

2014-05-12

# Customer satisfaction of Rafit Real Estate Ltd.

Rafi, Md. Zayed Ibne

Daffodil International University

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# Customer's Satisfaction of Rahat & Rafit Real Estate Ltd

**Prepared By:**

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5<sup>th</sup> Batch

Department of Real Estate



Department of Real Estate

**Daffodil International University**

# **Customers' Satisfaction of Rahat & Rafit Real Estate Ltd**

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Date of Submission: **May 12, 2014**

Department of Real Estate

**Daffodil International University**

**Letter of Transmittal****May 12, 2014****Prof. Dr. M. Mizanur Rahman****Treasurer**

Daffodil International University

**Sub: Submission of the Internship Report**

Dear Sir,

Assalamu Alaikum.

I am pleased to submit this internship report on “Customer Satisfaction of Rahat and Rafit Real Estate Ltd” is prepared for the purpose of fulfilling a requirement of the Internship program.

This report helped me to know the valuable knowledge about Customer Satisfaction of Rahat and Rafit Real Estate Ltd Marketing Policy of Real Estate industry in Bangladesh. I have tried my level best to collect the information for the report. I hope the report will give a fair idea on the concerned issue. I wish that you would be very pleased to accept my report and oblige there by.

Sincerely Yours,

-----

**Md. Zayed Ibne Rafi**

ID: 093-27-160

5<sup>th</sup> Batch

Department of Real Estate

## **Letter of Acceptance**

This to certify that **Md. Zayed Ibne Rafi** of BRE program, holding ID: 093-27-160 has successfully completed his report on “Customer Satisfaction of Rahat and Rafit Real Estate Ltd” under my supervision.

This report can be accepted.

**Prof. Dr. M. Mizanur Rahman**

**Treasurer**

Daffodil International University

## Acknowledgement

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At the very beginning, I would like to show my gratitude to almighty Allah. I am also thankful to my internship supervisor Prof. Dr. M. Mizanur Rahman, Treasurer, Daffodil International University, who guided me and I found him helpful and cooperative during the Internship of doing at the Rahat and Rafit Real Estate Company, and his close nursing made me brave to prepare this report.

My heartiest thank and gratitude to report I'm grateful to my organizations supervisor **Hasan Mahamud**, Manager, Marketing & Sales. She helped me a lot though the time of work by giving his tender hand time to time.

And finally, I convey my sincere thanks to all the individuals of Rahat and Rafit Real Estate Ltd who have helped me preparing this report successfully.

**Md. Zayed Ibne Rafi**

**ID- 093-27-166**

## **Executive Summary**

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.

Rahat & Rafit Real Estate Ltd is one of the innovative and trustworthy real estate companies in Bangladesh come into being with a pledge to fulfill the housing need of the main cities in Bangladesh as well as populous city “Dhaka” and engaged in Real Estate Development, Construction and other associated business. Values We work hard with sustained effort and always look forward to achieving the highest levels of leadership, integrity and excellence. We are keen to provide the best standards of service to ensure our customers’ satisfaction. Constant improvement, innovation and growth, celebration of individual success, respect of individual success, respect for each individual and working for mutual opportunities and fulfillment are our core values that distinguish us from others. Our Team Working together is essential. Harmony and a positive attitude are critical to success. Without synergy and devoted teamwork our goals will remain unattainable. We at Rahat & Rafit Real Estate Ltd highly appreciate talent and we continuously work to explore personal potential and to reward outstanding achievement. Our highly committed team is the company’s backbone and the catalyst of its success, creating and driving the trust in the brand.

In this report first I want to say Real Estate is 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. Customer satisfaction is one of the most important things in any kind of business mainly Real Estate business. Rahat & Rafit Real Estate Ltd always want to do customer satisfy. They Apply many kind of process, such as always provide Project Brochure, location map, project value document and many more. Rahat & Rafit Real Estate Ltd first show the land project to the customer, and then talk with customer about project value than when customer is convinced then sell the land.

Rahat & Rafit Real Estate Ltd provides website facility to see customer land or plot. Always provide all types of money document and provide many more. A customer is stay satisfaction level then he or she always talk his or her relative about his or her land in positive, then relative talk with many people, If customer is stay dissatisfy then always talk negative.

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**Chapter One**  
**INTRODUCTION**

**Internship Report**

**On**

**An Analysis**

**Of**

**Customers Satisfaction of Rahat & Rafit Real  
Estate Ltd**



## 1.1 Introduction

Internship program is essential for all Real Estate Student students, because it helps him or her acquit with real life situation. The real estate sectors play a significant role in solving the housing crisis in Dhaka city, so I have selected Rahat & Rafit Real Estate which is one of the leading real estate companies in our country.

For completing my BRE degree Internship Report is one of the parts at the final semester of the Department of Real Estate, Daffodil International University. This is a study on '**Customers' Satisfaction of Rahat & Rafit Real Estate Limited.** It was a chance for me to learn about the management and how to satisfying the customers.

## 1.2 Scope of the Study

This Report will give us a clear picture about the customer satisfaction in General & Specially the activities of Rahat & Rafit Real Estate. The Scope of the study is limited of organizational set up, functional & performance. The scopes of this study are:

- 1) Maintain a good relation between Employes & 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 effective manner.

### 1.3 Objectives of the study

**General Objective:** The general objective of the study is to find out the consumer attitudes towards Rahat & Rafit Real Estate Ltd.

**Specific Objectives:**

- To identify the factors influencing consumer's choices for plots and/or flats.
- To investigate whether the customers experience any inconvenience during plot booking and to maintain the payment schedule
- To analyze marketing strategies for customer satisfaction of Rahat & Rafit Real Estate at Corporate Branch.
- To examine how the company ensures the committed services to the customers.
- To identify the overall customers' satisfaction level towards the services of Rahat & Rafit Real Estate Ltd.
- To make some recommendations on the basis of findings.

### 1.4 Methodology

The methodology describes the procedures to organize the scattered ideas & views to conduct a study. Proper working procedure helps to capture the right things during study periods & finally fulfills the objective of the study. Generally a method involves a technique in which various stages of collecting data or information are interpreted. So, adoption of methodology is an important step in performing any study.

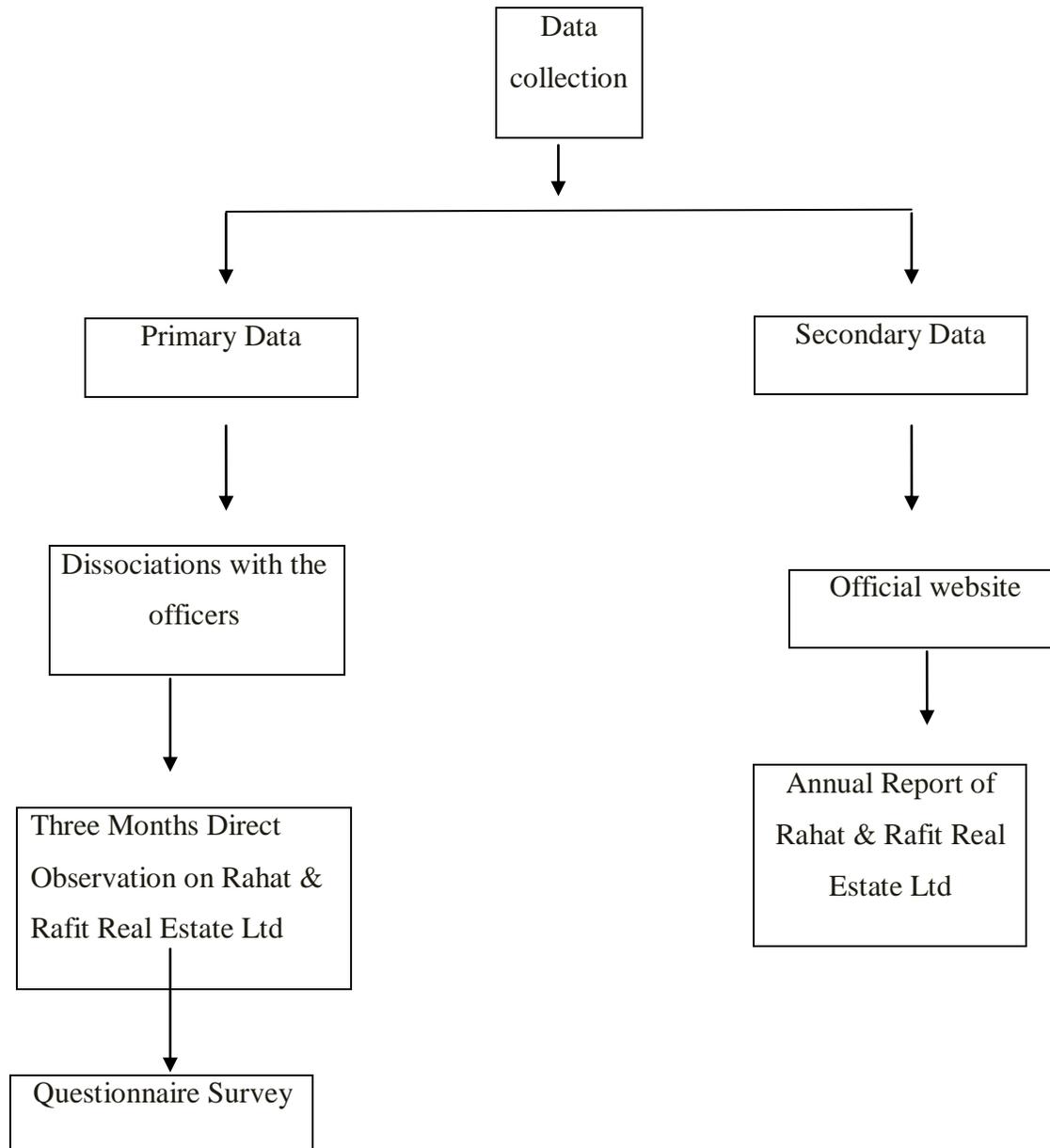
In this study a methodology is followed for the achievement & successful accomplishment of the dissertation work. Relevant data from reliable sources have used while preparing the report. Both primary & secondary data have used where necessary.

### **Primary sources of data**

- Face to Face convention with land owners of Rahat & Rafit Real Estate Ltd.
- Interview with the customers with questionnaire survey.

### **Secondary sources of data**

- Annual report of Rahat & Rafit Real Estate Ltd(2008, 2009, 2010, 2011)
- Prospects of Rahat & Rafit Real Estate Ltd (2006, 2008, 2010, and 2011)
- Different papers of Rahat & Rafit Real Estate Ltd.
- Un- published data
- Different text book
- Newspaper
- Internet
- Different manuals of Rahat & Rafit Real Estate Ltd
- Different circulars of Rahat & Rafit Real Estate Ltd

**Methodology of data Collection:****Figure: Data Collection Method**

## 1.5 Rationale of the study

Internship program is essential for every student, especially for the student of BRE, 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. Source Secondary Sources of Data Three Months Direct Observation on Rahat & Rafit Real Estate Ltd Questionnaire Survey Annual report of Rahat & Rafit Real Estate Ltd 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 Bachelor in Real Estate (BRE) program.

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

### **Following Operational Definitions Are Used In This Study.**

1. **Apartment:** One or more rooms including a kitchen and bathroom Especially, One such set in a building.
2. **Apartments Industry:** Group of firms who are building apartments & selling them commercially.
3. **Customers:** The buyers of apartment.
4. **Competitor:** Number of builder in apartment market who is, attempting to increase their profits at the expense of their rivals.

5. **Turnover:** The total amount of sales made by a builder over a year.
6. **Industry Size (in terms of competitors):** Total number of builders working in the apartment industry.
7. **Industry size (in terms of volume):** Total amounts of outlays in the apartment industry.
8. **Industry growth (in terms of competitors):** Yearly rate of increase in the total number of builders operating in the apartment industry.
9. **Industry growth (in terms of volume):** Yearly rate of, increase in the total amount of outlays in the apartment industry.
10. **Apartment facilities / Utilities:** The attributes of the apartment that provide satisfaction to the customers.
11. **Market demand:** The number of apartment demanded, by the customers in a given period.
12. **Market share:** The fraction of the apartment industries output accounted for by an individual builder or group of builder.
13. **Family:** Any group of people related by blood or marriage specially parents and the children.
14. **Family Income:** Family income refers to, husband/wife/sons/daughters income that will be the co-applicant (If any) or the guarantor if the applicant needs so.
15. **Target customer:** Individuals who are willing and able to purchase apartments from the builders.
16. **Builder / Developer:** A firm that constructs and sells apartments on a commercial basis.
17. **Zone:** Specific geographic area in Dhaka Metropolitan City

## 1.6 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 bellow:

- Every organization has their own secrecy that is not relevant to others.
- While was collected 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 interview.
- Load at the work place was also a barrier to prepare the report.
- Another limitation was that the data gathered could not be verified for accuracy.

# **Chapter Two**

## **Private Sector Housing**

### **In**

## **Bangladesh.**

## **Overview:**

Beyond providing physical shelter, housing may have significant impact on the lives of the dwellers in terms of skills enhancement, income generation, increased security, health, self-confidence and human dignity. Nordberg has clearly demonstrated that in most regions, housing has the potential of becoming an engine of economic growth because of its high yield on invested resources, a high multiplier effect, and a host of beneficial forward and backward linkages in the economy. Both the Constitution of the People's Republic of Bangladesh and the UN Declaration on Fundamental Rights recognizes shelter as one of the fundamental human rights. Making shelter available to all is increasingly becoming a significant challenge in Bangladesh. The economic development is far from satisfaction and the GDP per capita in 2010-11 is Tk. 26019 (Monopoly Economic Trend, Bangladesh Bank). Moreover, a large portion of the population lives below the poverty line and are deprived of habitable shelter along with other basic services. Bangladesh, like many other developing countries faces an acute shortage of affordable housing both in the urban and rural areas (Md. Maksudur Rahman Sarker, 2011). Moreover, housing affordability is being eroded by poor land administration policies, which have resulted in very high land prices that make urban housing prohibitive for lower-income groups; and in infrastructure that is inadequate for expansion into urban and rural areas. There is no active secondary market for real estate, mainly because of the high transfer taxes and an uninterrupted long-term increase in land prices (World Bank Document, 2010). With 147.9 million people (Bangladesh Economic Review, 2011), Bangladesh is one of the most densely populated countries in the world. Land prices are high and permanent housing is rare—barely 2% in rural areas and 23% in urban centers. Estimates suggest a shortage of about 5 million houses in Bangladesh, with as many as

500,000 houses added annually in urban areas and 3.5 million added in rural regions (World Bank Document, 2010). Statistics show that Bangladesh will need to construct approximately 4 million new houses annually to meet the future demand of housing in the next twenty years. Estimates for annual requirements for housing in urban areas vary from 0.3 to 0.55

Million units. The share of urban population in Asia is 37% at present and is projected to be 45% by 2015. In Bangladesh 25% of the population now live in urban areas; this proportion will be 34% by the year 2015 (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). Dhaka, with a total population of over 10 million, is the 9th largest city in the world and also 28th among the most densely populated cities in the world (Wikipedia, 2012). While comparing the growth of the real estate and housing, and the construction sector with that of GDP, it was found that growths in the two sectors are the period 1992-2002 were 4.8 and 7.5% is much higher than the trend growth in GDP of 4.6% for that period. The shares of the real estate and housing sector and the construction sector in the GDP were quite high in the year 2002 and accounted for 8.3 and 8.0% respectively. However, the incremental contributions of these two sectors in the same year were also considerably high at 6.0 and 12.8% respectively (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). The real estate sector is at present creating employment for about one million people

who are directly or indirectly involved in the sector. According to the Labour Force Survey (LFS), in 1999-2000, 2.1% of the labour force was engaged in construction, whereas for 1995-1996 the figure was 1.8% respectively (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). According

to LabourForce Survey (LFS) 2005-2006, conducted by Bangladesh Bureau of Statistics (BBS), projected labour force engaged in construction sector is 4.4 percent. This scenario actually implies a consistent growth in the involvement of the labor force in the construction sector which makes this sector critical from the perspective of employment generation in Bangladesh.

Recent information concerning investment in the housing sector shows steady growth both in absolute terms and as a percentage of total private investment and GDP. Private investment in housing and construction has more than doubled during the Fourth Five Year Plan period, from US\$ 11.66 million in 1989-1990 to US\$ 264.83 million in 1994-1995. During the first three years of the Fifth Five Year Plan period, the average investment in housing and construction was US\$ 1273.65 million. As a share of total private investment, private investment in housing and construction in the 1997-1998 to 1998-1999 period accounted for 47.3% which far exceeded the target of 16.35% for this period. The proportion of investment in housing and construction in the national GDP increased from 3.4% in FY 1997 to 4.1% in 1999 (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). These data portrays the incremental attraction of this sector to the private investors of Bangladesh. This sector is also facilitating the growth of around 300 different linkage industries. Real Estate business, especially apartment projects, took off in the Dhaka City in the late 1970s. From the early 1980s the business started to flourish and showed robust growth. At present, more than 1500 companies are active in the real estate business in the country. The market is highly segmented, primarily based on location, price of the land and size of the apartments. The main reasons for the development of real estate business in Dhaka city are:

- ❖ Scarcity of open spaces in important parts of the city.
- ❖ Hazards of purchasing land.
- ❖ Rapid increase in the population of Dhaka.
- ❖ Increase in remittance flows in recent years which financed the sector.

Experts opine that, Bangladesh will encounter high levels of urbanization by 2015 and by that time Dhaka will need to house about two crores people to become the fifth largest city in the world. So mitigation of this huge demand requires a long-term plan to be formulated so that a collective effort from both the private sector developers and individual developers may adequately provide for the huge demand (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003).

### **Emerge of Real Estate Company:**

The housing situation in Bangladesh has never been satisfactory. . In Bangladesh, real estate is a recent experience, although such activities started sometime in 1964. Ispahani Group was the pioneer in this sector (Hossain, 2001). During 1970s there were fewer than five companies in Bangladesh engaged in this business. . But in early 1980s with the inception of Eastern Housing Ltd., the apartment project started flourishing. Now this is a booming sector of the economy. Since late 1980s, it came within the preview of business field. As a fast growing city of Bangladesh, such business was initially concentrated in Dhaka.

In 1988, there were 42 such developers working in Dhaka and in 2011 there were about 1081 companies engaged in this business (REHAB, 2011).

At present, there are about 1500 firms operating apartment business and they have apartment projects in Dhaka City as well as in some other cities. Over the last 15 years, the real estate development sector has made significant contribution to many sectors in our economy.

### **Real Estate and Housing Association of Bangladesh (REHAB):**

REHAB goes for Real Estate and Housing Association of Bangladesh. It's an association that has been introduced in 1991 with eleven (11) members only. Currently the total affiliated members of REHAB are 1081. This association works as the spokesperson for the real estate sector in Bangladesh.

All major institutionalized developers are members of this organization. REHAB IS ALSO THE “A –class “member of the Federation of Bangladesh Chamber of commerce and Industry (FBCCI). In the recent years REHAB has played a very significant role in nation building through Real Estate Development by its members. The members of REHAB contribute a large amount of revenue to the Government exchequer in times of registration cost, Income tax And Utility service Charges.

REHAB organizations it’s most colorful annual event REHAB housing Fair each year in Bangladesh for the number developers, financial institutions and buildings material providers. To foster the growth of real estate sector REHAB plans to organize Housing Fair abroad for the Bangladeshi individuals who are living different countries of the world to buy apartment, land and commercial spaces in their home country. Accordingly, the first- ever Housing Fair abroad organized by REHAB on August 2004 at Quality Hotel Hempstead, 80 Clinton Street, new York, USA. Besides exhibiting our excellence and attainments in quality of products in REHAB weak 2005 “with a pragmatic slogan” “**PARIBASH BANDHAB SAPNIL ABASHAN**” REHAB fair in home and abroad is undoubtedly an opportunity for our real estate Development as well as valued clients to make closer relationship under one roof through exchange of views and ideas.

## **REHAB at a Glance:**

Name of the Association	:	Real Estate & Housing Association of Bangladesh
Year of Establishment	:	1991
No. of Member in 1991	:	11
No. of Member in 2010	:	1081
No of Apt. units Delivered by the Developer in last 20 years	:	100,000
No. of Apt. units Delivered by REHAB Members per year	:	9,000-10,000 Units
No. of Plot units Delivered by the Developer per year	:	5,000-6,000 Units
Approx. turnover per year	:	BDT 28,000 m
Revenue to Govt	:	BDT 2,000 m
Direct Employment-		Real Estate Sector
Architects	:	500 nos
Graduate Engineer	:	3,000 nos
Diploma Engineer	:	10000 nos
Management Official	:	20,000 nos
Direct Labour skilled & unskilled	:	12 -15 %
Contribution to GDP	:	2.5 m

## Chapter Three

### Profile of the Organization



### **3.1 Introduction of Rahat & Rafit Real Estate Ltd**

Rahat & Rafit Real Estate Ltd is a well known in the real estate building and land development sector. It was started its journey in 2008. Every individual has a dream home in mind.

We at Rahat & Rafit Real Estate Ltd are in the business of turning your dreams into reality. Over the part quarter century Rahat & Rafit Real Estate Ltd Luxury apartment and commercial buildings though developing lands in Dhaka city mostly located in Dhanmondi, Gulshan, Banani, Uttara, Mirpur, Motijhil, Ashulia, Chittagong have changed the Dhaka. Rahat & Rafit Real Estate 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. Rahat & Rafit Real Estate Ltd has Taken upon a mission to make the maximum use of minimum land being sensitive to both environmental concerns and social continuity. Planned development by Rahat & Rafit Real Estate Ltd of the sites around the city has added value to those areas, released pressure on inner cities and persecuted the city dwellers with breathing space.

Professional team of design experts with mod outlook and engineers with state of the art equipment are backed by an R & D team constantly probing human habitat horizons as well as building technology. Their endeavors have resulted in the creation of aesthetically inspiring architecture, environmentally friendly development and top quality building.

Rahat & Rafit Real Estate Ltd aim is to provide its clients with competitive price, quality materials, & hand over project on time. Rahat & Rafit Real Estate Ltd is the symbol of customer confidence.

### **3.2 Mission & Vision of Rahat & Rafit Real Estate Ltd:**

Rahat & Rafit Real Estate Ltd mission is both broad and focused. It builds on its vision and translates the essence of that vision into projects that respond to board category of needs. Each of Rahat & Rafit Real Estate Ltd activities however is characterized by the same commitment to comfort and convenience.

The mission of Rahat & Rafit Real Estate Ltd is to provide service at an economic cost & progress in diversity & continue to the growth of real estate sector in Bangladesh by being the real estate market challenger.

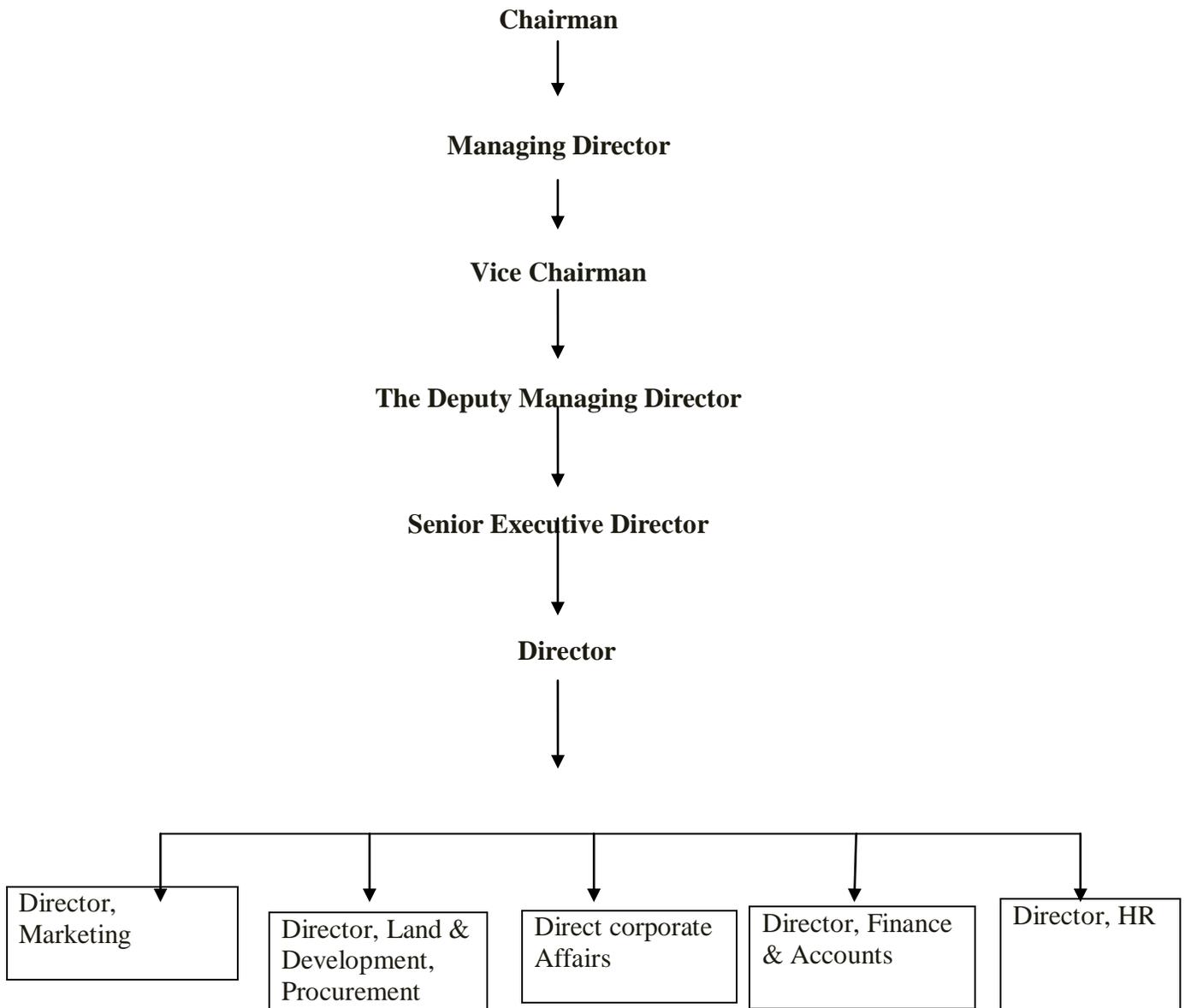
The vision of Rahat & Rafit Real Estate Ltd is to offer unparallel service to create customer delight & enhance real estate business. Their vision is to achieve excellence & different sense of modern living style.

### **3.3 Objectives of the Company**

The main objective of the study is to find out the consumer attitudes towards Rahat & Rafit 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 Rahat & Rafit Real Estate Ltd.

### 3.4 The Organizational Structure



**Figure: Orgagram of Rahat & Rafit Real Estate Ltd at Corporate Branch Source: Office Document.**

### **3.5 Business Philosophy**

- Profit Maximization
- Cost Minimization
- Company's Wealth Maximization
- Create customer value & satisfaction

### **3.6 Departments of the company:**

In s Rahat & Rafit 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:**

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

**Administration & Business Department:**

The administration department of Rahat & Rafit 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 Rahat & Rafit 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.

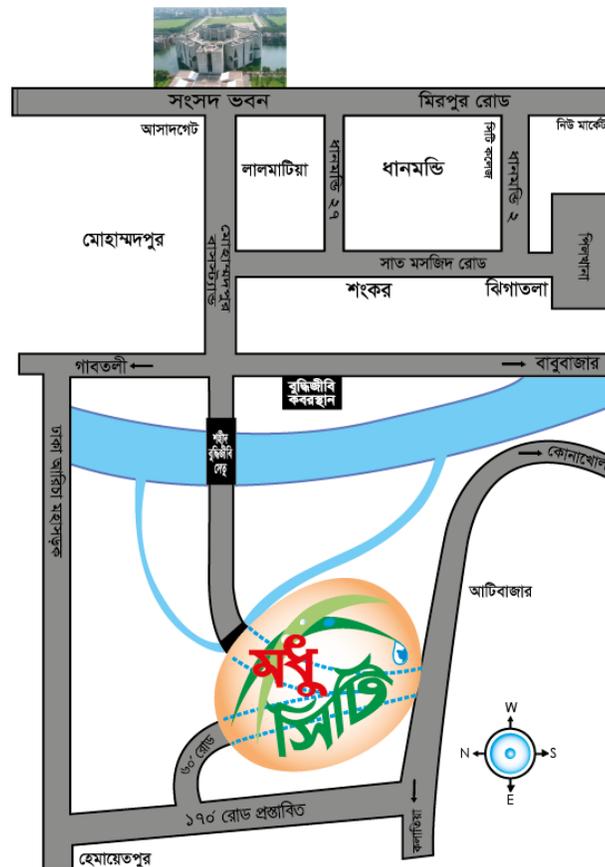
**Documentation:**

- 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 make note sheet for registration when a client pay all the dues with registration fees.

**3.7 Features of every projects of Rahat & Rafit Real Estate Ltd:**

- The projects of Rahat & Rafit Real Estate Ltd are approved by RAJUK.
- The locations of Rahat & Rafit Real Estate Ltd are out of flood flow zone.
- The project has natural greeneries.
- The Park & playground in every block separately.
- School, College, & University are included in the project.
- Rahat & Rafit Real Estate Ltd reserves 35% land for ecological balance.
- The location have eco-friendly environment.
- The administrative office & CCTV surveillance facility inside the project.
- Police outpost, traffic system & fire service are available inside the location.
- Electricity, gas & water connection are available in site as committed.
- Telephone & internet service are connected in the project.
- Land is delivered according to the promised offered.
- Registration is properly after full payment.

### 3.8 Rahat & Rafit Real Estate Ltd (Modhu City) Project Location Map:



**Figure:** Location map of Rahat & Rafit Real Estate Ltd

**Source:** Official website of Rahat & Rafit Real Estate Ltd.

### 3.9 Branches of Rahat & Rafit Real Estate Ltd :

Rahat & Rafit Real Estate Ltd has 2 decorated branches in Bangladesh.

- **Corporate Office:** House - 75 (2nd floor), Road - 7/A, Dhanmondi, Dhaka - 1209
- **Site Office:** Modhu City, Atibazar, Keranigonj, Dhaka

## Chapter Four

### FINDINGS & ANALYSIS



#### 4.1 Analysis from questionnaire survey:

To analyze the customer satisfaction there are five grade questionnaires. The results of these questionnaires are given below.

##### Gender

Questionnaire		
Gender		
	Male	Female
Total No	80%	20%

##### Figure: Gender

##### Source: Field work

In this statement 80% people is male person & only 20% is female.

##### Age

Age				
	30 to 34	35 to 39	40 to 44	45 to above
Customer	10%	50%	20%	20%

##### Figure: Age

##### Source: Field work

From the above pie chart we can see that 50% customer's age is 35 to 39 because in this time people is looking a nice location to live with his family. In this statement 10% customer age is 30 to 34.

### Marital status

Marial Status		
	Married	Single
Customer	70%	30%

### Figure: Marital status

#### Source: Field work

From the above pie chart we can see that 70% people is married. Only 30% people are single.

### Profession

Profession			
	Private Service Holder	Govt Service Holder	Businessman
Customer	40%	40%	20%

### Figure: Profession

#### Source: Field work

In this statement 40% people is private services holder & 40% people is Govt. services holder. Only 20% is business man.

### Education level

Education Level				
	SSC	HSC	Graduation	Post-Graduation
Customer	2%	18%	20%	60%

### Figure: Education level

#### Source: Field work

Here we see that 60% people is complete post graduate. 2% people complete S.S.C level, 18% people complete H.S.C & 20% people complete graduate level.

### Price per katha

Price Per Decimal			
Taka	625000-650000	650000-700000	700000-750000
Customer	60%	30%	10%

### Figure: Price per katha

#### Source: Field work

In this statement 60% people want that price per katha is Tk. 625000-650000. Because they have limited amount to purchase the land. On the other hand 10% people want the price per katha is Tk. 700000-750000.

### Number of Installments

Number of Installments				
Installment	12	24	36	48
Customer	15%	25%	30%	30%

### Figure Number if installments

#### Source: Field work

In this statement 30% people are want 48 installment because they want more time to pay the total amount. Only 15% people want 12 installments because they think it is enough time to pay the total amount of money

### Phase of your land

Phase of Land					
Phase	North Facing	South Facing	North Facing (Corner)	South Facing (Corner)	Lake View
Customer	16%	12%	18%	24%	30%

### Figure: Phase of your land

#### Source: Field work

Here we will see that 40% people want north phase plot because they think north phase is very suitable. On the other hand 30% people want general phase plot.

### Location of the land

Location of the Project				
Location	Mohammadpur	Ashulia	Savar	Uttara
	40%	23%	17%	20%

### Figure: Location of the land

#### Source: Field work

From the pie chart we can see 40% people like Mohammadpur location because this location is very suitable for live. Here no noise, traffic jam etc. So people are like the location. 20% people are agreeing Uttara & Other 23% are agreeing Ashulia location, & 17% agree Savar.

### Hand over time after full payment

Hand Over Time			
	6 Month	1 Year	1 Year +
	30%	30%	40%

### Figure: Hand over time after full payment

#### Source: Field work

In this statements 30% people want 6 months hand over time after full payment because they want their plot quickly. On the other side 40% people want more than 1 year handover time.

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
RAJUK Approval	50%	18%	20%	8%	4%
Flood Free Location	28%	20%	14%	12%	20%
Utility Facilities Availability	50%	20%	14%	10%	6%
Park, Mosque, Graveyard	30%	40%	13%	13%	4%
Hospital, School, Community Centre	40%	20%	20%	10%	10%
Security & Administration availability	50%	30%	10%	5%	5%
Design & Development Efficiency	30%	20%	42%	4%	4%
Legal Aspects & Maintaining	45%	35%	10%	6%	4%

### Figure: Other Information

#### 1. The project of Rahat & Rafit Real Estate Ltd is approved by RAJUK.

##### Source: Field work

From the above pie chart 50% people are agree for the project of RAHAT & RAFIT REAL ESTATE are approved by RAJUK. They agree because they know if the projects are not approved by RAJUK in future they fall in problem.4% people are strongly disagree & 18% people are neutral because they have no comments.

#### 2. The location of Rahat & Rafit Real Estate Ltd is out of flood flow zone.

##### Source: Field work

This statement given that 28% people is agreed for out of flood flow zone. We know flood is a big problem in our country. In the rainy season flood is seen. In this time people face many problems. So the customer want flood flow free zone. Here 12% people are disagreeing & 14% people are neutral.

### **3. Utility facilities**

#### **Source: Field work**

This statement given that 20% people is agreed for out of Utility facilities. Here 12% people are disagreeing & 14% people are neutral.

### **4. The Park, Mosque, Graveyard in every block separately**

#### **Source: Field work**

Here 40% people are strongly agree that the park & playground in every block are separate because they need park & playground for their children & family members & everyone want that the Mosque, Temple, Graveyard are located near my location. Here 4 % people are disagreeing because they think there is no sufficient place to make park & playground in every block separately. Only 13% people are neutral about this statement.

### **5. Hospital, School, Community Centre**

#### **Source: Field work**

Here, 40% people are strongly agree because everyone has children they want that their children are properly educated. Families will not have to walk very far to cross any major road to take their children to school. So they are want school, college & universities are included in the location 20% people are also agree with this statement & 20% people are neutral about this statement.

### **6. Security & Administration Availability**

In this statement 50% people are strongly agree because everyone wants strong security facilities for save life, safely will be ensured though our 24hrs closed circuit surveillance system. Rahat & Rafit Location has strong security & administration system. Here 20% people are agreeing with these statements & 20% people are neutral.

**7. The location of your plot is designed by professional city Planners, architects & environmentalists.**

Here 30% people are strongly agreed because design plays a vital role of any location. Everyone wants that my project is design by famous architects, planners & environmentalists. In this statement 20% people are agree with this statement. 4% people are strongly disagreeing because they are not interested with this statement.

**The project's design attracts you.**

**Source: Field work**

Here 50% people are strongly agreed because they observe the design Of Rahat & Rafit Real Estate Ltd. Rahat & Rafit Real Estate Ltd design is completely different from others. They found that Rahat & Rafit Real Estate location is moreattractive.30% people are agreeing with this statement because they see Rahat & Rafit Real Estate Ltd location design. 8% people are neutral because they have no comments.

**Registration is properly done after full payment.**

**Source: Field work**

In this statement 40% people are strongly agree because many people are not pay full money but they want land registration. They think that it is a best decision that registration is properly done after full payment. Here 30% people are also agreeing in this statement. 10% people are strongly disagreeing because they want registration is done before full payment.

**Rahat & Rafit Real Estate Ltd always tries to provide better services to its customers.**

**Source: Field work**

Here 60% people are strongly agreed because they know the reputation of Rahat & Rafit Real Estate Ltd . Rahat & Rafit Real Estate Ltd. always tries to provide customers wants, needs & demands. In this statement 10% people are also agree with this statement. Here 10% people are disagreeing & 10% are neutral

### **4.3 Major Findings about the satisfaction on landowners of Rahat & Rafit Real Estate Ltd:**

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 customer did not nowhere is the plot.
- Most of the customer invest money in the year is 2000 then not know when get land.
- Some customers cancel plot but don't get money in proper time.
- Some customers buy plot at block "A" but get plot at "B" block for management problem.

#### **4.4 Major Analysis about the satisfaction on landowners of Rahat & Rafit Real Estate Ltd:**

- Generally most time occur many problem in political than this reason customer are not get plot in proper time.
- Sometime Government DAP (Detail Area Plan) 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 get exchanged plot.
- If company IT sector is update then get more benefit.
- If CR department is update then get benefit to customer about payment schedule.

## Chapter Five

### Recommendations & Conclusion



### 5.1 Recommendations:

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

- To attract more customers Rahat & Rafit 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 Rahat & Rafit Real Estate Ltd Corporate Branch think 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 class of people.
- To provide financial assistance like DESA, TITAS, WASA, T&T to be strengthened& for getting connection of utilities promptly the procedural bottleneck should be removed.
- Improve office atmosphere to give customers 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.

### **5.5 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. Rahat & Rafit Real Estate Ltd is one of the renowned housing companies in Bangladesh. The company provides complete housing solution to the people. Rahat & Rafit Real Estate Ltd also contributes in our national economy. Main goal of Rahat & Rafit Real Estate Ltd is to provide better services to the customers. Rahat & Rafit 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 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 Rahat & Rafit Real Estate Ltd doing its business successfully in our country. It provides its services as per its commitment & improves the business continuously.

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### Documents

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- Prospects of Rahat & Rafit Real Estate Ltd (2006, 2008, 2010, and 2011)
- Different manuals of Rahat & Rafit Real Estate ltd
- Different circulars of Rahat & Rafit Real Estate Ltd

## Abbreviations

RAHAT & RAFIT REAL ESTATE	Rahat & Rafit Real Estate Ltd.
REHAB	Real Estate & Housing Association of Bangladesh.
BNBC	Bangladesh National Building Code.
NRB	Non Residence Bangladesh.
MOL	Ministry of Land.
DCCI	Dhaka Chamber Of commerce & Industries.
DITF	Dhaka International Trade Fair.
RAJUK	Rajdhani Unnion Kortripokha.
CEO	Chief Executive Officer.
HRM	Human Resource Management.
PS	Payment Schedule.

# Questionnaire

Customers' Satisfaction of Rahat & Rafit Real Estate Ltd

Dear Sir or Madam:

This is a questionnaire from Daffodil International University. To collect data on customer satisfaction of Rahat & Rafit Real Estate Ltd. This survey is designed to look at the various needs of the customer & its level of fulfillment.

The survey will take about 8 to 10 minutes to complete. There is no right or wrong answer. Participation in this survey is completely voluntary. To ensure that your responses are strictly confidential, please don't identify yourself anywhere in the survey. Please try to complete all the questions. Your individual response will be combined with those of other respondents & only aggregated data will be reported. Thank for taking the time to share your valuable opinion.

I would like to know whether you Strongly Agree (SA) = 5, Agree (A) = 4, Neutral (N)=3, Disagree (D)= 2, Strongly Disagree (SD)= 1, with each statement. Please circle (0) the number that response your opinion most correctly.

**Demographic Information:****1) Gender**

Male  Female

**2) Age**

30 to 34  35 to 39  40 to 44  45 to above 49

**3) Marital status**

Married  single

**4) Professions**

Private service holder  Govt. Service holder  Business

**5) Education level**

S.S.C  H.S.C  Graduate  Post graduate

**6) Monthly expenses**

Tk 10000 to Tk 20000  Tk 20000 to Tk 25000  Tk 25000 to Tk 30000  Tk 30000 to Tk 40000  Tk 40000 to Tk 45000  above Tk 45000

**7) Price per katha**

Tk 625000 to 650000  Tk 650000 to 700000  Tk 700000 to 750000

**8) Number of Installments**

12 installment  24 installment  36 installment  48 installment

**9) Phase of land of your land**

North Phase plot  South Phase plot  North (corner)  South (corner)  Lake view

**10) Location of the land**

Ashulia  Mohammadpur  Utarra

**11) Hand over time after full payment**

6 months  1 year  More than 1 year

**Questionnaires:**

<b>Content</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
12. The projects of Rahat & Rafit Real Estate are approved by RAJUK.	5	4	3	2	1
13. The location of Rahat & Rafit Real Estate is out of flood flow zone	5	4	3	2	1
14. The project has natural greeneries.	5	4	3	2	1
15. The Park & playground in every block are separately	5	4	3	2	1
16. Your project provides Mosque, Graveyard, & Temple	5	4	3	2	1
17. School, College, & University are included in the project.	5	4	3	2	1
18.. Shopping center, community center are included in your project	5	4	3	2	1
19. Commercial bank & Hospital are located near to your project.	5	4	3	2	1

20. Rahat & Rafit Real Estate reserves 35% land for ecological balance.	5	4	3	2	1
21. The location of your plot is designed by professional city planners, architects & environmentalists.	5	4	3	2	1
22. Your project holds strong administration & security facilities.	5	4	3	2	1
23. The location have eco-friendly environment.	5	4	3	2	1
24. The administrative office & CCTV surveillance facility inside the project.	5	4	3	2	1
25. Police outpost, traffic system & fire service are available inside the location.	5	4	3	2	1
26. Electricity, gas & water connection are available on sites committed.	5	4	3	2	1
27. Telephone & internet service are connected in the project	5	4	3	2	1
28. Land is delivered according to the promised offering.	5	4	3	2	1
29. The project's design attracts you.	5	4	3	2	1
30. Registration is properly done after full payment.	5	4	3	2	1
31. Rahat & Rafit Real Estate always tries to provide better service for its customer	5	4	3	2	1

**Thank You Very Much for Your Time  
and Support**