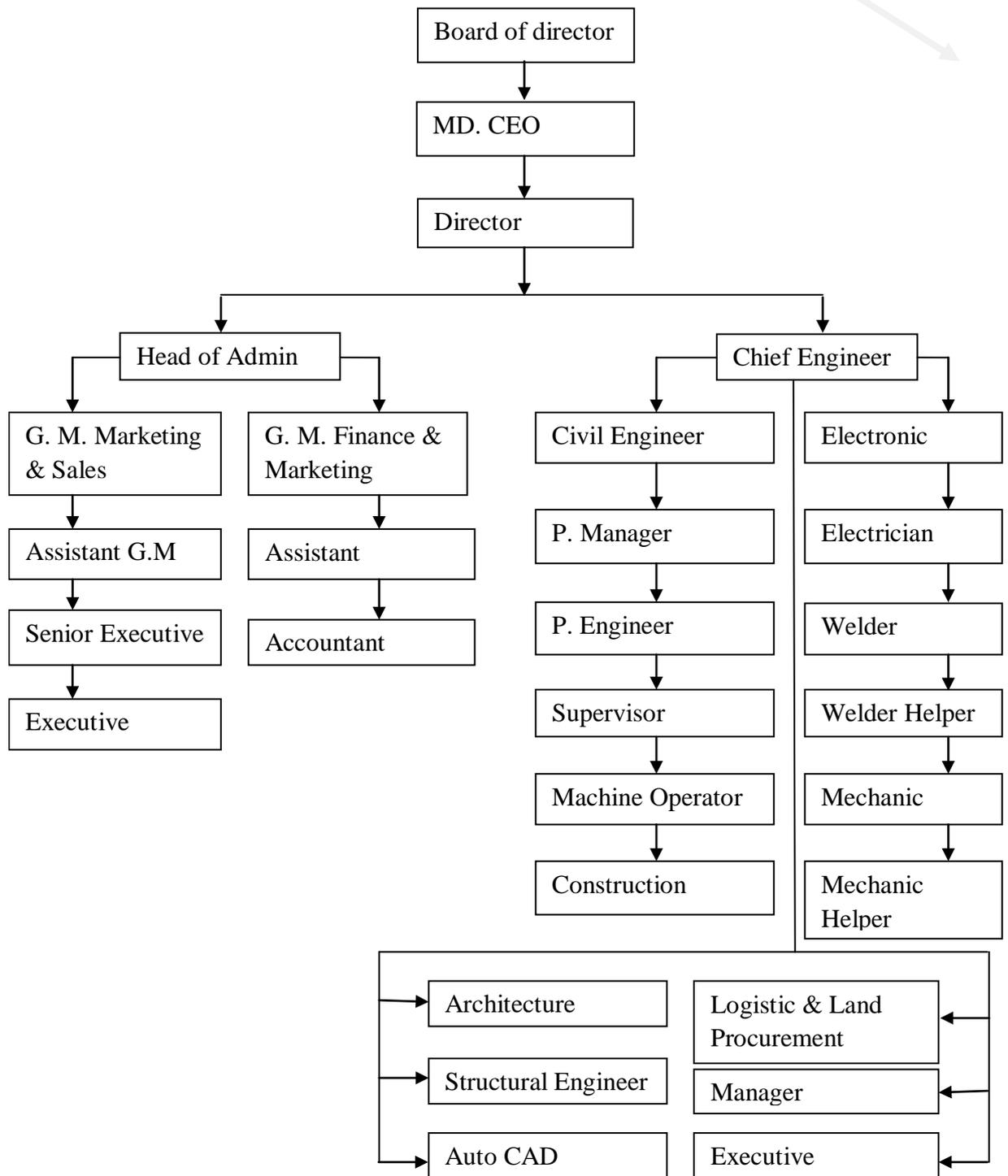


Figure: 2.1 Organgram of Biswas Builders Limited.

2.5 Departments of the Biswas Builders Limited.

In BBL, if the mentioned departments are not fit for the particular works there would be disorganized situation and the performance of a particular department would not be measured. BBL has done these works very well. BBL has six departments that consist of few sections:

1. Marketing and sales department:

- I. Outdoor sales team,
- II. Indoor sales team,
- III. Site office sales team,

2. Architecture department:

3. Construction department:

4. Administration department:

5. Account department:

6. Land procurement department:

The task of these departments has been discussed in the following:

CHAPTER-03
MARKETING
ACTIVITIES OF
BISWAS BUILDERS
LIMITED

3.1 Background Information

The organization believes that, marketing is all about meeting needs profitably. Putting the statement elaborately, marketing management is the Art and Science of choosing target markets, and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

❖ Different Types of Building:

Depending upon the type of use, different type of buildings has been classified in following groups as per national building code:

- a) Residential Buildings
- b) Educational Buildings
- c) Institutional Buildings
- d) Assembly Buildings
- e) Business Buildings
- f) Mercantile Buildings
- g) Industrial Buildings
- h) Storage Buildings
- i) Hazardous Buildings

Residential Buildings: These shall include one or two private dwellings, apartment house (Educational Buildings flats) dormitories, hotels etc.

Educational Buildings: These shall include any building used for school, college or day-care purposes involving assembly for instruction, education or recreation.

Institutional Buildings: These shall include any building or part thereof which is used for purposes such as medical or other treatment or care of persons suffering from physical or medical illness or disease. It includes hospitals, sanatoria, nursing homes, orphanages, jails, prisons, mental hospitals, reformatories etc.

Assembly Buildings: These shall include any building or part of a building where group of people gather for amusement, recreation, social, religious, periodic, civil, travel and similar purposes, for example, theaters, motion picture houses, assembly halls, auditoria, museums, gymnasiums, restaurants, places of worship, dance halls, club rooms, passenger stations, and terminals of air, surface, marine and public transportation services.

Business Buildings: These shall include any building or part of a building which is used for transaction of business, for the keeping of accounts and records for similar purposes, city halls, town halls, court houses, libraries etc.

Mercantile Buildings: These shall include any building or part of a building which is used as shops, stores, market, for display and sale of merchandise either wholesale or retail.

Industrial Buildings: These shall include any building or part of a building or structure, in which products or materials of all kinds and properties are fabricated, assembled or processed, for example, refineries, gas plants, mills, dairies, industries etc.

Storage Buildings: These shall include any building or part of a building primarily for the storage or sheltering of goods, wares or merchandise, like warehouses, cold storages etc.

Hazardous Buildings: These shall include any building or part of building which is used for the storage, handling, manufacture or processing of highly combustible explosive materials or products which are liable to burn with extreme rapidity and / or which may produce poisonous fumes or explosions; for storage, handling, manufacturing or processing which involve highly corrosive, toxic or noxious alkalies, acid or other liquids or chemicals producing flame, fumes and explosive, etc.

In this time, Biswas Builders Ltd are develops Residential and Business / Commercial Buildings. In near future, BBL will develop other Buildings.

3.2 Developing an Integrated Marketing Mix

Marketing Mix refers to the set of controllable tactical marketing tools- Product, Price, Place and Promotion that the organization blends to produce the response in the target market.

3.2.1 Product

BBL 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.

01. Apartments/Flats;
02. Commercial Spaces;
03. Land/Plots;
04. Commercial cum Residential Buildings.

**Place & Pricing of Apartments/Flats, Commercial Spaces,
Commercial cum Residential Buildings.**

No	Project Name	Location	Number of Storey	Rate in TK. (par sft.)	Car parking
01	Kunjochaya	<i>House-21/3, block-B, khilgi road, Mohammadpur, Dhaka.</i>	10 Storied	8500/-	5,00,000/-
02	Biswas Marzan	<i>House #16, road# 7/C, section no-3, utara Dhaka.</i>	9 Storied	10000/-	6,00,000/-
03	Biswas Prosanty	<i>Plot #2, road #18, sector-7, utara model town, Dhaka.</i>	13 Storied	10000/-	6,00,000/-
04	Sultan Plaza	<i>79, Arjat para, Mohakhali, Dhaka.</i>	10 Storied	8500/-	5,00,000/-
05	Biswas Tower	<i>152-157, south, kamalapur, Dhaka.</i>	21 Storied	7000/-	no
06	New Market City Complex	<i>44/1 Rahim Square, Dhaka.</i>	17 Storied	7000/-	6,00,000/-
07	Biswas Amoromonjuri	<i>House-31/A, Road-5, Dhanmondi R/A, Dhaka-1205.</i>	10 Storied	20000/-	8,00,000/-

Table: 3.1 Place & Pricing of BBL.

3.2.2 Pricing strategy

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

- Biswas Builders 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 increase.

3.2.3 Promotional activities

Biswas Builders Limited runs its promotional activities for introduce its projects to customer. Promotional activities have major impact to increase sales volume. Biswas Builders Limited has promotional activities done that illustrate below-

❖ **Bill boards:**

In the every project’s location and beside the road are hanging “Bill-board” for Advertising.

❖ **Print Media:**

For increasing sales BiswasBuilders Limited are published Ads through Brochure, Magazine and news paper such as Prothom-alo, Bangladesh protidin.

❖ **Video Ads:** Telecast advertisement in TV and Local dish channels.

❖ **Electronic Media:**

Biswas Builders 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:**

Biswas Builders Limited some time gives price less offer 5%-15% of the total price.

❖ **Offer Letter:**

Through the E-mail send a soft copy of “Offer Letter” to some most potential customer.

A Form of Offering Letter

Dear Sir/Madam,

Greeting from **Biswas Builders LTD**. We are working in Bangladesh since 1995 as a Developer sharing joys, successes and happiness together with our valuable Apartment Owners. **Biswas Builders LTD** is currently recognized as one of the fastest growing developer Company in Bangladesh.

We are very grateful to inform you that, we are building no. of 01(One) 10 storied apartment in Dhanmondi. Here we are selling apartment room (by **Suf-kabla hostantor**) at a very reasonable price with a very handsome compensation package. We will hand over the projects by the end of 2013. We are cent percent transparent to the customer and you can consider it as a very secure investment.

We are thankful to you because we have gained your consideration, faith and co-operation, otherwise we can't be on our today's position.

For your convenient please read the detail:

“Secured Investment for Future”

3.3 Marketing department

This particular area of the company deals with making marketing plan, implementing and executing the plan carrying out promotional activities etc. Every working day at morning Marketing Manager gives delivery valuable marketing related space to Joiner and Senior Executive. Marketing Manager takes a customer list from every Joiner and Senior Executive before the each working day.

3.3.1 Function of Marketing Department

1. To search potential customers.
2. To prepare a list of the most potential customers.
3. To maintain regular relationship with most potential customers.
4. To convince the most potential customers with explaining all positive features.
5. To prepare attractive sales toolkits.
6. Advertising in newspaper, magazine etc.
7. Participating in different trade fare in 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.
11. To satisfy the customers with maintaining the commitment.

3.3.1.1 Illustration of a list of Customers



Client list

Date: 15-04-2013

SL. No.	Client name	Cell no	Address	Requirement Details	Sign
1	Advocate Md.Rokonudoulla (Rokon)	01685012864	Narayongong District Court	I visit your project physically then take decision.	Rokon
2	Md. Kudratulla	01924958577	HouseNo# 9/12,Solimulla Road, Mohammadpur, Dhaka	I give booking the flat one month later.	Kudrat
3	Md. Obidur Rahoman	01685200383	House No# 33,Road No#08, South bishil, Mirpur-1, Dhaka-1216	I discuss with other family members & Relatives then take decision for purchase the flat.	Obidur
4	Rafta Laila	01670766272	House No# 39,Road No#02,Janota housing,Mirpur-2,Dhaka- 1216	In this time, I have financial problem, if I will purchase flat then I must be contact with you.	Laila

Table: 3.2 Illustration of a list of Customers

3.3.1.2 Target Market

Biswas Builders Ltd's target customers are business persons, Bangladeshi people those are employed in foreign countries and service holders from 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.

3.3.1.3 The Segmentation of Market

Biswas Builders Limited dividing there market into different income groups, for example; Higher class people are first target, Higher-middle class people are second target and Middle class people are third target.

3.3.1.4 Target Market Segment Strategy

BBL believes that their incomparable level of quality, good location and technological amenities put BBL 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 BBL to understand that customers need and their priority.

3.3.1.5 Market Needs

Each of BBL's project targeting needs the quality, convenience, service, safety, comfort and technological facilities that can only be found at BBL's 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.

3.3.1.6 Positioning Statement

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

3.3.1.7 Competitive Comparison

BBL's competitive advantage is as follows:

- BBL offer a higher level of quality apartments than the average apartments found on city. This allows for those residents who do not want their living situations to hamper their comfort and enjoyment of urban life.
- BBL 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 BBL is encountering the average lower cost apartment units.
- BBL follows national building code, RAJUK Rules and Regulation, FAR, and save natural environment to protect earth quake.

Ongoing Projects



Kunjochaya

House-21/3, block-B, khilgi road, Mohammadpur, Dhaka.

Ongoing Projects



Biswas Tower

152-157, south, kamalapur, Dhaka.



Biswas Marzan

House #16, road# 7/C, section no-3, utara Dhaka.



City Complex

New Market

44/1 Rahim Square, New Market, Dhaka.



Biswas Prosanty

Plot #2, road #18, sector-7, utara model town, Dhaka.



Amromonjuri

Biswas

House-31/A, Road-5, Dhanmondi R/A, Dhaka-1205.



Sultan Plaza

79, Arjat para, Mohakhali, Dhaka.



Awlad Mansion

House # 7/N, Block # D, Basundhara, Dhaka.

Figure: 3.4 Ongoing Projects on Biswas Builders Ltd.

Land Projects



Your home where nature and dream come together...

Plot for sale at Ashulia — Dhaka

Development work of "Biswas Lake City" in Ashulia, Dhaka.

BISWAS Lake City

- 🌳 Adjacent to Uttara Model Town
- 🌳 Only 10 minute's way from Zia International Airport.
- 🌳 Nearest land project to Dhaka City.
- 🌳 A unique project having natural greeneries around lake & river view.
- 🌳 High land and red soil, no earth filling is required.
- 🌳 Reserved land area is 41% for ecological balance.
- 🌳 RAJUK registered (Registration no. 0044).
- 🌳 Internal roads in the project are 30'-100'.
- 🌳 Distinctive from other housing projects.

Booking Money: For General & South Facing Plots TK. 100, 00/= and 60', 80', 100', Commercial, Lake View & River view plots TK.20, 000/= per katha.

Installments: Maximum 72 nos.

Documentation Cost: Per katha TK. 2000/= will be added as documentation Charge for local clients & TK. 5,000/= for NRB clients.

Development & utility Charges: At Actual

If Booking Cheque dishonors, sales shall be treated as cancelled & if a Down payment cheque does not materialized within 60 days, Down payment discount facility shall be withdrawn.

Prices are excluding of all plot registration fees, VAT, Tax, Govt. fees & etc. Deed of Agreement will be given after receiving of at least 30% amount of the total plot value.

Web: www.bblbd.com

Completed Projects



New Market City Complex

Apartment's Size:

New Market City Complex-

<i>Type A1-1859 sft</i>	<i>Type B1-1100 sft</i>	<i>Type C1-1185 sft</i>
<i>Type A2-1696sft</i>	<i>Type B2-1224 sft</i>	<i>Type C2-1142 sft</i>
<i>Type A3-1652sft</i>	<i>Type B3-1058 sft</i>	<i>Type C3-1142 sft</i>
<i>Type A4-1755sft</i>	<i>Type B4-1118 sft</i>	<i>Type C4-1303 sft</i>
<i>Type A5-2010sft</i>	<i>Type B5-1602 sft</i>	<i>Type C5-1462 sft</i>
<i>Type A6-2505sft</i>	<i>Type B6-1397 sft</i>	<i>Type C6-1704 sft</i>
<i>Type A7-1780sft</i>	<i>Type B7-1415 sft</i>	<i>Type C7-1409 sft</i>
<i>Type A8-1760sft</i>	<i>Type B8-1695 sft</i>	<i>Type C8-919 sft</i>
<i>Type A9-2097sft</i>	<i>Type B9-1668 sft</i>	<i>Type C9-1079 sft</i>

Project at a Glance

Type of Project: Commercial cum Apartment Complex

Location: Beside Dhaka New Market

Height: 17 storied

Total land area: 75.45

Shopping Complex (Ground to 5th floor)

Total no of Shops: 626 no

Total no of Lift: 6 no

Total no of Escalators: 7 pairs

Capsule Lift: 1no

Other Facilities: Health Club, Beauty Parler, Resturent, Cyber Café, Billiard zone, Mosque, Doctors Chamber etc.

Apartment Complex (6th floor to 14th floor)

Total no of Apartment: 252 no

Total no of Lift: 6 no

Total no of Garbage Lift: 3 no

FACILITIES OF ROOMS

- 1. Our land is join owned Land, so you would be a registered (Saf-Kabla Hostantor) owner.**
- 2. Developer, Land Owner & Apartment Owner will be in the management committee.**
- 3. Expect times value appreciation of your investment is just double in 4 years.**
- 4. All rooms will be fully furnished.**

This is the perfect time to proceed to become a proud owner of a studio apartment, which will bring a different dimension in your lifestyle and social status.



For any of your advice and progression, please do not hesitate to communicate us in person or by email.

Regards with Thanks.....

Md. Abdullah al Hossain

(Sales & Marketing)

Cell: **01757444552**

Biswas Builders Ltd.

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44/1 Rahim Square New market,
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3.3.2 Sales Planning

3.3.2.1 Strategy:

BBL is initially focusing their efforts on buying or joint venture lands developing existing properties. When all of the legal document and negotiation are complete, than promotional activities run to attract customer for apartment sale.

3.3.2.2 Keys to Success:

Safe and quality housing that attracts customer. Maintaining open communication is between BBL and its customers in order to ensuring the highest level of customer satisfaction and long lasting reputation within the community. To continue to expand the number of apartments sold and developments of the existing, while also increasing the level of profits for BBL.

3.3.2.3 Sales Literature:

BBL has brochures available at their offices. These will give the customer a general outline of their apartments and will make clear the benefits of BBL's apartments. BBL also advertises in the news papers including. BBL's marketing strategies are simple but aim to reach a large amount of people.

3.3.2.4 Sales Strategy:

Sales in BBL's business are based upon providing customers with a living concept fitting of their needs. BBL must be in touch with the needs and desires of their customers in order to best attract a reliable flow of incoming residents.

3.3.2.5 Sales Forecast:

BBL follows their own estimated survey information of people living pattern and that is applying for measuring the current and future forecasted earnings for BBL Real Estate apartments. BBL perceives a continuing increase in the total number of apartments over the next years. The annually sales price should slowly rise as time goes on, joined by the decline in cost over time, producing an increased per apartment profit.

3.3.2.6 Sales Program:

Biswas Builders Ltd's sale program is including sales awards for number apartment purchased, maintaining a full capacity status and customer service awards for those who best demonstrate BBL's commitment to customers. Also BBL. will award existing customers for referring new customers to the company.

3.3.2.7 Future Services:

In the future time, we hope our company will on the top 5 well Real Estate Company. To expand our business equally increases customer service & established zonal office to the customer service. Any problems of customer try to solve from zonal office.

CHAPTER-4

FINDINGS, RECOMMENDATIONS & CONCLUSION

4.1 Findings of the Study

The findings of the study are as follows:

i) Lack of effective new product development policy

Lack of the product quality and the technological use for their promotional and advertisement activities. Biswas Builder Limited are promotional activates done by limited print media and electronic media.

ii) Lack of standard pricing strategy

Product pricing policy is very high to another real estate or developer company. Installment policy is not very much friendly for customer. So customer are feeling hesitate to invest in this company.

iii) Lack of effective advertising policy

Lack of the international and local TV ads, print media, electronic media, and many types of advertising offer. Biswas Builders Limited hasn't done different type of promotional activates such as; Seasonal offer, Mega offer, Occasional offer.

iv) Lack of smooth distribution channel

Lacks of product distribution are not proper time, in many times.

v) Lack of skilled manpower

Education qualification of BBL maximum employs is not Real Estate based that reason, sometimes they cannot able to correct answer to the customer's questions.

vi) Lack of sophisticated technology

Lack of advance technology or machineries. A sophisticated machine, device, or method is not more advanced or complex than others.

4.2 Recommendations

In light of the findings, the recommendations are as follows:

i) To formulate an effective new product development policy

High class product use and technological management are strong, and location must be increase to ensure customer service

ii) To formulate a standard pricing strategy

Biswas Builders Limited product price is very high, so flat and land price some consider to better in this business. this price range will be competitive to retain BBL in the market and they should not change randomly to their target customers for same project.

iii) To formulate an effective advertising policy

International and local TV ads, bill board many types of offers, promotional activities and social work provided.

iv) To select an effective distribution channel

Product distribution in proper time and all conditions clear and specific.

v) To recruit sufficient skilled manpower

Biswas Builders Limited can fulfill their vacancy through Real Estate based and educational people in specific area.

vi) To bring sufficient sophisticated technology

Technological all types of facility such as: soil test machine, fire extinguisher machine etc are needed in Biswas Buildes Limited.

4.3 Conclusion

The Real Estate sector of Bangladesh is a rising sector. The sector is growing very rapidly and increase competition day by day. Without follow a specific target and work schedule it's very difficult to make above average return from market.

Though it's the rapid growing sector, still its activities are limited to the higher class people. A few number of middle class people who get a healthy amount of pension fund after retirement or can manage bank loan, may buy apartment; but the price of the apartments are excessive for them. If it's possible to decrease apartment's price it may helpful both for customers and firm. In this way firm can able to enhance their sales volume by decreasing the price of apartments respectively.

Though some problems and weakness are found in Real Estate sector can stand in a strong position by creating trustworthy, decrease price, regulation of collecting installment, developing product etc. The Government should give all kinds of support to achieve the goal of this sector.

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