



“Marketing Activities of Batayan Housing & Development Ltd.”



Submitted To:

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Letter of Transmittal

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Mohammed Masum Iqbal

Assistant Professor

Department of Business Administration

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Subject: Submission of Internship Report Titled “**Marketing Activities of Batayan Housing & Development Ltd.**”

Dear Sir,

I hereby with due respect would like to state that I have completed my Internship Program from Batayan Housing & Development Ltd. I was appointed in Batayan Housing & Development Ltd. Corporate Office addressed at 2/1, kalbagan (2nd floor), Dhanmondi, Dhaka-1205. The topic of my Internship report is “**Marketing Activities Of Batayan Housing & Development Ltd.**”

Apart from the academic knowledge gained, this internship program and preparation of report has given me the opportunity to acquaint myself with a reputed company. I believe that the experience I acquired from this study will be an invaluable asset in my life.

It has also to be mention that without your expert advice and cooperation it would not have been possible to complete this report. If you have any further enquiry concerning any additional information, I would be pleased to clarify that.

Your Sincerely,

Md. Roman Mia

ID: 061-11-1157

Major in Marketing

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Approval Certificate

This is to inform that, Md. Roman Mia, ID # 061-11-1157, B.B.A program, Department of Business Administration; Daffodil International University has completed his report on “Marketing Activities of Batayan Housing & development Ltd.” He has completed his report under my guidance. He has completed his report sincerely and efficiently.

I wish him success in future.

Mohammed Masum Iqbal

Assistant professor

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Acknowledgement

At the very beginning , I would like to express my deepest thankfulness to almighty **ALLAH** for giving me the strength to go through such a report.

This internship report is on “ **Marketing Activities of Batayan Housing & Development Ltd.**” For preparing this report I would like to thank from depth of my Supervisor, **Mohammed Masum Iqbal**, Assistant professor, Faculty of Business administration in Daffodil International University. Without his constant supervision, valuable advices and suggestions from time to time, I would be failed to complete the whole thing in a right manner.

I would like to convey my gratitude to **Md. Rahmat Ullah**, Managing Director, Batayan Housing & Development Ltd. for supervising me to complete my internship. I am sure that his Dynamic managerial activities will give inspiration to anybody to build ones career properly.

I also want to give thanks to the employee of Batayan Housing & Development ltd. They extended their helping hands, otherwise my report will be incomplete. I practically work with them, try to share their perception, feelings and on the basis of my realization, I prepared report from my own point of view.

Therefore, last of all I would like to thank all the individuals who provided their kind cooperation in preparing this report especially I thanks my all friends for their help and inspiration.



Executive Summary

The internship report is concentrated in the real estate sector of Bangladesh. I have tried to analyze the industry as well as the company Batayan Housing and Development Ltd. (BHD). The real estate business concept was developed in Bangladesh in the sixties decades. Eastern Housing Ltd. is the pioneers of this business. Nowadays there are more than 1111 members of REHAB and many more real estate companies in this sector and this number is growing day by day because of the beneficial profit margin of this sector. By showing plans and locations they sell apartments. For this season this product is called “unseen” product. Companies have borrowed a negligible amount of currencies from the bank.

It attracts the new business firms to this sector. The industry is the transition to maturity stage of its life cycle. Again some company’s growth rates are higher than the other. This rising sector may be collapsed for some dishonest entrepreneurs. In this report I have discussed the selling and marketing process with SWOT analysis.

Since entry and exit is free in this sector so day by day market is becoming intensely competitive. Bargaining powers of the clients have increased in this competitive market. In this situation some companies are kicked out of the market for their poor management. These weak companies market shares are acquired by the dominant companies in the industry.

Batayan Housing & Development Ltd. has started the journey of success in real estate sector since 2008 and with a view to achieve total satisfaction of their clients. It is a rising construction firm in our country. Project of BHD is a modern and luxuries but not expensive. So people of all classes can effort it project and the company always having good responds from their customer. BHD is always tried to change strategy. As a new company BHD have faced with different types of problems in its initial stages but it almost overcome theses problems. As it is very competitive market BHD now follow the strategy to provide better services to their customer than its competitor.

Lunched during 2008 Batayan is popular in this sector for creating life style with innovation. In the middle of the different projects under the banner of Batayan housing & Development

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Ltd. It has completed 5 projects that are all apartments. BHD corporate office has currently 20 employees including drivers and peons.

In this report I have strongly focus on Marketing Mix (4ps) of the company. Here I have discussed how these companies use marketing mix for their selling and marketing process.

Finally, Batayan Housing & Development Ltd. has successfully established itself as one of the fasted growing real estate company in Bangladesh with reputation for a touch of class and dignity within the reach of all class of people.

Table of content

Chapter One :	Introduction	Page
	1.1. Introduction	01
	1.2. Background of the Study	02
	1.3. Scope of the Study	02
	1.4. Objective of the Study	03
	1.5. Methodology of the Study	03-04
	1.6. Limitations of the Study	05
Chapter Two :	Profile of the Organization	
	2.1. Background of Batayan Housing & Development Ltd.	06
	2.2. Mission & Vision of BHD	07
	2.3. Department of the Company	08
	2.4. Marketing Mix	09
	2.5. Product	09
	i. Level of Product	10-11
	ii. Segmentation, Targeting & Positioning Strategy	11-12
	iii. Product offered by BHD	12-16
	iv. Product features	17-23
	2.6. General Terms & Condition of BHD	23-25
	2.7. Price	25
	i. Pricing objective	25-56
	ii. Pricing Method	26
	iii. Price List	27
	2.8. Place	28
	i. Projects Location	28-29
	2.8. Promotion	30
	i. Advertising	30
	ii. Media used for Advertising	30
	iii. Personal Selling	31
	iv. Sales Promotion	31
	2.9. SWOT Analysis of the Company	32-33
Chapter Three:	Problems & Recommendations	
	3.1. Problem Identified	34
	3.2. Recommendations	35-36
	3.3. Conclusion	37
	3.4. Reference	38

Introduction

Chapter



1.1 Introduction

Now a days, flat means own home, personal abode, as well as safe shelter. Because the residential facilities of our country is not increasing proportionately to the growth of population. For this reason, the scarcity of dwelling place becomes acute day by day. It has become, especially in Dhaka almost impossible to get abode. On the other hand, the person who has place is not willing to entangle himself with the hazard of building house. Thus housing has spread to a grade extends at almost every locality in Dhaka. Therefore, flat is now popular not only with the upper class but also with the middle class.

Real estate development in private sectors in the country started in pre liberation days when Eastern Housing Limited in the mid 60 undertook land development project known as “Pallabi Project” for housing purpose in Mirpur area in Dhaka City. The concept of apartment in the later part of the 1997 decade when free school property development ltd. started development of ownership apartment in the Siddeswori and Moghbazar areas of the Dhaka city followed by Eastern Housing Ltd.

The density of population in our country is 906 per square kilometer. But in the Dhaka City 29 thousand people live in per square kilometer. It is 32 times of density of the whole country. So, it is clear that demand is increasing in Dhaka city. From the above information it is clear that housing needs is increasing in Dhaka day by day. In this circumstance, it becomes necessary to go for such a housing system that permits the accommodation of more people in less land area. That is why, this situation has opened a new sector for better investment for the commercial real estate entrepreneurs. For the fulfillment of choice and demand of today’s customers, the private real estate marketers are planning, designing & constructing multi storey buildings.

1.2 Background of the Study

Internship program is essential for all BBA students because it helps him or her acquit with real life situation. The real estate sectors play a significant role in solving the house crisis is Dhaka city . In this backdrop for the internship requirement I joined Batayan Housing & Development Ltd (BHD). BHD primarily deals with apartment development to address the housing problem in Dhaka city. The reason behind joining there is promising growth of real estate firms in the country and also very good opportunity for career development . There million people and many developer company are directly involved in this sector and there is huge demand of apartment in Dhaka City and also other major cities. The increasing population purchase the business for good flourish to accommodate them. That is why I have chosen a real estate firm.

1.3 Scope of the Study

This study called internship program mainly job oriented experiences which are generated by interviewing with targeted customers and the people who are working Batayan Housing & development Ltd. This is an individual study, which is worked for this particular study under my internship program supervisor. Since this is a formal study. The scope of the study was not so details. I just tried to give an overall scenario of the Real Estate Market and opportunities as well as the marketing activities of Batayan Housing & Development Ltd. by comparing with other companies in the same industry.

The study covers overall Real Estate Market and Opportunities and Marketing system of Batayan Housing & Development Ltd. All the data are collected from the organization's annual report and from other paper which are mainly secondary sources and direct interviews with customers and top management's people of the company. Information generated from the study has application in all the areas (4 PS) of the marketing aspect.

1.4 Objective of the Study

The study has been carried out with the following objectives-

- To describe Marketing activities of Batayan Housing & Development Ltd;
- To identify the problems related to marketing activities of Batayan Housing & Development Ltd;
- To make same recommendations to solve the problems identified.

1.5 Methodology of the study

This is an exploratory type of research . Information collected to furnish this report is both from primary and secondary sources . The overall process of methodology has given below:

Primary Sources of Data

- * Customers
- * Officers of BHD

Secondary Sources of Data

- *Annual Report of BHD
- * Prospects of BHD
- *Different papers of BHD
- * Different Text Book
- * Newspaper
- * Website of BHD
- *Different Manuals of BHD

*Different circulars of BHD

Data Collection Method

Data have been collected by direct observation and discussion with officers and customers.

Target population

Officers and customers of BHD

Sample size

Data have been collected from 35 respondents out of those 10 officers and 25 customers.

Sampling Technique

Convenience sampling method has been used in this study.

1.6 Limitations of the Study

The present study was not out of limitation. But , It was a great opportunity for me to know the activities of real estate business. Some constrains are appended bellow:-

- Every organization has their our secrecy that is not relevant to others. While collecting data the employers did not discuss much information for the sake of the confidentiality of the organization.
- Time is also a big constraint for any research I have to submit a broader deal in a shorter from of outcome.
- I had to go under any day to day Job responsibility that I was supposed to do so. Therefore I could get few more time to spend in collecting data for preparing my internship report.
- There is no sufficient information in the web side of BHD.

Profile of the Organization

Chapter

2

2.1 Background of Batayan Housing & Development Ltd.

Batayan Housing & Development Ltd. (BHD) is one of the fastest growing real estate company in Bangladesh. It is started its journey from 2008. BHD is a committed real estate company. It has wonderful idea to show the architectural beauty in the development side. Giving the best quality and service is the main commitment of BHD. It has handover five projects and ten projects is running in Dhanmondi, Mirpur, Shamoly. Their entire projects are started as residential apartment building. Batayan is a private limited company. BHD commence in real estate sector in keeping pace with on going demand for both up market for high quality apartments and for mid market for different range of moderate apartments. BHD is a modern and luxuries but not expensive. So, people of all classes can effort it project and the company always having good responds from their customer.

The word “ Batayan” means an open window. Like the word “Batayan” the company stands for open air spacious apartments. Batayan Housing & Development Ltd. is dedicated to the satisfaction of their valued clients as well as land owners. They make no compromises in quality, reliability and durability of all construction work that they undertake.

They have already earned the reputation of making first class building in Dhaka city with the help of its sincere persuasion highly skilled and dedicate Architects , Engineers and other competent professionals run by an experienced management. As it is very competitive market BHD now follow the strategy to provide better services to their customer than its competitor. To provide the better services from its competitors now BHD always monitor the competitor activities and services and find out the special services other firm provide to their customer.

2.2 Mission & vision of BHDL

Mission

The mission of BHDL is to be the most successful real estate firm in Bangladesh. BHDL incorporates proven, professional state-of-the-art techniques specializing in the marketing, listing and selling of new & resale luxury homes, residential communities, condominiums, home sites, undeveloped land and commercial and investment opportunities. BHDL maintains a full-time staff of well-trained real estate professionals who continually strive to provide top quality service for their individual clients and customers. BHDL is a creative, innovative and people-oriented organization providing individual opportunity, personal satisfaction and rewarding challenges to all members of firm.

Amongst the growing demand and shortage of residential facilities in Dhaka City BHDL are committed to maintaining the optimum level of affordability, quality, durability and satisfaction amongst their valued clients and land owners at fair and market competitive prices through highest levels of professionalism, honesty, integrity, and fairness.

Vision

To provide state-of-the-art, spacious, safe & affordable apartments to all their fellow Bangladeshi's.

They intend to accomplish it by providing value-added construction service to their clients, responding to innovative technologies, creating a healthy environment that fosters growth and development & finally delivering products/services on schedule, within budget and doing the right thing right the first time.

2.3 Departments of the company

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.

Accounts Department

Fully computerized accounting system facilitates.
Management system to be transparent and highly efficient.

Sales & Marketing Department

BHDL has a sales & marketing department. Sales people in BHDL are very careful about their commitments and service to customers. The continuous flow of marketing and promotional activities enhance well. Wishers to understand company activates and future program.

Land procurement Department

Land procurement Department is always analyzing the material standards and prices. The personal working here ensure the quality of the material and take the required warranty from the suppliers.

Engineering Department:

Highly qualified and talented engineers are worked in this Department to ensure highest possible technology and workmanship. Through their enthusiast effort the unique features of BHDL building were made possible.

2.4 Marketing Mix

Real Estate Marketing includes the marketing mix like other products as well. The marketing mix describes the product description, pricing strategy, placement and promotion strategy. Marketing mix planning begins with formulating an offering to meet customers needs and wants. BHDL use marketing mix tools for selling & marketing.



Figure 1: Marketing Mix

2.5 Product

Product means the goods and services combination that offers to the target market. Product policy consists of the following features of a product :

- a) Product Variety
- b) Quality
- c) Design
- d) Brand name
- e) Packaging
- f) Sizes
- g) Warranties
- h) Return

But in my Study Product is apartment. For this product the main features are :

- a) Product Variety
- b) Durability
- c) Design
- d) Location

- e) Sizes etc.

2.5-i Level of Product

The level of Product actually comes in play when a company wants to finalize a product for its business. A product can be divided into a series of different features & benefits which helps in its segmentation, targeting and Positioning. If a company view a product on three level it will help to extract all the benefits that the product offers. BHDL always think their apartments on three level. These three levels are-

- 1) Core product
- 2) Actual product
- 3) Augmented product

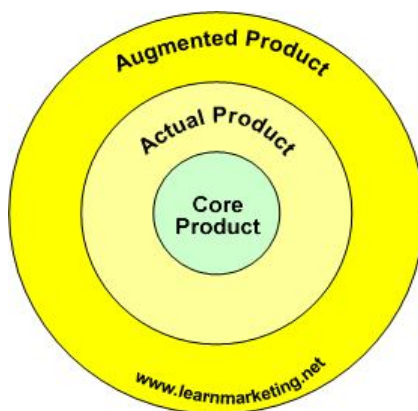


Figure 2: The three levels of a product

Level One: Core product

Level one is the most basic level and simply looks at what people set out to buy and what benefits the producer would like their product to offer buyers. The core product is not actually the product itself, but the key benefit that the product offer. If the product is a apartment, the core product is the benefit of living safe & quality apartment.

Level Two: Actual product

The actual product is the physical product that the customer buys. The strategy at this level involves organizations branding, adding features and benefit to ensure that their product offers a different advantage from their competitors. Here, BHDL turn the core benefit into an actual product by adding design, quality, style, colour etc.

Level Three: Augmented Product

The augmented product includes all the additional services that are added on to product in order to add values and differentiate the product. These include factors such as customer service, warranties and financing. This level of marketing has the greatest potential to influence customer and differentiate products from the competitors. Here, BHDL build on augmented product around the core benefit and actual service by offering customer service and benefits. Client use apartments as complex bundles of benefits that satisfy their needs.

2.5-ii Segmentation, Targeting and Positioning Strategy of BHDL

Batayan Housing & Devolvment Ltd. know that they can't profitable serve all customers in given market in the same way. There are too many different kinds of needs. Thus BHDL must divided up the total market, chose the lest regents and design strategies of profitable serving of chosen segments. This process involves market segmentation, target marketing and market positioning.

Market Segmentation

Every market has segment but not always of segmenting a market are equally useful. In the case of BHDL a client who wants the biggest near to the main road and prime location apartment regarding less of price make up one market segments. Client who wants mainly about price and operating economy make up another segment. BHDL are wise to focus their efforts on meeting their distinct needs of individual market segments.

Marketing Targeting

After defined market segment BHD enter one or two these segments. Generally BHD evaluates less price sensitive clients and their sales persons frequently visit them.

Marketing Positioning

BHD positioning System is totally different from the other Real estate firm that makes them unique from others. BHD arranged their projects to occupy a clear, distinctive and desirable place relative to competing projects in the mind of largest clients.

2.5-iii Product offered by BHD

BHD has only one product for his clients. BHD offer different size of design apartment in different location in Dhaka City. Now the discussion of different project of BHD in as follow:

Completed projects

BHDL has five completed projects. They are –

Sl No.	Project Name	Handed over	Perspective
01.	Batayan Swapan Bilash	December 2011	
02.	Batayan Swapan Nibas	December 2011	
03.	Batayan Swapan Kutir	June 2012	
04.	Batayan Swapan Neer	June 2012	
05.	Batayan Hazi Villa	December 2012	

On going projects

BHDL has some on going projects . They are -

Sl No.	Project Name	Description	Perspective
01	Batayan Swapna Chura	Flat size:1550 Sft &1350 Sft Land Area:8.5 Katha Storied:8 Han Over:December 2013	
02	Batayan Swapna Chaya	Flat size:1650 Sft & 1100 Sft Land Area:6 Katha Storied: 7 Hand Over:December 2014	
03	Batayan Swapan Puri - 1	Flat size:1560 Sft, 1400 Sft, 1300 Sft, 1260 Sft, 1100 Sft. Land Area:22 Katha Storied:8 Hand Over:November 2014	
04	Batayan Swapan Puri - 2	Flat size:720 Sft Land Area:2 Katha Storied:7 Hand Over:December 2014	

05	Batayan Swapna Niketon	Flat size:650 Sft Land Area:1.75 Katha Storied:6 Hand Over:June 2013	
06	Batayan Dristi Nandon	Flat size:650 Sft Land Area:1.75 Katha Storied:6 Hand Over:June 2013	
07	Batayan Rim Jim	Flat size:1500 Sft & 750 Sft Land Area:2.50 Katha Storied:6 Hand Over:December 2014	
08	Batayan Jahangir Garden	Flat size:1500 Sft Land Area:6 Katha Storied:6 Hand Over:December 2014	
09	Batayan Akanto Apon	Flat size:1500 Sft, 1300 Sft, 1250 Sft, 1150 Sft Land Area:10 Katha Storied:10Hand Over:December 2014	

10	Batayan Chaya Neer	Flat size:720 Sft Land Area:2 Katha Storied:6 Hand Over:December 2014	
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Up- Coming projects

BHDL has some up coming projects . They are -

Sl No.	Project Name
01.	Batayan Mayer Badon
02.	Batayan Swarna Kutir
03.	Batayan Swarna Lata
04.	Batayan Dream Garden
05.	Batayan Aziz Villa
06.	Batayan Rashid Villa

2.5-iv Product features

Entrance: Spacious entrance with M.S Sliding Gate compel with lamps and security room.

Floor Area

As per design/plan to be prepared by the second party/developer.

Basement

Car parking , Generator room, Power sub station room, Water reservoir , and Residential entrances though elevator and stairs, Reception with intercom telephone to connect each apartment , Security Room, Mail Boxes, Waiting Room, etc. (for residential purpose only)

Civil Works

- The building will be a framed structure with shear wall were necessary.
- Structure will be designed as per Bangladesh National Building Code (BNBC) as well as latest international seismic design provisions.
- Rooftop with lime tracing and parapet wall, R.C.C Overhead Water tank, Lift Machine Room and Community room.
- All walls will be of 5” thick solid brick.
- Paint: All internal wall paint will be smooth finished and soft colored plastic paint and Distemper paint for ceiling. External paint will be of Durocem/ Weather coat paint.
- RAK of equivalent tiles in all rooms.
- Safety grills.

Constructions Material

- Stone chips in the footing and foundation column (Bholagonj, Sylhet /others), High strength brick chips in slabs other column and R.C.C work (as per design specifications)
- 1st class standard bricks (Gazipur /Savar /others)
- 40% or 60 % Grade Deformed/Tor Steel (Bangladesh Steel Mills/Rahim Steel Mills /others) will be used in all structural concrete member except slabs.
- Cement : Scan/any other equivalent local cement which ever available in the market will be used.
- Sand: Course and (Sylhet) for concrete (2.5 FM) will be used.
- Total foundation will be designed after knowing the exact Soil Bearing Capacity of soil from sub-soil investigation report.
- All structural members will have high quality deform bar (60 grade from Bangladesh Steel Mills/ Rahim Steel Mills/others) Cement stone Chips, Brick Chips, Sylhet Sand and Local Sand.
- Structural design parameters based on American Concrete Institute (ACI) Structure capable of withstanding earthquakes measuring up to 7.0 on Richter scale and cyclone wind load measuring up to 200KM/Hr.
- Direct supervision at every stage of constructing by team of experienced and qualified Civil Engineer to ensure high quality workmanship.
- Systematic testing of concrete and other completed work samples at every stage from quality control labs.

Electrical Works

- Standard concealed wiring in PVC Conduit (BRB/ Paradise/Equivalent) for electrical points.
- Plug point for Air conditioner in master bed and living room.
- Plug point for air conditioner in all bed rooms, living room and dining space for two apartments of the first party/ Land Owner's Own use .
- Provision for electrical geyser in kitchen and master toilets.
- Provision for electrical geyser in kitchen and al toilets except servant's toilet for two apartments of the first Party/ Land Owner's own use.
- Electricity supply of 220 V/440V from DESA source with separate main cable distribution board and separate meter for each apartment and commercial spaces for both the parties will be provides to sustain electricity load as per Government rules and Regulations.
- Electrical switches, circuit breakers , plug point and other fitting fixtures (AMFL Standard), light fixtures in stair and lobby (AMFL Standard), Independent electric meter for each apartment and commercial spaces. Electrical distribution box with main circuit Breaker in each apartment and commercial spaces.
- Socket provision for Refrigerators, Music Centers.
- Each Apartment shall have provision for 1 (one) telephone line, intercom telephone line, Satellite T.V connection line, Board Band Internet connection line with concealed wiring.
- Provision for intercom telephone System to connect each apartment independently with Reception.

Kitchen Features

- Double burner gas point over RAK made tiles finish concrete platform.
- Provision for connection of gas oven.
- RAK/ equivalent tiles on walls up to 7'-0".
- Concealed Hot & Cold water line provision.
- RAK/ equivalent tiles for floor.
- Opening and plug point for exhaust fan. Concrete platform floor level and at the top of the platform.
- One high polished Stainless Steel Sink with one locally made Mixer and cock.
- Glazed wall tiles RAK made or equivalent up to 2'-6" to 6'-0" high and non-glazed floor tiles RAK made or equivalent of good quality.

Toilet Features

- Glazed RAK made wall tiles or equivalent up to 7' high.
- Non-glazed RAK made floor tiles of high quality in all bathrooms except servant's bathroom.
- One foreign Bath Tub/Shower Tray in master bedroom toilet.
- Each Toilet will have standard size Mirror (20"x24") with overhead lamps.
- There will be provision for concealed Hot & Cold water lines in each toilet except servant's toilet.
- Spot light in ceiling.
- RAK made or equivalent commode, low Down and basin will be provided in all toilets and servant bathroom will have pan with low down .

- Concealed water G.I lines in all toilets (Asia/Basundhara/any other equivalent quality).

Wood Works

- All door frames made of seasoned wood (Shil Karai/Mehgini or equivalent) with French Polish.
- Solid door (Chittagong Teak/Mehgini or equivalent) at main entrance with good quality lock.
- Security chain and check viewer at entry door.
- Veneered flush internal doors (Teak Champ or equivalent) with French Polih.
- All external windows will have Aluminum sliding shutter with 5 mm tinted glass and grills made of M.S Flat Bar.
- PVC door in toilets and verandahs.
- Painted with Synthetic enamel paint on appropriate sides of toilet and verandahs.
- Cat's door at storage space over toilets.
- All apartment floors with RAK ceramic or equivalent tiles finish.
- Locally available foreign Electric Switches will be used.
- Plastic paint on all internal walls and Distemper paint for ceiling ad weather coat paint for external walls.

Other Features

- Good quality 02 (two) lift (08 persons) from reputed international manufactures (LG-OTIS-Korea/Mitsubishi or equivalent) to be served at every residential/apartment floors.
- DESA powered supply as per eclectic design requirement.

- One standby Emergency Generator with manual change over switch for supplying power in case for power failure for lift, water pump, lighting in common spaces and stairs and provision for 300 watt (point) for 2 lights & fans in each apartment will be provided.
- Electrical emergency substation approved by proper authority.
- Properly earthen power lines.
- Lobby and Reception area with impressive tiles.
- RAK or equivalent tiles in lobbies and stair.
- Water supply connection from WASA line to be installed which will be sufficient as per calculated consumption.
- Underground and Roof water reservoir with one main lifting pumps and electric motors. Powerful water sucking electric motor to be installed.
- Central water line system to be provided.
- Sewerage line shall be connected with WASA main line.
- Generator set will be water-cooled diesel engine system to be made by Perkins/Deutz/Caterpillar/Pramac or equivalent or Gas generator Rating shall be as per calculated requirement.
- Gas pipeline connection from TITAS Distribution System sufficient as per Total Calculated consumption with adequate safety measures incorporated in each apartment.
- Car parking in the Basement.
- Mail Box with locks for each apartment in the Basement.
- Wall below ground of water proof RCC, all interior walls of plastered 5" brick work, roof top protective parapet wall with lime tracing exterior wall to be 5" thick brick work (where necessary).

- Information Desk will be decorated with Tiles in desk floor and Granite top register dock on the desk. Intercom telephone to connect each apartment.
- Other Arrangements will include Guard post for 24 hours Security, Supervisor Room, Toilet for common use, Permanent Company name and logo, and name of the complex (to be chosen jointly by both the parties) on suitable and attractive display.

2.5-v General Terms & Conditions of BHD

Application

Application for allotment of apartment has to be made in developer's prescribed form along with tk. 5 lac (adjustable) as token of acceptance of our offer. Batayan Housing & Development Ltd. Reserves the right to accept or reject any application without assigning any reason.

Allotment

Allotment will be made on first-come first-served basis. Upon acceptance of application, 30% of the total price to be deposited as down payment & other necessary papers. Batayan Housing & Development Ltd. Will issue an allotment letter in favor of the applicant. The allottee is not entitled to transfer the apartment to third party till the apartment is handed over to him/her.

Payment

The allottee will make the payment as per payment schedule mentioned in the legal agreement. All payments should be made by A/C payee /bank draft/pay order in favor of Batayan Housing & Development Ltd. Allottee willing to make full payment in one time, will be rewarded with substantial rebate.

Delay In Payments

The allottee will be liable to pay a delay charge of 3% per 30 days on the defaulted amount.

Cancellation of allotment

If any installment is delayed by 30 days or more the developer Batayan Housing & Development Ltd. Shall have the right to cancel the allotment without any notice to the allottee. In such case buyer's deposited amount will be refunded after sale out the same apartment to a new buyer. In that case Tk. 20% of the total sale amount will be deducted from the buyer as incident charge.

Completion time

The construction of the project is scheduled to be completed within 27 month. This time schedule may be extended due to unavoidable circumstances beyond the control of developer like natural calamity, political disturbance or non availability of quality material etc.

Possession

After receiving full payment and other related charges/dues including delay charge if any, the possession of the apartment shall be handed over to the allottee.

Documentation Cost

The allottee shall bear all costs related to registration as stamp duties, registration fees, Govt. Taxes, VAT, Gain Tax etc. including legal and miscellaneous expenses including sales permission to be incurred in connection with land & apartment's ownership transfer.

Service facilities/utilities cost

All connection fees/charges, security deposits and other incidental expenses relating to gas, power, sub-station, sewerage, water connection will be on the buyer's account.

Developer's right

The developer reserves the right of making any alteration, addition, omission or revision of the architectural and structural design or drawing and minor change in specification for the interest of the project without prior notice to the buyer or any Legal authority.

Abandon of project

If the project is abandoned for any reason beyond the control of Batayan Housing & Development Ltd. Such as acts of God, economic depression, policy of Govt. Living Plus Ltd will refund the entire money deposited by the allottee without any interest or compensation.

Owner's association

Each allottee, after payment of all installment and charges, will be formed an "Apartment Owners Association" in the interest of all the occupants of the complex, Each allottee shall have to deposit Tk. 20,000.00 to the BHDL towards the reserved Fund of "Apartment Association". After completion of handing over & taking over of the projects, the reserved fund will be refunded to "Apartment Owners Association" account by A/C payee cheque.

Legal agreement

The allottee and the developer will have to sign a formal legal agreement mentioning the terms & Conditions in detail many of which have not been covered here.

2.6 Price

Pricing is the amount of money charged for a product of service, or the sum of the values that consumers exchange for the benefits of having or using the product or service. Again pricing policy is the cause of action or guiding philosophy that helps a business firm make pricing decision smoothly and perfectly. It guides the company to achieve its goals set by the firm. A firm can easily manipulate the demand in the target market by hand being its price carefully.

2.6-i Pricing objective

The objective of pricing policy must be consistent with the company's overall mission and purposes. The clearer of a firm objectives the earlier it is to set price. A company can pursue any one of six major objectives through its pricing Survival, maximum current profit,

Maximum revenue, Maximum sales growth, Maximum markets skimming and product quality leadership. BHD pursues three of the above objectives- survival, Maximum current project and Maximum sales growth through its pricing.

2.6-ii Pricing Method

There are a number of prices setting approaches – Cost Plus pricing, Value based pricing, Marginal cost pricing, Psychological pricing, Target pricing, Competition based pricing.. BHD adopts Competition based pricing method for its products. In competition based pricing the firm based its price largely on the competitors prices with less attention paid to its own costs and demands. The study shows that pricing of real estate depends on certain factors such as location, square feet, quality of construction, construction cost, amenities, markup policy, competition price and demand for the product. In case of pricing BHD consider the followings;

1. Purchase Price
2. Development Cost
3. Future cost of the land
4. Fixed cost
5. Variable cost and
6. Competitors cost

2.5- iii Price List – (On Going Project)

Sl No.	Project Name	Price Per Sft (TK)	Car Parking (TK)
01.	Batayan Swapna Chura	4,000/=	3 Lac
02.	Batayan Swapna Chaya	7,000/=	4 Lac
03.	Batayan Swapan Puri -1	4,000/=	3 Lac
04.	Batayan Swapan Puri -2	3,800/=	3 Lac
05.	Batayan Swapna Niketon	3,000/=	2 Lac
06.	Batayan Dristi Nandon	3,000/=	2 Lac
07.	Batayan Rim Jim	3,800/=	3 Lac
08.	Batayan Jahangir Garden	7,000/=	4 Lac
09.	Batayan Akanto Apon	4,000/=	3 Lac
10.	Batayan Chaya Neer	3,000/=	2 Lac

2.7 Place

Place includes company activities that makes the product available to target customer. Place is very important, because prospective buyers of the Real estate company consider the location before taking a final decision to buy.

In determining the location, the company consider whether the land is situated in nearby residential or non-residential area. Then they evaluate the distance of educational institute, market place or shopping center, hospital and above all communication network to and from the site. As a whole the company tries to select such suite, which can be attached by the prospective buyers. Beside these, the company wants to be sure about genuineness of the ownership right if the land.

2.8-i Location of BHDL Projects:- The projects of BHDL are located in different areas in the city the project location of BHDL are shown below:-

SL No.	Project Name	Location
01.	Batayan Swapna Bilas	House #49-50, Lane #02, Avenue #05, Block #C, Section #11, Pallabi, Mirpur, Dhaka -1216.
02.	Batayan Swapna Nibas	House #60, Lane #27,Block #D, Mirpur-12, Dhaka -1216.
03.	Batayan Swapna Kuthir	House #04, Lane #03, Road #11, Block #C, Pallabi, Mirpur-11, Dhaka -1216.
04.	Batayan Swapna Neer	House #02, Lane #03, Road #11, Block #C, Pallabi, Mirpur-11, Dhaka -1216.
05.	Batayan Hazi Villa	House #19, Lane #07, Avenue #05, Block #C, Section #11, Pallabi, Mirpur, Dhaka -1216.
06.	Batayan Swapna Chura	House #98-99-100-101, Road #06, Block #C, Shyamoli Housing , Adabor, Mohammadpur, Dhaka-1207.

07.	Batayan Swapna Chaya	House #142, West Dhanmondi, Modhu Bazar, Dhaka-1207.
08.	Batayan Swapna Puri -1	House #115,115/1,115/2, Maddhya Pিরerbag, Mirpur, Dhaka-1216.
09.	Batayan Swapna Puri -2	House #116,117,117/A Maddhya Pিরerbag, Mirpur, Dhaka-1216.
10.	Batayan Swapna Nikaton	House #10,Lane #02, Block #B, Pallabi, Mirpur-11, Dhaka-1216.
11.	Batayan Dristi Nandan	House #20, Lane #05, Block #C, Section #11, Mirpur, Dhaka-1216.
12.	Batayan Rim Jim	House #101, Road #08, Mofizbag Housing, Adabor, Mohammadpur, Dhaka-1207.
13.	Batayan Jahangir Garden	House #225, Road #19, West Dhanmondi, Dhaka-1207.
14.	Batayan Akanto Apon	House # 43-46, Road #06, Block #C, Shyamoli Housing, Adabor, Mohammadpur, Dhaka-1207.
15.	Batayan Chaya Neer	House #54, Road #12, Block #C, Section #13, Mirpur, Dhaka-1216.
16.	Batayan Mayer Badhon	House #90, Road #06, Bloac #C, Shyamoli Housing, Adabor, Mohammadpur, Dhaka-1207.
17.	Batayan Swarna Kutir	House #314/A, Ulan Road,West Rampura, Dhaka-1219.
18.	Batayan Aziz Villa	House #24, Road #02, Kadirabad, Mohammadpur, Dhaka-1207.

2.7 Promotion

Promotion is the last policy for increasing sales. Marketing mix is composed of four tools of communications – Advertising, personal selling, sales promotion and publicity. BHDL is using the first three.

2.7-i Advertising:

Here, most of the importance is given to the advertisement on creating customer faith and also to the after sales service. BHDL spends the biggest portion of its total promotion budget for advertising. When we look at the company we can easily realize that the company could successfully anticipate the effectiveness of advertising.

2.7-ii Media used for sales and Advertisement.

Newspaper:

Advertisements are published frequently on the must of the National Dailies. It focuses the feasibility, opportunities and advantages of the project.

Billboard/ Signboard:

Billboard and signboard are established at the different places of the city. Generally the places are selected according to the commercial importance. It is established project promises also.

Project leaflet:

BHDL used project leaflet to promote their sales. It is very attractive and provided core information about the project.

In newspaper, Billboard and signboard and project leaflet advertisement, there have given marketing Executive officials cell numbers so that interest clients can communicate with the marketing executives for the given projects.

2.7-iii Personal Selling

For personal selling, BHD has some young, smart and energetic sales executive . They go to the prospective customer houses, offices and explain them about the projects and request them to come to the office and know about the real condition of the projects. Sales people also maintain the communication among the clients. Generally this is the track of influencing the people to make a purchase decision. BHD also use public relation. Public relation makes the real estate company exceptional into the market. BHD often get available clients for their good public relation. For fulfilling this purpose BHD donates some fund among different social welfare organization.

2.7-iv Sales promotion

Sales promotion is another essential ingredient in marketing campaign. Advertisement offers a reason to buy, where sales promotion offers an incentive to buy. BHD offers the following for sales promotion.

- (i) Fair
- (ii) Discount
- (iii) Gifts
- (iv) Low cost services
- (v) Price off
- (vi) Cost free services

2.8 SWOT Analysis of the company

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

S (strengths)

- Batayan Housing & Development Ltd. managements are always committed to better service.
- All of employees of BHD are sincere reliable.
- Batayan Housing & Development Ltd. market potentiality is very high.
- Batayan Housing & Development Ltd. always keep records in appropriate methods.
- Batayan Housing & Development Ltd. maintain good relationship between top management & employees.
- Batayan Housing & Development Ltd. has a well-decorated office.

W (weaknesses)

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

O (Opportunities)

- New real estate area is opening day by day.
- Improve the service quality than the others.
- Improve high customer satisfaction.
- Take the opportunity to get a huge amount of money.

T (threats)

- Increased the number of Real Estate company.
- Government interrupts in the way of development.
- Growing up of overall cost.
- Complexity of RAJUK rules & regulation.

Problems & Recommendations

Chapter 3

3.1 Problems Identified

Batayan Housing & Development Ltd, is one of the fastest growing Real Estate firm in Bangladesh. However, the company is facing some problems.

The problems are mentioned below:

- The company has very few employees in marketing department and they have lack of knowledge regarding housing.
- There is no public relation department to take care customer complaint and customers become hesitate about the company. For this reason, they can not take the purchase decision.
- The promotion policy is not so effective because the company has lacking on their advertisement.
- Sometimes the company fails to handover the flat within the specified period. They are not using the time and money in efficient way.
- The company are not paying the payment to the suppliers for the materials in right time. For that reason, the company are facing negative and bad responses.
- When marketing executives are trying to contact with clients, then most often executives are facing negative and bad responses.
- The company pricing policy has some problem, they use only of going rate price while pricing the product.
- Competitions change their policy frequently for this reason a change in policy occurs regularly, which involves huge cost.
- Due to political unrest construction and development works delayed which delay the whole project. For this the handover date is also extended. It reduces the goodwill of the company and customer faith.
- Day by day there are firstly increasing unlicensed real estate companies. So this is big factor for doing real-estate business.

3.2 Recommendations

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

- The company can appoint more efficient employees in the marketing departments for expanding the current sales. They also can arrange employees training program regularly to train the employees about current market situation.
- A full-fledged public relation department can be stated to take care customer complaints to be re-addressed.
- Giving advertisement in a newspaper, billboard or signboard is not enough. Company should take some were different steps which make them different and make unique from other company . For example In winter season company can contribute winter cloths to the poor people.
- The company should be conscious about the handover of their projects according to their committed time by using the time & money efficiency.
- The company should try to reduce all the hazards of the suppliers & customers with the help of different steps. Because it is considered as a lifetime product and if they are satisfied with the product they may create new customers mainly from their relatives, friends, colleagues etc. On the other hand if they are not satisfied they may resist the pushes decision of other people which may prove harmful for the company.
- Maximum customers are expect the responsible price, so carefully the price should be established in per flat . The company should try with mark up or target return pricing which will give clear picture on the market trend in the face of changing price.
- Attention should be given to the competitor actions and reactions their action should be properly monitored.

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- Government should take proper policies to guide the business. Government also have to direct supervision in this sector.
 - Government should take steps to coordinate between real estate business and utilities requirement.
 - Regular performance evaluation of the employees should be introduced.

3.3 Conclusion

The population of our country is increasing at a very alarming rate but the total land area remains constant. But the demand of housing in urban area is also very high, particularly in Dhaka City. Govt. is planning to formulate a land use policy. Government is contemplating to provide civic amenities and other incentives to attract private initiatives in the area identified for building townships. Govt. has also taken up an initiative to provide accommodation for the insolvent freedom fighters and build shelter homes for floating population in the urban areas. This will also create employment opportunities so the prospects of Real Estate business are very bright. Every one wishes for a living place to feel his ownership in natural location of Dhaka. A beautiful home to feel comfortable, enjoy every moment is the daily dream of the peoples. Now, if there Real Estate companies can run their business according to the demand of middle class, lower middle class and higher middle class people, the business must be profitable . Where real estate business touch the dream of all classes people.

From the study, which I have conducted at BHD found that they are giving reflection of peoples dream house. They are using all the possible policies to run the business. Some recommendation are also made against the problems at different sectors, which I have found in conducting study, I am wishing all the success of the business Batayan Housing and Development company Ltd.

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