



Daffodil
International
University

Internship report on

My Internship Experience as a Human Resource Management at Sarker Real Estate

Prepared by:

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ID: 191-10-2034

Batch: 46th

Department of English

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(A report submitted to the Faculty of Humanities and Social Science in partial fulfillment of the requirements of degree of Bachelor of Arts in English)

Supervised by:

Dr. Ehatasham Ul Hoque Eiten

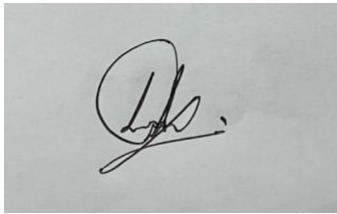
Assistant professor

Department of English

Daffodil International University

Declaration

I hereby, declare that the project work entitled " Human Resource Management at Sarker Real Estate. " Submitted to the Department of English, Daffodil International University is a record of an original work done by me under the guidance of, Dr. Ehatasham Ul Hoque Eiten (Assistant professor) ,Department of English, DIU and this project work is submitted as part of the partial fulfillment of the requirements for the award of the degree of B.A (Hon's) in English for the course project paper with internship(ENG- 431). The results embodied in this project have not been submitted to any other university or institute for the award of my degree or diploma.



Name: Md. Akash Hossain


ID: 191-10-2034

Department of English

Daffodil International University

Certification of the Supervisor

I am certifying that Md. Akash Hossain, Id: 191-10-2034, a student of the Department of English, Daffodil International University, has completed the internship report on " Human Resource Management at Sarker Real Estate " successfully under my supervision. As far as I know and as per his declaration the report seems to be an authentic one on the issue and has been prepared for only academic purposes. She has completed her work under my supervision during Spring-2023 semester. I am permitting him to submit the internship report. I wish her every success in life.



Dr. Ehatasham Ul Hoque Eiten

Assistant professor

Department of English

Daffodil International University

Letter of Transmittal

Dr. Ehatasham UI Hoque Eiten (Assistant professor)

Department of English

Faculty of Humanities and Social Science

Daffodil International University (DIU), Dhaka

Subject: Internship report

Dear sir,

I am writing to submit my report on Sarker Real Estate Ltd. (55/B, Purana Paltan, Noakhali Tower) for the spring 2023 internship course. The report is attached for your review. Throughout the process of putting this report together, I have made a conscious effort to adhere to your instructions and those of my organization's supervisor. The foundation of this report is based on my real-world experience gained during my three-month internship program. I have endeavored to share the knowledge and skills I have acquired during this time to the best of my ability. I respectfully request you to review and accept my report. If you require any additional information or have any further questions, please do not hesitate to contact me. I would be more than happy to provide any supplementary information that you may need. Thank you for your consideration. Sincerely,

Md. Akash Hossain

ID:191-10-2034

Acknowledgment

I would like to express my gratitude to my supervisor, Khurshed Alam Sarker, Managing Director of Sarker Real Estate Ltd. (55/B, Purana Paltan, Noakhali Tower), for providing me with invaluable insights into the workings and activities of a real estate company. I am incredibly grateful for his guidance and support during my three-month internship program. I would also like to extend my appreciation to all the other seniors in the organization who provided me with crucial assistance and guidance. Their support and expertise helped me gain additional experience and a better understanding of the company's operational activities. Working on the report was a great learning experience, and I enjoyed every aspect of it. I hope that my report will be well-received and will accurately reflect the knowledge and skills I have gained during my internship program.

Executive Summary

I am pleased to submit my internship report as a requirement for the BA in English program. This report is based on my three-month internship with Sarker Real Estate Ltd. (55/B, Purana Paltan, Noakhali Tower), where I worked primarily in the HR department. Throughout my internship program, I received guidance and support from both the esteemed supervisors at the institution and the organization. During my internship, I attended every HR division meeting and observed the company's HR department's performance and actual work. My report reflects the department's activities and the staff members' interactions with customers, degree of customer service, and duties carried out in this division. I also evaluated the management structure's encouragement of staff members to give their best effort. My internship program at Sarker Real Estate Ltd. provided me with invaluable practical experience, enabling me to gain a better understanding of the official environment and financial institution situations. I was able to determine the differences between theoretical and practical knowledge and apply that knowledge in the workplace. This experience was incredibly helpful in writing this internship report, and I believe it will be beneficial to me in my future profession. I am grateful for the opportunity to have completed my internship program at Sarker Real Estate Ltd, and I am confident that the knowledge and skills I have gained will serve me well in my future career.

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Chapter 01

Introduction

1.1 Brief information about the institution:

Sarker Real Estate Ltd, a leading real estate company in Bangladesh committed to providing high-quality services to our clients. With over 10 years of experience in the industry, we have established ourselves as a trusted partner for individuals and businesses looking to buy, sell, or rent properties in Bangladesh. At Sarker Real Estate Ltd, our mission is to provide our clients with the best possible real estate experience. Whether you're a first-time homebuyer, a seasoned investor, or a business owner looking for commercial property, we have the expertise and resources to help you achieve your real estate goals. Our team of experienced professionals is dedicated to providing you with personalized services tailored to your specific needs. We take the time to understand your unique requirements and work tirelessly to find properties that meet your expectations. As a full-service real estate company, we offer a range of services, including property valuation, marketing, negotiation, and closing the deal. We also provide property management services to ensure that your investment remains in top condition and continues to generate income. At Sarker Real Estate Ltd, we believe in transparency, integrity, and professionalism. We are committed to providing you with honest advice, keeping you informed throughout the real estate process, and delivering exceptional results. So, whether you're looking to buy, sell, or rent properties in Bangladesh, we invite you to make partnership with us and experience the Sarker Real Estate Ltd difference. Contact us today to learn more about our services and how we can help you achieve your real estate goals.

(Source: Sarker Real Estate Ltd)

1.2 What is internship:

An internship is a temporary, usually unpaid, work experience that provides students or recent graduates with the opportunity to gain practical, hands-on experience in a particular field or industry. Internships can be full-time or part-time and can last from a few weeks to several months, depending on the organization and the nature of the work.

1.3 Importance of HR department:

The HR department is essential for finding and hiring the best employees, providing training and development opportunities, fostering a positive workplace culture, managing compensation and benefits plans, and ensuring legal and regulatory compliance. These activities support the company's efforts to recruit and keep competent staff, preserve a safe and courteous work environment, and reduce legal risks and liabilities.

1.4 Duration of my internship:

I joined Sarker Real Estate Ltd. (55/B, Purana Paltan, Noakhali Tower) in 10th February 2023. There I worked in a desk around 8 weeks till 6th May 2023.

Chapter 02

Internship period

2.1 Interaction with supervisor:

My interaction with my supervisor on my first day at Sarker Real Estate: When I met my supervisor, I introduced myself with a firm handshake and a smile. I said my name, my position, and expressed my enthusiasm for starting my internship. I asked my supervisor about my specific duties and responsibilities during the internship. I have to make sure I have a clear understanding of what is expected of me. When I had any questions or concerns, I did not hesitate to ask my supervisor. This will show that I am eager to learn and are committed to doing a good job. I asked my supervisor to tell me more about Sarker Real Estate, its history, and its values. This will help me understand the company culture and how I can fit in. I asked my supervisor about their role in the company and their background in the real estate industry. This will help me build a relationship with them and understand their expectations. I asked my supervisor about their goals and expectations for the internship. I Discuss how I can work together to achieve these goals and how I can best contribute to the company. Confirm the logistics of my internship, such as my work schedule, dress code, and any other important details. This will help me be prepared for my first day on the job. The first day of my internship is an opportunity to make a good impression and build a positive relationship with my supervisor. Be professional, enthusiastic, and proactive, and I am sure to have a successful internship at Sarker Real Estate.

2.2 Activities during internship:

Week 1:

Orientation: First, I meet with HR and my supervisor to get an overview of the company and my internship responsibilities. Then I spend time with different teams within the company to understand their roles and how they contribute to the business. I research the real estate market in the local area and present my findings to my supervisor.

Week 2:

Property Management: In my second week of my internship, I assisted the property management team in conducting property inspections and preparing inspection reports. Then I assist the marketing team in developing social media campaigns to promote the company's properties. I also attend training sessions on real estate laws and regulations.

Week 3:

Sales: In my third week of internship, I shadowed the sales team and assisted in conducting property viewings. I assist the customer service team in handling customer inquiries and complaints. I conduct research on the real estate industry and present my findings to my supervisor.

Week 4:

Legal: In my fourth week of doing an internship, I attended legal meetings and assist in reviewing legal documents related to property transactions. Shadow the accounting team and assist in bookkeeping tasks. I assist the marketing team in preparing marketing materials for upcoming property listings.

Week 5:

Sales: In my fifth week of internship, I assisted the sales team in developing sales strategies and conducting market research. I assist the property management team in responding to tenant complaints and requests. I prepare and present a report on a real estate-related topic to my supervisor.

Week 6:

Closing: In the last week of my internship, I assisted the sales team in closing deals and preparing contracts. I met with my supervisor to evaluate my performance during the internship and receive feedback. I prepare and deliver a final presentation to the company, outlining my key takeaways and recommendations for improvement.

Chapter 3

Project part

3.1 Introduction:

As an intern, I learned about various sales strategies and techniques used in the real estate industry, including prospecting, lead generation, closing deals, and building relationships with clients. My experience dealing with customers taught me the importance of excellent customer service, effective communication, and building trust with clients. My involvement in advertising campaigns taught me about marketing principles, including market research, target audience analysis, and branding. My knowledge of Excel would have been put to the test, allowing me to gain practical skills in data analysis and sales reporting. My ability to come up with fresh and innovative promotional ideas shows that I have a talent for creative thinking and an entrepreneurial spirit. My internship would have provided me with opportunities to develop my interpersonal skills, such as communication, teamwork, and problem-solving, which are critical for success in any industry. Overall, my internship at Sarker Real Estate provided me with a solid foundation of knowledge and skills in real estate sales and marketing. My contributions to the sales team demonstrate that I am a valuable asset and have a bright future in the industry.

3.2 Learning outcome:

Internships in real estate provide valuable exposure to the processes involved in buying, selling, leasing, and managing properties. I learned about market analysis, property appraisal, negotiation tactics, contract drafting, and other essential aspects of real estate transactions. Interning at a real estate company can give me access to industry professionals and mentors. I may have opportunities to attend industry events, connect with other interns, and develop relationships with professionals in my field of interest. Real estate requires a deep understanding of financial metrics and data analysis. My internship may help me hone my analytical skills by working on market research, financial modeling, and valuation exercises. In real estate, effective communication is crucial to success. During my internship, I have the chance to work with clients, vendors, and other stakeholders. I also need to communicate complex ideas in a clear and concise manner. The most significant benefit of an internship is the opportunity to gain real-world experience in my field of interest. I may be involved in various projects and tasks, such as property inspections, client meetings, market research, and more. Overall, internships in real estate can provide valuable experience and knowledge that can help me advance my career in the industry.

3.3 MS office:

My manager told me to learn MS Excel. Because learning Microsoft Office can be a valuable skill to have during my internship at Sarker Real Estate Ltd. Microsoft Office is a suite of productivity tools that are commonly used in business environments, and proficiency in these tools helped me work more efficiently and effectively during my internship. Learning Microsoft Office helped me during my internship at Sarker Real Estate Ltd. Firstly, I learned about Microsoft Word. Microsoft Word is a word processing programme that is used to create and edit various types of documents, such as reports, memos, and proposals. Learning how to use this programme can help me create high-quality documents that meet the professional standards of Sarker Real Estate Ltd. Secondly, Microsoft Excel is a spreadsheet programme that can be used to manage and analyse data. During my internship at Sarker Real Estate Ltd., I needed to work with financial data or other types of data that could be organised and analysed in Excel. Thirdly, Microsoft PowerPoint is a presentation programme that can be used to create slideshows and visual aids. You may need to create presentations during your internship to showcase your ideas or present data to your colleagues. Lastly, Microsoft Outlook is an email client that can be used to send and receive emails. I needed to use this programme to communicate with my colleagues or schedule appointments during my internship. Additionally, other Microsoft Office programmes such as OneDrive, Teams, and SharePoint can be used for collaboration and file sharing. Overall, learning Microsoft Office was a valuable investment in my professional development, as it helped me work more efficiently and effectively during my internship at Sarker Real Estate Ltd.

3.4 Technologies used:

During my internship at Sarker Real Estate, I used many technologies. Some of the technologies are:

1. Real Estate Management Software: This software is used to manage and track properties, leases, and tenants. It can also be used for accounting and financial reporting.
2. Customer Relationship Management (CRM) Software: CRM software is used to manage customer interactions and relationships. It can help real estate companies keep track of leads, prospects, and clients.
3. Geographic Information Systems (GIS): GIS is used to analyze and visualize geographic data, such as property locations and market trends. It can be used to identify potential development sites and analyze market trends.
4. Virtual and Augmented Reality: Virtual and augmented reality technologies are used to create immersive experiences for buyers and sellers. Virtual reality can be used to create 3D models of properties, while augmented reality can be used to enhance property tours and show prospective buyers what a property could look like with renovations.
5. Cloud-Based Storage and Collaboration Tools: Cloud-based storage and collaboration tools such as Dropbox, Google Drive, and Microsoft OneDrive can be used to store and share files securely and collaborate with colleagues and clients.
6. Online Listing Portals: Real estate companies may use online listing portals such as Zillow, Redfin, and Realtor.com to list their properties and attract buyers and tenants. Overall, the use of technology in the real estate industry is becoming increasingly important, as it can help companies work more efficiently, analyze data more effectively, and provide a better customer experience.

3.5 Practical work and academic learning:

Academic learning, a treasure trove of knowledge, helped me bridge the gap between theory and practice. In a semester's course, Presentation Skills, which I acknowledge, and Techniques to Deliver a Precise Message, which I embrace, my internship at Sarker Real Estate was a noble experience. With this skillset, presenting to diverse audiences became a breeze. Interacting with clients, I did so with confidence, explaining the institution's services with ease. Academic learning's worth is beyond measure. Skills gained are useful in practical work, for sure. Continual growth and development will ensure a successful career, of that I am sure.

3.6 Expectation vs reality:

During my internship at Sarker Real Estate Ltd., I discovered several differences between my expectations and the reality of working in the real estate industry. As I delved into the daily operations of the company, I realized that there were many nuances that couldn't be learned in the classroom alone. For instance, as a service-based company, providing excellent customer service is paramount in the real estate industry. Interacting with clients of varying personalities, social classes, and backgrounds requires a specific skillset that is not typically taught in a classroom setting. It was during my internship that I learned how to deal with different types of clients and provide them with satisfactory service. In terms of paperwork, while clients are expected to fill out account opening forms and other necessary documents, I found that many of our officials willingly assist clients with filling out these forms to ensure accuracy and prevent any delays in the process. Additionally, while clients may occasionally be missing certain documents, officials may allow them to open new accounts with the understanding that they will submit the necessary documents at a later date. All in all, my internship at Sarker Real Estate Ltd. taught me the importance of flexibility and adaptability when it comes to providing quality customer service and navigating the various complexities of the real estate industry.

3.7 Skill developed during internship:

During my internship at Sarker Real Estate Ltd., I was able to develop a range of skills that are essential in the real estate industry. I found that the strict observation and guidance provided by the officials proved to be invaluable. One of the most important skills I developed during my internship was a solid understanding of the company. This knowledge proved to be incredibly useful when working with clients in the real estate industry, as I was able to provide them with accurate and reliable information about the financial aspects of their transactions. Additionally, working on a computer during my internship provided me with an opportunity to develop my technological skills. In the real estate industry, it's essential to have a strong understanding of the latest technologies and software programs to effectively manage transactions and communicate with clients. Perhaps most importantly, my internship at the company taught me about the responsibilities that come with being a professional in the financial industry. This experience gave me a sense of confidence and prepared me to take on the challenges and responsibilities of working in the fast-paced and dynamic world of real estate.

3.8 SWOT analysis of the institution:

SWOT analysis is a common phenomenon by which an overall evaluation of an organization or any company is conducted. Mainly the evaluation is done by analyzing the Strength, Weakness, Opportunity and Threats of the company. In SWOT analysis, Strength and Weakness are the internal factors of the organization or the company, whether Opportunity and Threat are the external factor. The strength are the internal factors which refers to the quality and assets of the company, by which it becomes competitive in market. Weakness are the internal factors which refer to the areas of the business that should be developed to remain competitive. Opportunities refer to the external scopes or chances by which the business can increase another strength. And finally, threat refers to the external factors which might become the reason of the loss of the company. Undoubtedly, every organization or business company should be evaluated by SWOT analysis in order to achieve their goal in market.

Strengths:

- A good level of reputation in the industry.
- Good qualities of services for the client' satisfaction.
- Bridging relationship with the clients.
- Standard quality of technological system and software program.

Weaknesses:

- Limitations in geographical area.
- Dependence on some particular key clients and
- Limited diversification in the offered services.
- High level of competition in the industry.


Opportunities:

- Expansion into new geographic markets
- Diversification into new property types or services
- Partnership opportunities with other real estate companies
- Increasing demand for sustainable and eco-friendly properties
- Advancements in technology that can streamline operations and improve client experiences

Threats:

- Economic downturns or recessions that can negatively impact the real estate industry
- Increasing competition from new entrants in the industry
- Changing government policies and regulations that can impact the industry
- Environmental factors such as natural disasters that can damage properties and disrupt operations
- Changing consumer preferences and demands that require quick adaptation to stay competitive.

Certified:



Sarker Real Estate Ltd.
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Sarker Real Estate Ltd.

Ref: ০০|২০২৩Date: ২০-০৫-২০২৩

To WHOM IT MAY CONCERN

This is to certify that **Md. Akash Hossain**, S/O- Md. Asad Mia, a student of BA (Hons), (Major In English- final semester), Daffodil International University, Dhaka, Bangladesh has successfully completed 03(Three) months (from 15th February, 2023 to 15th May, 2023) long internship programme at **SARKER REAL ESTATE LTD.** During the period of his internship programme with us he was found punctual, hardworking and inquisitive.

We wish him very success in life.



(Md. Khorshed Alam Sarker)
Managing Director
SARKER REAL ESTATE LTD.

Khurshed Alam Sarker
Managing Director
Sarker Real Estate Ltd.

Photos:



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