



Daffodil
International
University

An Internship Report

On

Marketing and Sales Activities of an Uprising Real Estate Company in Bangladesh: A Case Study of ASSK Developers Ltd.

Prepared by

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Date of Submission: 25th November, 2023

Letter of Transmittal

Date: 25th November,2023

Dr. Amir Ahmed

Assistant Professor & Head

Department of Real Estate

Daffodil International University

Subject: Application for submitting the Internship Report.

Honorable Sir,

With due respect to inform you that I would like to submit my Internship report entitled: “Marketing and Sales Activities of an Uprising Real Estate Company in Bangladesh: A Case Study of ASSK Developers Ltd.” I am too much grateful to you for giving me the opportunity to prepare this report. I strongly believe that this practical knowledge about the Real Estate business is a very useful asset in my life. I followed to put my best effort to prepare this report according to the rules and regulations of Daffodil International University.

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

Thanking You

Sincerely Yours



Md. Arafat Islam

ID- 201-27-352

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Certificate of Approval



I am pleased to certify that the Internship report on “**Marketing and Sales Activities of an Uprising Real Estate Company in Bangladesh: A Case Study of ASSK Developers Ltd.**” conducted by **Md. Arafat Islam** is bearing **ID No: 201-27-352** of the Department of Real Estate has been approved for presentation and defense/viva-voce. Under my supervision, Md. Arafat Islam worked with the ASSK Developers Ltd. corporate Branch as preparing the Internship Report.

I am pleased to hereby certify that the data the findings presented in the report are the authentic work of Md. Arafat Islam. I strongly recommend the report presented by Md. Arafat Islam for further academic commendations and defiance/viva-voce.

Md. Arafat Islam bears a strong moral character and a very pleasing personality. It has indeed been a great pleasure working with him. I wish him all success in life.

A handwritten signature in black ink, appearing to be "Dr. Amir Ahmed", is written over a dotted line.

Supervisor

Dr. Amir Ahmed
Assistant Professor & Head
Department of Real Estate
Daffodil International University


Student Disclaimer

I, do, hereby solemnly declare that the internship report on “**Marketing and Sales Activities of an Uprising Real Estate Company in Bangladesh: A Case Study of ASSK Developers Ltd.**” has been prepared by me and has not been previously submitted to any other University / College / Organization for any academic qualification.

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

Thanking You

Sincerely Yours,



.....
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Acknowledgment

I extend my sincere gratitude to Dr. Amir Ahmed, Assistant Professor and Head, Department of Real Estate, for his unwavering guidance and insightful observations throughout the entirety of my internship report. His enthusiasm played a pivotal role in enabling me to compile this comprehensive document.

I would also like to express my appreciation to Md. Shakil Ahmed, Lecturer, Department of Real Estate and Md. Rayhanul Islam, Assistant Professor, Department of Real Estate for their valuable contributions and support during my internship. Their expertise and encouragement significantly enriched my learning experience.

Furthermore, my heartfelt thanks go to the esteemed Dean, Faculty of Business and Entrepreneurship, Dr. Masum Iqbal for his continuous encouragement and support.

I am indebted to the authorities of ASSK Developers Ltd. for providing me with the opportunity to gain practical experience and for sharing their knowledge and expertise.

I would like to acknowledge the support of my family, friends, and others who generously extended their helping hands in the preparation of this report.

Finally, I express my gratitude to Almighty Allah for granting me the strength and resilience to complete and submit this report successfully.



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Executive Summary

In this report, I would like to emphasize that real estate encompasses both tangible and intangible assets. Tangible assets in real estate include land, buildings, and vehicles, while intangible assets encompass various forms of documentation, such as contractual agreements.

ASSK Developers Ltd. stands as an environmentally conscious response to the rapid urbanization in Bangladesh. As a requirement of the BRE program, I completed a three-month internship at ASSK Developers Ltd. within the marketing department, with my primary goal being to gain insights into the organization's marketing activities. The purpose of this internship report is to analyze the current marketing situation within the organization, encompassing its objectives, mission, vision, and departments.

This internship report offers an in-depth analysis of ASSK Developers Ltd.'s marketing activities, including the selection of a target market, product offering, pricing strategies, and policies for target customers. It contains comprehensive information about the overall marketing efforts of ASSK Developers Ltd.

The concluding section of the report provides important findings related to ASSK Developers Ltd, along with suggestions from my own perspective. Ultimately, this report serves to elucidate the marketing endeavors of ASSK Developers Limited.

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Chapter One

Introduction

1.1 Introduction

The real estate landscape in Bangladesh is currently experiencing a dynamic evolution, characterized by a growing emphasis on professionalism as the cornerstone of success in the industry. As urbanization continues to shape the future metropolis, the demand for housing has escalated, necessitating a paradigm shift in how real estate companies approach their ventures. In this context, ASSK Developers Ltd. emerged onto the scene in 2015, dedicated to not only meeting but exceeding the housing needs of the evolving urban population.

Bangladesh's real estate market is witnessing a surge in demand for safe, healthy, and stress-free homes, reflecting a changing societal perspective on living spaces. In response to this, ASSK Developers Ltd. strategically positions its projects to provide not only spacious plots of land but also assets that align with the contemporary preferences of homeowners. The company distinguishes itself by ensuring complete after-sales services and catering to the minutest needs of its customers, fostering a high level of satisfaction in real estate investments.

Amidst this transformative period in the real estate sector, the completion of my Bachelor's in Real Estate (BRE) degree from the Department of Real Estate at Daffodil International University aligns with the industry's call for professionalism. This internship report, a crucial component of my final semester, delves into the sales and marketing activities of ASSK Developers Ltd. It serves as an invaluable opportunity to gain insights into the intricacies of sales and marketing management within the real estate domain and explore the dynamics of customer satisfaction.

In the broader context of Bangladesh's real estate market, this internship report aims to provide a nuanced understanding of the challenges and opportunities within the industry. By examining the practices of ASSK Developers Ltd., it contributes to the ongoing discourse surrounding the evolving real estate landscape in the country. The findings of this report may serve as a valuable resource for stakeholders seeking to navigate and capitalize on the changing dynamics of the real estate market in Bangladesh.

1.2 Bachelor of Real Estate (BRE) program of DIU

The Bachelor of Real Estate (BRE) program at Daffodil International University stands as a pivotal initiative in shaping proficient real estate professionals in Bangladesh. Introduced by the university, this four-year professional program is designed to cultivate effective graduates for the dynamic real estate sector of the country.

Distinguished by its holistic approach, the BRE program transcends theoretical boundaries, incorporating practical exposure through avenues such as REHAB fairs, company visits, and internship programs. Notably, the program mandates a four-month organizational internship, culminating in a comprehensive report. It is through this structured internship opportunity that I had the privilege to engage with ASSK Developers Ltd.

The commitment of Daffodil International University's Real Estate Department to bridge the gap between academia and industry is evident in its emphasis on practical experiences. The program serves as a conduit for students to integrate theoretical knowledge with real-world applications, ensuring a well-rounded understanding of the intricacies of the real estate market.

The internship experience at ASSK Developers Ltd., a service-oriented organization, has been instrumental in shaping the insights presented in this report. The unwavering support received from the organization's staff, leaders, managers, and my respective teacher supervisors has significantly contributed to the depth and quality of this report.

In addition to its commitment to individual student growth, the BRE department's collective contribution to the real estate market in Bangladesh is noteworthy. By producing graduates equipped with a blend of theoretical understanding and practical skills, the department plays a vital role in enhancing the overall professionalism and efficacy of the workforce within the real estate industry.

This internship report, rooted in both academic knowledge and hands-on experience, reflects my earnest endeavor to leverage the opportunities provided by the BRE program to enrich my understanding of the real estate sector. It underscores the symbiotic relationship between academic endeavors and practical exposure, highlighting the integral role played by Daffodil International University in nurturing skilled professionals who contribute meaningfully to the ever-evolving real estate market in Bangladesh.

1.3 Scope of the Study

The report is based on an evaluation of the sales and marketing activities of ASSK Developers Ltd. Here the report includes marketing activities related to real estate business. Create some marketing guidelines to target this market and find target customers. This report provides information on ASSK Developers Ltd.'s target markets, products, pricing, offer letters, policy implementation and sales planning. In order to analyze the marketing activities of ASSK Developers Ltd., relevant information has been collected and summarized as much as possible. This is because it is important to have a transparent understanding of the marketing activities of ASSK Developers Ltd.

This report plays an important role in getting this information from ASSK Developers Ltd.

The scopes of the study area:

1. Maintain good relations between employees and management of ASSK Developers Ltd.
2. Effective improvement of workplace design.
3. Designing an effective marketing layout.
4. Effective treatment of employees.
5. Manipulation and hiring of employees according to their duties.
6. Stay connected in an efficient way.

1.4 Objectives of the Study

The main purpose of this study is to evaluate the business and marketing activities of ASSK Developers Ltd. The purpose of the survey is specifically to:

- To identify the target market of ASSK Developers Ltd.
- Identify the status and occupation of the buyer.
- Explore sales strategies
- Evaluate marketing strategies
- Explore customer relationship management
- Identify challenges and outlook for the future
- Provide referrals

- Description of products and pricing strategies of ASSK Developers Ltd.
- Knowledge of consumer satisfaction with price.
- Description of promotional activities of ASSK Developers Ltd
- Check the payment method for accommodation.
- Find out the consumer's opinion about the apartment.
- Identify problems with marketing efforts of ASSK Developers Ltd. Make some suggestions to solve the problem.
- To Contribute to Industry Knowledge

1.5 Methodology

- **Sources of Data**

To prepare the report data have been collected from primary and secondary sources.

- **Primary Data:**

- I. Employees of ASSK Developers Ltd.
- II. Customers of the ASSK Developers Ltd.

- **Secondary Data:**

- i. Office Operating Instructions ASSK Developers Ltd.
- ii. ASSK Developers Ltd. Product and Service Brochures.
- iii. Previous ASSK Developers Ltd Record Files
- iv. REHAB newsletter and magazine.
- v. A book related to real estate.
- vi. Report published at the Real Estate Fair.
- vii. News.
- viii. Various circulars of ASSK Developers Ltd.
- ix. Internet.

- **Method of Administrating the Questionnaire:**

The major tool of data collection was the questionnaire that includes simple, straightforward, close-ended questions.

- **Sample Design:**

Target Population Identification: The data was collected from the employees of ASSK Developers Ltd. and customers who have purchased flats from ASSK Developers Ltd.

Sampling Method: Convenience sampling has been followed for selecting samples.

Sample Size:

Types of Sample	Geographical Area	Sample Size
Employees of ASSK Developers Ltd.	ASSK Developers Ltd. Office Premises	25
Customers of ASSK Developers Ltd.	Gulshan-1, Dhaka	25
Total		50

- **Data collection method**

I used both primary and secondary data to create this report. A collection of data is specified below.

Primary data collection:

- i. Interviews with customers and employees through questionnaire surveys.
- ii. Extended work experience and intern staff at ASSK Developers Ltd.

1.6 Rationale of the study

The internship program is essential for all students, especially those involved in real estate. Which helps to know the real situation. For this reason, students complete an internship program at the final stage of their research to gain practical experience and gain a profession. Secondary data sources Three months direct observation ASSK Developers Ltd. Questionnaire Survey Annual Report ASSK Developers Ltd. Official Website Data Collection Dissociation with Officers.

The internship program is very helpful in bridging the gap between initial knowledge and work experience within the Bachelor of Real Estate (BRE) program.

This internship report has been created to provide practical experience through theoretical understanding.

1.7 Limitations

The present study was not limited. But it was a good opportunity to learn about the real estate business. I have attached some restrictions below.

- Each organization has its own confidentiality that is not related to other organizations.
- During the data collection, we did not discuss much information during the interviews with the employees due to the confidentiality of the organization.
- The buyer was too busy to spend time talking.
- Workplace stress was also a barrier to reporting.
- Another limitation was the inability to verify the correctness of the collected data.
- I did not get enough information about the real estate sector in Bangladesh.
- The managers of some departments were so busy that they could not devote enough time to me.
- Web resources were also not sufficient to get enough help.

Chapter Two

Profile of the Organization

2.1 ABOUT ASSK Developers Ltd.

ASSK Developers Ltd. entered the Bangladeshi real estate sector in 2018, responding to the growing demand for luxury homes and commercial spaces, it quickly became a symbol of fame and credibility among its target audience.

ASSK Developers Ltd. ensures quality, maintains transparency and delivers on time with innovative architecture, superior craftsmanship, high quality materials and latest technologies for maximum customer satisfaction.

ASSK Developers Ltd. strives to excel to delight its shareholders by consistently exceeding expectations. ASSK Developers Ltd Resource Team is the heart of the company and is staffed by dedicated and well-trained professionals who pave the way for new paths to success. Management is committed to the development and safety of employees at all levels in all offices and locations.

ASSK Developers Ltd. promotes strong ethical values and continues to apply and demonstrate transparency at all levels and activities. ASSK Developers Ltd. believes in protecting the environment and therefore continues to use advanced techniques to build greener buildings while optimizing the use of purely natural resources.

ASSK Developers Ltd. it is an active participant and strives for social progress for the overall excellence of people, communities, societies and nations.

It is only long-term planning in any geographical location environmentally friendly. Of course, there are many factors involved in deciding this. It has launched seven projects at various locations in Dhaka (until June 2023). He already has about four projects.

ASSK Developers Ltd. is a little a bit slow but steady in the persuasion of its goal. The management personnel, managers, executives, architects, engineers, and staff members are serving for the enhancement of efficiency of the company so that the company serves the clients better.

For the systematic and coordinated operation of the company, the department is specially taken care of. A panel of advisors, consultants and patrons is also constantly working to enrich products and services.

ASSK Developers Ltd. was founded with the primary goal of providing first-class quality services and taking a leading role in the real estate market. During the whole year, the key

components of the success of ASSK Developers Ltd. dedication to quality and diligence while maintaining technical proficiency in multiple client engagements. ASSK Developers Ltd.

ASSK Developers ltd. was able to maintain long-term relationships with distinction and pride. While the trend of many businesses is to diversify, ASSK Developers Ltd has led this fundamental trend to diversify their activities.

ASSK Developers Ltd. emphasizes its capabilities in the implementation of large complex development projects and shares a commitment with clients to meet strict deadlines and targets. The company prides itself on being able to make the difference between a project that is delayed and a job that is well done within a reasonable time frame. It's a completely customer-centric company and it's all about making them smile.

2.2 Organizational Overview

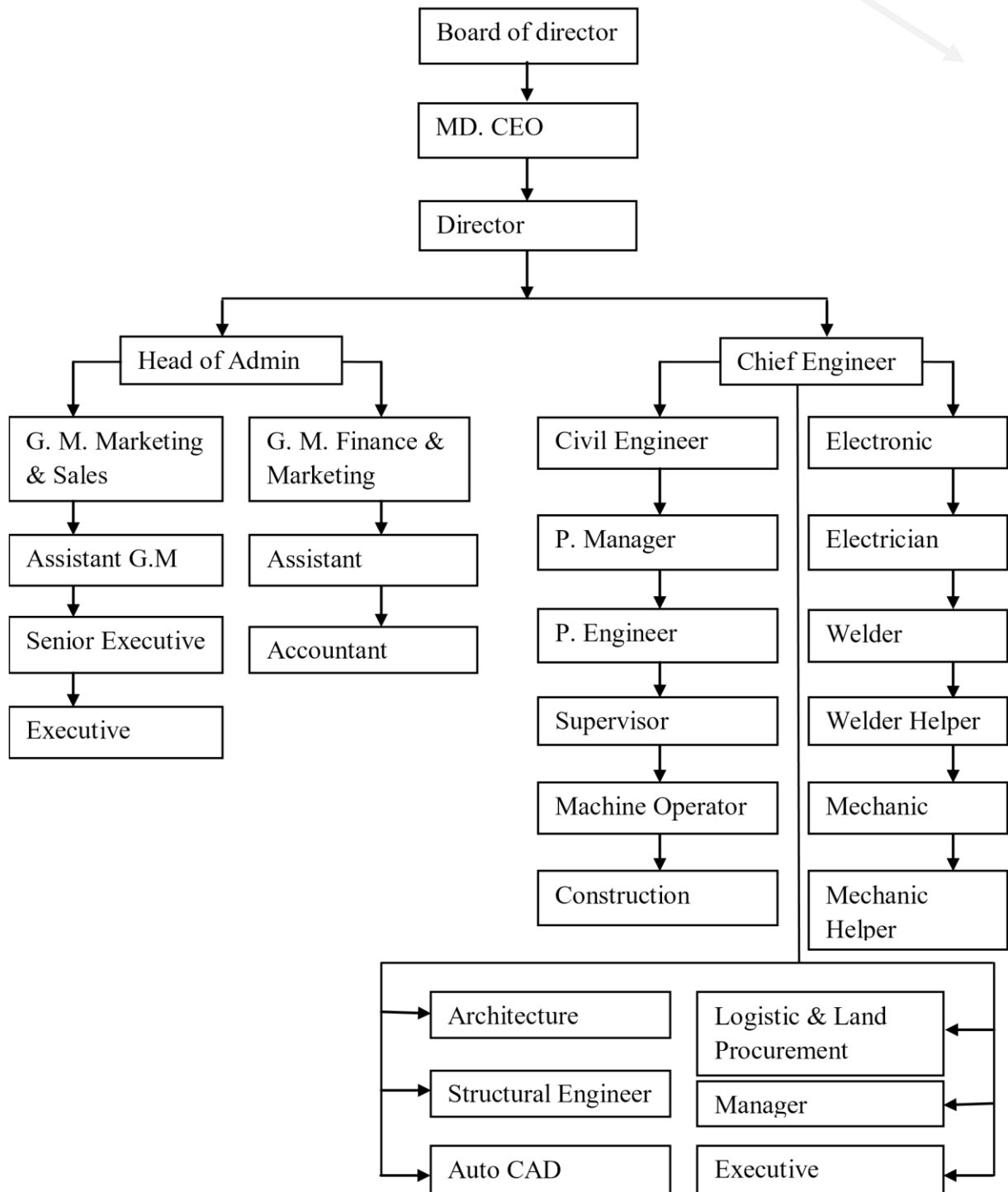


Figure 1.1 Organization ASSK Developers Ltd.

2.3 Departments of the company:

In ASSK Developers Ltd. the corporate branch has 7 main departments. The names of these departments and activities are listed below:

- Reception
- Marketing & Sales Department
- Management and Operations Department
- Land and Legal Department
- Construction Department
- Customer Service Department
- Architect Department
- Documentation and recovery
- Finance and accounting department
- Purchasing department
- Human Resource Management (HRM)

Reception Desk:

The main tasks of the reception desk are keeping lists of incoming and outgoing calls, office management and answering calls. They also maintain a daily recall file known as the Central recall system.

Marketing & Sales Department:

ASSK Developers Ltd. has a large marketing department. A strong sales team and aggressive marketing campaigns have resulted in tremendous sales growth with an excellent market share. ASSK Developers Ltd. has become the market leader in real estate.

Management and Operations Department:

The Management Department at ASSK Developers Ltd. consistently prioritizes the well-being of the entire organization and is committed to ensuring its seamless operation. In the event of any employee errors or missteps, the department proactively takes appropriate corrective measures. Furthermore, the company acknowledges and rewards outstanding employee performance with bonuses.

Land and Legal Department:

The Land and Legal Department within ASSK Developers Ltd. is dedicated to navigating the intricate landscape of land acquisition and ensuring all legal aspects of the company's real estate projects are meticulously addressed. This department collaborates with various stakeholders to secure legal clearances and compliance, safeguarding the company's interests in land transactions.

Construction Department:

The Construction Department is the driving force behind turning architectural visions into tangible structures. Comprising skilled professionals, this department oversees the planning, execution, and quality control of construction projects. Their expertise ensures that ASSK Developers Ltd. delivers properties that not only meet but exceed industry standards.

Customer Service Department:

The Customer Service Department at ASSK Developers Ltd. is committed to enhancing the overall customer experience. This team serves as a vital link between clients and the company, addressing inquiries, concerns, and feedback. By fostering strong client relationships, the Customer Service Department contributes to the company's reputation for exceptional service and client satisfaction.

Architect Department:

The Architect Department is responsible for translating creative concepts into practical designs. With a focus on aesthetics, functionality, and sustainability, this department collaborates closely with the Construction Department to ensure that each project aligns with the company's vision and meets the expectations of modern living spaces.

These additional departments collectively form a robust framework within ASSK Developers Ltd., enhancing the company's capacity to excel in diverse aspects of the real estate industry. Each department contributes uniquely to the overall success of the organization, ensuring a holistic and efficient approach to real estate development and management.

Financial Accounting Department:

- Utilizing the software developed by ASSK Developers Ltd.
- Conducting the ultimate examination of bank collation.
- Confirming purchase orders from bank debtors.
- Validating the financial accounting of the company.
- Granting permission for surrender.
- Providing approval for registration.

Procurement Department:

- Acquiring land through purchase.
- Completing the registration process for the sold land.

Documentation:

- In cases where customers fail to meet payment deadlines, this department will subsequently coordinate and authorize deadline extensions.
- Due to business constraints, if the client cannot accept the certificate, department personnel will engage with the client until the officer has prepared a preliminary draft of the certificate.
- If any modifications are made to the payment schedule or assets, this department will oversee all related procedures.
- Additionally, this department generates a registration note sheet once the customer has settled all fees, including the registration fee.

2.4 MISSION , VISION and OBJECTIVES

MISSION

ASSK Developers Ltd is dedicated to its mission of fostering a collaborative and dynamic work environment while delivering personalized services and exclusive products that cater to the unique needs of our valued customers. This mission is achieved through the following principles:

- Cultivating a proficient workforce equipped with leadership qualities and essential skills.
- Committing to provide all our service partners with equitable and punctual support.
- Engaging with the community to contribute to a brighter and more promising future for all.

VISION

Their vision is to evolve into a trusted and profitable institution, recognized as a reputable brand in their industry.

OBJECTIVES

Their objective is to establish an exemplary workplace, foster urban development through modern amenities, and ensure a secure environment where uncompromised quality prevails. Innovation, dynamism, and a commitment to perfection guide them toward achieving the utmost satisfaction of their customers.

2.5 WHAT MAKES ASSK Developers Ltd. DIFFERENT?

The success of ASSK Developers Ltd. is underpinned by ten key attributes:

1. **Unique Value Proposition:** The company offers a clear and distinctive value proposition that sets it apart, whether through quality construction, innovative designs, sustainability, or exceptional customer service.
2. **Innovative Designs and Architecture:** ASSK Developers Ltd. is known for its innovative architectural designs, making it a standout player in a market where unique and aesthetically pleasing designs are highly sought after.
3. **Customer-Centric Approach:** The company has built a strong reputation for its customer-centric approach, prioritizing a deep understanding of and response to diverse customer needs and preferences.
4. **Sustainable Practices:** A commitment to sustainability and green building practices attracts environmentally-conscious buyers seeking energy-efficient and eco-friendly properties.
5. **Technological Integration:** Leveraging technology effectively in projects, such as offering smart homes and automation systems, provides a modern and unique living experience.
6. **Quality and Craftsmanship:** The company excels in construction quality and meticulous attention to detail, positioning its properties as premium offerings.
7. **Exclusive Amenities and Facilities:** ASSK Developers Ltd. provides exclusive amenities and facilities, such as cutting-edge fitness centers, recreational spaces, community gardens, and wellness areas.

8. **Strong Reputation:** A positive and enduring reputation built on successful projects, ethical practices, and satisfied customers establishes the company as a reliable and trusted developer.
9. **Community Engagement:** Active involvement with the local community through outreach programs, charitable initiatives, and neighborhood development initiatives enhances the company's image as a socially responsible organization.
10. **Strategic Partnerships:** Collaborations with respected architects, interior designers, and other industry professionals contribute to the company's uniqueness and expertise in the field.

These attributes collectively define ASSK Developers Ltd.'s path to success and its standing as a prominent player in the real estate development industry.

2.6 Product of ASSK Developers Ltd.

- Luxury Apartments
- Commercial Space
- Shopping Complex

2.7 SOME FINISHED & ONGOING & UPCOMING PROJECTS OF ASSK

Developers Ltd.



Located in the heart of Vatara, ASSK Developers Ltd. Serenity offers all the convenience of modern living. Extravagant luxuries like an infinity pool, fitness center, and service hall are added features of this trendy structure in addition to the common modern amenities.

Land Area: 14 Katha
Building Storied: G+9
Total No of Apt: 6 Nos



D-Dream is Located in Queen's Garden, Nururchala Baridhara, Vatara, Dhaka. ASSK Developers Ltd. Serenity offers all the convenience of modern living. Extravagant luxuries like an infinity pool, fitness center, and service hall are added features of this trendy structure in addition to the common modern amenities.

Land Area: 29 Katha
Building Storied: G+9
Total No of Apt: 8 Nos



New York City is Located in Gupipara Road, Uttar Badda, Dhaka. ASSK Developers Ltd. Serenity offers all the convenience of modern living. Extravagant luxuries like an infinity pool, fitness center, and service hall are added features of this trendy structure in addition to the common modern amenities.

Land Area: 17.50 Katha
Building Storied: B+ G+9
Total No of Apt: 6 Nos



Tisha Kutir is located in Modhubag, Hatirjheel. ASSK Developers Ltd. Serenity offers all the convenience of modern living. Extravagant luxuries like an infinity pool, fitness center, and service hall are added features of this trendy structure in addition to the common modern amenities.

Land Area: 11.50 Katha
Building Storied: B+G+9
Total No of Apt: 4 Nos



ASSK Manhattan City is located in Nandipara(Baganbari), Banasree, Dhaka. Extravagant luxuries like an infinity pool, fitness center, and service hall are added features of this trendy structure in addition to the common modern amenities.

Land Area: 24 Katha
Building Storied: B+G+9
Total No of Apt: 8 Nos



The SAS Castle is located in Queen's Garden, Nururchala, Vatar, Baridhara, Dhaka.

Land Area: 7 Katha
Building Storied: G+9
Total No of Apt: 2 Nos

2.8 SWOT Analysis of the company:

The acronym SWOT represents Strengths, Weaknesses, Opportunities, and Threats. In SWOT analysis, Strengths and Weaknesses are determined by internal factors, while Opportunities and Threats are identified based on external factors.

Strengths:

- ASSK Developers Ltd. consistently demonstrates a commitment to providing superior service.
- All ASSK Developers Ltd. employees exhibit sincerity and reliability.
- The market potential of ASSK Developers Ltd. is moderate.
- ASSK Developers Ltd. boasts an effective sales team.
- The company maintains meticulous record-keeping practices.
- ASSK Developers Ltd. utilizes an advanced information system.
- ASSK Developers Ltd. fosters a positive relationship between top management and employees.
- ASSK Developers Ltd. has a robust security system in place.
- The office of ASSK Developers Ltd. is well-appointed.

Weaknesses:

- Inability to adhere to rules and regulations in accordance with the law.
- Installment facilities do not align with customer preferences.
- Decision-making is concentrated solely in the hands of top management.
- Challenges arise due to improper government policies.
- Limited coverage in the local market area.

Opportunities:

- The real estate industry is witnessing the emergence of new businesses.
- Enhance service quality to surpass competitors.
- Strive for increased customer satisfaction.
- Capitalize on opportunities to generate substantial revenue.

Threats:

- The proliferation of real estate companies poses a threat.
- Government intervention may impede development.
- Escalation of overall costs.
- Complexity associated with compliance with RAJUK rules and regulations.
- Project areas face challenges from local village politics.

Chapter-3
Marketing Activities of
ASSK Developers Ltd.

3.1 ABOUT “MARKETING & SALES DEPARTMENT OF ASSK Developers Ltd.”

The "Marketing & Sales Department" at ASSK Developers Ltd. holds a pivotal role within the organization. This department is staffed with a team consisting of one manager, one assistant manager, two senior executives, and four executives.

These individuals possess exceptional qualities, including intelligence, energy, extensive experience, and a high level of education. Their combined capabilities enable them to effectively manage client interactions and efficiently promote and sell the company's products, contributing significantly to the overall success of ASSK Developers Ltd.

3.2 Market Segmentation of the existing & upcoming projects of ASSK Developers Ltd.:

ASSK Developers Ltd. strategically segments its markets for both existing and upcoming projects based on several key factors, primarily focusing on location, land price, and apartment size. These segmented areas include:

- **Segmentation - I:** Encompassing the affluent and prestigious neighborhoods of Baridhara, Gulshan this segment targets high-end markets known for their prime locations and premium property prices.
- **Segmentation - II:** Covering areas like Bashundhara and surroundings like jagannathpur , this segment caters to a slightly different market, offering properties in well-established residential districts with a balance between convenience and affordability.
- **Segmentation - III:** Focusing on Badda and Vatara, this segment addresses a market seeking value-oriented options in a developing residential area.
- **Segmentation - IV:** This part Focusing on Aftabnagar and Banasree this segment addresses a market seeking a developing residential area.

By tailoring their projects to these distinct segments, ASSK Developers Ltd. is able to effectively meet the diverse demands and preferences of their clientele, thereby enhancing their market reach and competitiveness.

3.3 MARKETING ACTIVITIES OF ASSK Developers Ltd:

In Bangladesh, there is a diverse landscape of approximately 1000 real estate companies, some of which are members of the Real Estate and Housing Association of Bangladesh (REHAB), while others operate independently. Regardless of their REHAB membership status, the primary function of these real estate companies is to market and sell their properties.

As a real estate student, I had the opportunity to gain practical experience through a Four-month internship within the "Marketing & Sales Department" of ASSK Developers Ltd. During this time, I closely observed and gained insights into the day-to-day activities and strategies employed by the department's employees to effectively market and sell the company's properties.

This valuable experience provided me a comprehensive understanding of the intricacies of how real estate sellers operate and successfully market their products. It also equipped me practical knowledge about ASSK Developers Ltd.'s specific marketing activities, which can serve as a valuable asset as I continue my studies and potentially pursue a career in the real estate industry.

3.3.1 Marketing Department Responsibilities

Certainly, here is an overview of the marketing and sales activities conducted by ASSK Developers Ltd.:

- **Prospect Search:** Identifying potential prospects or leads for real estate sales.
- **Customer Prospecting:** Compiling a list of potential customers who may be interested in the company's offerings.
- **Relationship Management:** Establishing and maintaining ongoing relationships with prospective customers, fostering trust and rapport.

- **Customer Education:** Persuading potential customers by thoroughly explaining the positive attributes and features of the company's properties.
- **Sales Toolkit Creation:** Developing a compelling and visually appealing sales toolkit or materials that showcase the properties effectively.
- **Trade Fair Participation:** Engaging in various trade fairs and exhibitions to showcase the company's projects and network with potential clients.
- **Information Provision:** Offering necessary information to clients regarding properties, pricing, and any other relevant details.
- **Brochure Distribution:** Distributing property brochures and promotional materials to potential clients.
- **Office Briefings:** Conducting in-office briefings and presentations to clients, providing insights into architectural designs and project details.
- **Customer Satisfaction:** Ensuring customer satisfaction by maintaining continuous engagement, addressing inquiries, and providing excellent customer service.

These activities collectively contribute to the marketing and sales efforts of ASSK Developers Ltd., helping them reach and engage potential customers effectively in the competitive real estate market.

3.3.2 Target Market

ASSK Developers Ltd. targets a specific clientele consisting of social class businessmen, expatriates, and service providers. These individuals are drawn to the company's offerings due to the exceptional quality, prime locations, and advanced technical amenities found in its condominiums.

These target customers are seeking more than just a place to live; they desire a secure and high-quality environment that complements their lifestyle and fosters the desired ambiance. ASSK Developers Ltd. aims to cater to these discerning preferences by delivering properties that meet their expectations and enhance their overall living experience.

3.3.3 Market Segmentation

ASSK Developers Ltd. has implemented a strategic market segmentation approach, categorizing potential customers into distinct income groups. Their market targets are as follows:

- **First Target - Upper-Class:** This segment comprises individuals from the upper-class socioeconomic group. ASSK Developers Ltd. tailors its offerings to cater to the preferences and needs of this affluent demographic.
- **Second Target - Upper Middle-Class:** The second target group consists of upper middle-class individuals. These customers typically possess a moderate to high income level, and the company customizes its products and services to align with their preferences and financial capabilities.
- **Third Target - Middle-Class:** The third target group encompasses middle-class individuals, who form a substantial portion of the market. ASSK Developers Ltd. seeks to provide affordable yet quality housing solutions that resonate with this demographic's aspirations.

By segmenting the market in this manner, ASSK Developers Ltd. can effectively address the diverse needs and budgets of customers within these income groups, thereby enhancing its market reach and competitiveness.

3.3.4 Target Market Segment Strategy

ASSK Developers Ltd. places a strong emphasis on establishing itself in a unique position within the market, characterized by unparalleled levels of quality, prime locations, and advanced technical amenities. This commitment serves as the foundation for all their marketing and advertising endeavors.

Moreover, the company recognizes the significance of effectively reaching its target audience. To achieve this, they have ensured accessibility through multiple channels, including newspapers, websites, and frequent presentations in office buildings. This multi-pronged approach enhances their visibility and engagement with potential clients.

Understanding the specific needs and priorities of their clients remains a critical aspect of ASSK Developers Ltd.'s business strategy. By prioritizing this aspect, the company can tailor its offerings and services to meet the unique preferences and requirements of its clientele, thereby ensuring customer satisfaction and loyalty.

3.3.5 Market Demand Each project of ASSK Developers Ltd.

ASSK Developers Ltd. is dedicated to meeting the demands of its customers, offering a unique combination of quality, comfort, service, security, and advanced technical amenities that are exclusively found in ASSK Developers Ltd. Residential Apartments. This commitment aligns with the distinct needs of two primary customer segments:

- **Service Consumer Segment:** This segment comprises individuals who seek a serene and secure atmosphere that fosters a sense of safety and tranquility. ASSK Developers Ltd. endeavors to provide these customers with residential options that offer a peaceful and secure living environment.
- **Business Segment:** The business segment encompasses professionals and business people who are often on the move, either relocating to a new city or returning home after a busy day. They require a living environment that sets them apart from the typical noisy and chaotic urban apartment life. ASSK Developers Ltd. understands the importance of providing these customers with the quality and comfort they need in their residences.

By catering to the unique preferences and priorities of these two customer segments, ASSK Developers Ltd. ensures that its Residential Apartments meet the expectations of both service consumers and business professionals, ultimately enhancing their overall living experience.

3.3.6 Positioning Statement

ASSK Developers Ltd. is committed to fulfilling the aspirations of individuals who value high quality, prime environments, and ideal locations while making it affordable for them. Our promise revolves around ensuring complete customer satisfaction, and we take any customer concerns or complaints seriously, addressing them promptly and effectively.

By prioritizing quality, affordability, and responsive customer service, ASSK Developers Ltd. strives to create an exceptional living experience that aligns with the desires and needs of our valued customers.

3.3.7 Product

ASSK Developers Ltd. is a multifaceted organization deeply engaged in various aspects of the real estate sector. Our commitment to crafting top-tier and cost-effective residences, catering to the needs of the upper middle class seeking luxurious living spaces, necessitates a substantial level of experience and expertise.

We recognize that strong customer service plays a pivotal role in achieving our goals. As such, we invest significantly in training and fostering a customer-centric approach within our organization. Understanding and addressing the unique demands of our clients is a cornerstone of our success in delivering high-quality, affordable, and luxurious homes, further solidifying our reputation in the real estate industry.

3.3.8 Competitiveness comparison

ASSK Developers Ltd's competitive advantage.

- ASSK Developers Ltd. takes pride in offering housing options of superior quality compared to the average residences found within the city. However, it's important to recognize that this high-quality housing might not be suitable for residents who prefer a more modest or simple living arrangement. The company's commitment to providing upscale housing aims to enhance the comfort and enjoyment of those seeking luxurious living experiences.
- The company adopts a straightforward marketing strategy that effectively reduces marketing and advertising costs. Nevertheless, the owner's expertise in visual layout and communication plays a crucial role in creating distinctive and artistic products that resonate with clients. While many competitors in the market focus on providing budget-friendly housing, ASSK Developers Ltd. positions itself as a provider of exceptional and unique properties.

- ASSK Developers Ltd. places a strong emphasis on environmental protection and adheres to the rules and regulations set forth by RAJUK, the Floor Area Ratio (FAR) guidelines, and the national building code. This commitment not only ensures compliance but also enhances the safety and resilience of their properties, especially in earthquake-prone areas, showcasing their dedication to responsible construction practices.

3.3.9 Pricing Strategy

ASSK Developers Ltd. employs a strategic approach to pricing that considers various factors, including the rate of return, anticipated customer responses, and competition within the market. Here are the key aspects of their pricing strategy:

- **Competitive Pricing Strategy:** ASSK Developers Ltd. has embraced a competitive pricing strategy. This approach involves setting prices that are competitive with or comparable to those offered by other players in the real estate market.
- **Regional Pricing:** In many instances, pricing for their products or services is regionally determined. This means that the cost of properties or packages may vary based on the specific location or region where they are offered.
- **Quality-Based Pricing:** The pricing of their products or packages also takes into account the quality and features of the offerings. Higher-quality properties or packages may command a higher price point compared to those with fewer amenities or features.
- **Price Adjustments:** ASSK Developers Ltd. remains adaptable in response to market dynamics. When circumstances dictate, such as fluctuations in costs or changes in demand, the company may adjust its prices accordingly to ensure competitiveness and profitability.

This approach to pricing reflects the company's commitment to providing value to customers while maintaining a competitive edge within the real estate industry.

3.4 ADVERTISEMENT PREPARATION:

The Marketing and Sales Department at ASSK Developers Ltd. places paramount importance on its advertising activities, with the primary focus being the preparation of advertisements for publication in daily newspapers. The company maintains a regular advertising presence, with advertisements typically appearing at least once a week. Key newspapers where ASSK Developers Ltd. advertises include The Daily Prothom Alo and The Daily Bangladesh Protidin.

In addition to promoting its projects, the company also advertises job opportunities in various daily newspapers. The advertisements typically include information about the names of upcoming and existing projects, details about apartment sizes, expected delivery dates, and other relevant information.

The Promotion Manager at ASSK Developers Ltd. plays a central role in creating these advertisements. Their responsibilities encompass the entire process, from conceptualization to development, with the primary aim of attracting prospective customers. Once an ad is created, it undergoes review by the ASSK Developers Ltd. administrator, and only after receiving approval does it get submitted to the selected daily newspaper on a specified date. This meticulous process ensures that the company's advertisements are effectively crafted and reach their intended audience.

3.4.1 Promotional Activities

ASSK Developers Ltd. recognizes the significance of promotional activities in introducing their projects to potential clients and boosting sales volume. They have implemented a range of promotional strategies to achieve these goals:

Signs: The company strategically installs advertising signs at each project site and along roads to raise awareness and attract the attention of passersby. These signs serve as effective visual cues for interested individuals.

Print Media: ASSK Developers Ltd. leverages the power of print media by publishing advertisements in pamphlets, magazines, and newspapers distributed in Bangladesh. This approach ensures a wide reach and helps disseminate information about their projects to a broader audience.

Video Ads: Television advertising is another prominent promotional avenue employed by the company. ASSK Developers Ltd. airs TV ads on both terrestrial and local satellite channels, harnessing the visual and auditory impact of video to engage with potential customers and convey their project offerings effectively.

By adopting a multi-pronged approach that combines signage, print media, and video advertising, ASSK Developers Ltd. aims to create a strong presence in the market, raise awareness about their projects, and ultimately drive sales growth.

3.4.2 Media User by the Developers:

Media	Percentage
Advertisement in Newspaper	10
Advertisement in Magazine	5
Advertisement on Television	5
Harding (Display)	10
Mail sort or Newsletter sending	20
Publishing Brochure	30
Billboard	20

3.5 CLIENTS HANDLING:

The day an advertisement is published, senior managers at ASSK Developers Ltd. are actively engaged throughout the day. Prospective and potential customers often reach out after seeing the advertisements in various media, such as social media and brochures. In response to these inquiries, executives in the Marketing and Sales Department handle incoming phone calls. During these conversations, the executives provide detailed information about the company's projects, including the project's location, apartment sizes available, construction progress, expected delivery dates, booking requirements, and more.

However, executives do not disclose the apartment prices over the phone, as this is a strict policy enforced by the management of ASSK Developers Ltd. Instead, they extend an invitation to prospective clients to visit the company's Head Office for a face-to-face discussion, during which prices can be thoroughly discussed. This in-person meeting allows for a more comprehensive conversation.

During these meetings at the Head Office, the marketing manager and executives work together to address all customer inquiries. They may present floor plans, design details, layouts, and provide clarity on various aspects, including apartment and commercial space prices, reservation fees, parking fees, delivery timelines, and more.

It's common for potential buyers to require multiple interactions and negotiations before making a final decision. Negotiations between the customer and the marketing team can span a significant amount of time, sometimes taking days, as both parties work toward a mutually beneficial decision.

For customers interested in visiting a project site, the marketing manager arranges site visits to provide a firsthand look at the development, helping clients make informed decisions about their potential investment. These personalized interactions and site visits contribute to building trust and confidence between ASSK Developers Ltd. and its customers.

3.6 FINAL SALES:

In some cases, the marketing manager may accompany the customer to meet with the ASSK Developers Ltd. administrator. During this meeting, the administrator presents a price that is considered reasonable, and if both parties agree, the apartment or commercial space is sold. Following this initial negotiation, the Head of Marketing and Sales at ASSK Developers Ltd. engages with the customer for final sales-related discussions.

At this stage, the prospective buyer proceeds to pay the booking amount, marking a significant step in the sales process. This payment formalizes their status as an original customer and signifies their membership within the ASSK Developers Ltd. family.

Once the mutual terms and conditions are agreed upon, and the booking amount is paid, the activities of the "Marketing and Sales Department" conclude with the signing of a contract between the customer and the company.

This contract, signed on behalf of the company by the Managing Director of ASSK Developers Ltd., solidifies the agreement and outlines the rights and obligations of both parties. It marks the official commitment of the customer to the property purchase, and it signifies the culmination of the sales process.

3.7 MARKET SURVEY:

Market research plays a pivotal role in the operations of ASSK Developers Ltd.'s "Marketing and Sales Department." However, rather than being carried out by department executives themselves, the company leverages the assistance of interns from reputable universities to conduct these surveys. Here is an overview of how this process typically unfolds:

- **Intern Recruitment:** ASSK Developers Ltd. recruits interns from respected universities to assist with market research activities.
- **Training and Guidance:** Prior to sending interns on surveys, the "Marketing and Sales" executives provide comprehensive instructions and guidelines. This training equips the interns with the necessary knowledge and skills to conduct effective surveys.
- **Survey Scope:** The market research surveys primarily focus on gathering information about projects undertaken by different developers. This includes projects where ASSK Developers Ltd. has an existing presence as well as those where the company is considering taking over the project.

By employing interns for market research, ASSK Developers Ltd. ensures that it has a dedicated team of individuals trained to gather valuable insights and data, which can inform strategic decisions regarding existing and potential projects. This approach allows the company to maintain an active and informed presence in the real estate market.

3.8 Target Market Analysis:

I was try to interviewed several customers and different companies as I have to monitor the market to get information. From there, I collected the following information. I found that our target customers are based on two categories. These are:

- 1) Customer Age and
- 2) Customer Occupation

Customer Age:

Popular based on customer age and fall into three categories for target customers.

40 years or more - 60%

30-40 years - 30%

Under 30 years - 10%

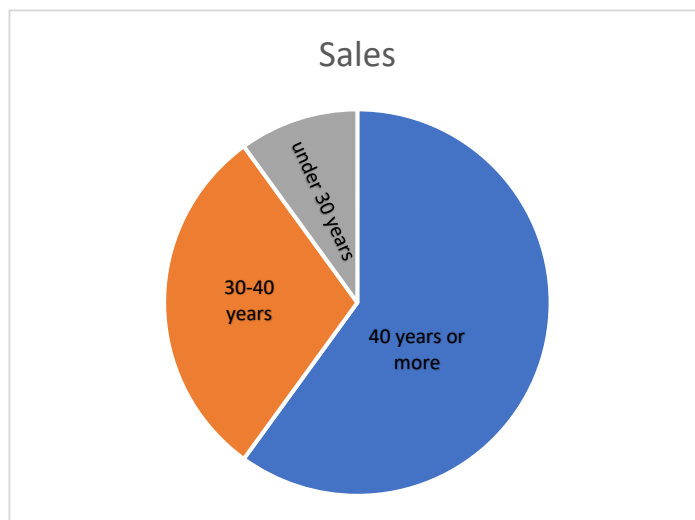


Figure : Target customer's age

Customer's Occupation-

Business Person- 60%

Job Holder- 40%

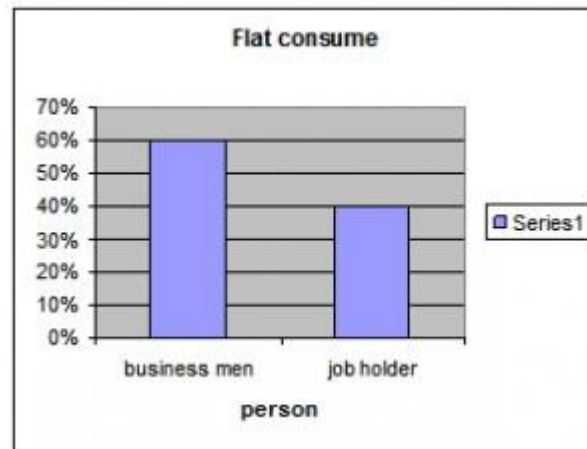


Figure: Figure of customer's occupation

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

3.9 General Terms and Conditions of Allotment of the products of ASSK Developers Ltd. for the clients.

The provided information outlines the terms and conditions related to housing allocation and payment procedures set forth by ASSK Developers Ltd. for its customers. Here's a summary of the key points:

- **Application and Prepayment:** Housing allocation requests must be submitted using the prescribed application form, along with the required prepayment. ASSK Developers Ltd. reserves the right to accept or reject applications without providing a specific reason.
- **Allocation Process:** Once an application is accepted, ASSK Developers Ltd. issues an award letter to the applicant. Customers then begin making payments according to the project schedule. Apartments are allocated on a "first come, first served" basis.

- **Payment Methods:** Payments, including purchases, installments, parking fees, and additional construction charges, should be made by check, money order, or direct bank transfer in the name of ASSK Developers Ltd. Receipts are issued for these payments.
- **Timely Payments:** Customers are required to make payments according to the provided schedule. Late payments may incur additional fees. Adhering to the payment schedule is essential to ensure timely construction progress.
- **Loan Arrangements:** ASSK Developers Ltd. may assist in arranging HBFC/bank loans in accordance with relevant authorities' rules and regulations.
- **Late Payment and Cancellation:** Late fees may apply for payments delayed by more than 30 days. ASSK Developers Ltd. reserves the right to cancel allocations if payments are delayed for more than 60 days, with refunds made after deducting the security deposit.
- **Connection Fees:** Gas, water, sewerage, electrical connection deposits, and other additional costs are included in the apartment price. ASSK Developers Ltd. handles these payments directly to the relevant authorities.
- **Design Changes:** Limited changes to apartment specifications, design, and layout may be made by ASSK Developers Ltd. for the common benefit or unavoidable reasons.
- **Cancellation of Unpaid Allocations:** ASSK Developers Ltd. may cancel unpaid allocations, regardless of notifications, after sending a final registered mail notice to the applicant's address stated in the application.
- **Contractual Obligation:** Allocators are required to enter into a contract with ASSK Developers Ltd. to protect their interests.
- **Property Handover:** Ownership of the property is formally transferred to the customer after full payment of installments and fees. Until then, ownership remains with ASSK Developers Ltd. If the project is completed earlier than agreed, the customer must make full payment before taking ownership.
- **Structural Changes:** Customers must consult with ASSK Developers Ltd. before making structural or layout changes within the apartment complex to avoid potential risks or discounts on the allocation.

- **Force Majeure:** ASSK Developers Ltd. shall not be held liable for project construction delays caused by uncontrollable circumstances such as natural disasters, political instability, strikes, government taxation changes, etc.

These terms and conditions outline the mutual obligations and responsibilities of both the customers and ASSK Developers Ltd. throughout the allocation and ownership process.

Chapter-4

Findings & Analysis

4.1 Findings

The points I've highlighted indicate potential areas for improvement within ASSK Developers Ltd.'s marketing and sales operations. Addressing these issues could lead to enhanced customer satisfaction and increased sales. Here's a breakdown of each point:

1. **Service Marketing Strategies:** Modern service marketing strategies can significantly improve customer satisfaction and loyalty. Investing in these strategies may require time and effort, but the long-term benefits in terms of customer retention and growth can be substantial.
2. **24-Hour Customer Service:** Providing 24-hour customer service or extended support hours can accommodate the diverse needs and time zones of customers, enhancing accessibility and responsiveness.
3. **Staffing:** Ensuring an adequate number of marketing and sales personnel is essential to effectively serve both existing and potential customers. Overcoming understaffing challenges is crucial.
4. **Marketing and Sales Policy:** Reviewing and updating outdated marketing and sales policies can align the company with current market trends and customer preferences.
5. **Effective Advertising:** Exploring and implementing more effective advertising techniques can help attract and retain customers. This may involve embracing digital marketing, social media, and other innovative approaches.
6. **Motivation of Sales Team:** Motivated sales teams tend to perform better. Identifying ways to boost the motivation and morale of the marketing team, such as incentives or recognition programs, can yield positive results.
7. **Solving Customer Problems:** Ensuring that managers and executives in the Sales & Marketing Department are committed to promptly and effectively resolving customer issues is crucial for maintaining a positive reputation and customer satisfaction.

8. **Employee Training:** Implementing training programs and workshops for employees, particularly those involved in customer management and sales, can enhance their skills and customer service capabilities.

Addressing these issues may require a comprehensive strategy and commitment from the company's leadership. It's essential to continuously assess and adapt marketing and sales practices to meet evolving customer needs and market dynamics.

4.2 Analysis

1. Marketing ROI:

- Evaluate the return on investment (ROI) for various marketing initiatives.
- Identify the most cost-effective marketing channels and campaigns.

2. Online Presence:

- Analyze the company's online presence, including website traffic, social media engagement, and online reviews.
- Recommend strategies for improving the online brand image and customer interaction.

3. Competitive Analysis:

- Conduct a competitive analysis to understand how ASSK Developers Ltd compares to its competitors.
- Identify unique selling points and areas for differentiation.

4. Customer Feedback and Sentiment Analysis:

- Analyze customer feedback from various channels, including social media and customer reviews.
- Summarize customer sentiments and identify areas for improvement.

5. Marketing Campaign Effectiveness:

- Assess the success of specific marketing campaigns in achieving their objectives.
- Provide insights into the most effective marketing messages and channels.

6. Market Saturation or Competition:

- Identify if the market is saturated or if there is intense competition.
- Suggest strategies to stand out in a competitive market.

Chapter-5

Recommendations & conclusion

5.1 Recommendations:

During my work as an "intern" at ASSK Developers Ltd. my internship was "Sales and Marketing". After working there for four months, I ran into a problem that I think should be investigated again with the attention of the ASSK Developers Ltd. administrator. ASSK Developers Ltd. is one of the up-and-coming developers in this country and is working very well. Sales development of apartments and shopping complexes is showing healthy and steady growth, but organizations need to address some of the bottlenecks identified at the time of the internship program conducted to investigate the problem.

To address the various issues identified so far in this study, I can make the following recommendations drawn from an observational point of view:

1. **Service Delivery Strategy:** Implementing a robust service delivery strategy that focuses on providing exceptional value to both existing and potential customers can foster greater satisfaction and loyalty.
2. **Internet Marketing:** Embracing internet marketing can broaden the company's reach and enable it to connect with a wider audience of potential customers. Online marketing channels offer diverse opportunities for engagement.
3. **24-Hour Online Service:** Offering round-the-clock online customer service can be highly convenient for customers who may have questions or issues at any time. This can lead to improved customer support and satisfaction.
4. **Efficient Sales and Marketing:** Ensuring the efficiency and effectiveness of the sales and marketing departments is critical. Expanding the workforce in these areas may help meet customer needs more promptly.
5. **Sales Team Incentives:** Reviewing and revising the sales commission structure and introducing rewards for top performers can boost the motivation and performance of the marketing team.

6. **Customer Issue Resolution:** Enhancing the focus on solving customer problems is vital for maintaining a positive reputation and fostering customer loyalty.
7. **Customer Engagement:** Greeting and engaging with current and potential customers on various occasions can strengthen relationships and create a more positive perception of the company.
8. **Sophisticated Direct Marketing:** Elevating the sophistication of direct marketing efforts can increase market coverage and reach a broader audience, benefiting both existing and potential customers.

Implementing these recommendations may require careful planning, resource allocation, and a commitment to ongoing improvement. It's essential for ASSK Developers Ltd. to continually assess and adapt its strategies to meet changing market dynamics and customer preferences, ensuring long-term success in the real estate industry.

5.2 Conclusion:

Today Bangladesh is at the crossroads of economic liberation. Prerequisites for rapid growth and development have been created in all areas of the economy. The real estate industry is also undergoing major changes. "Professionalism" is the key word for success today and in the future. Only companies that are committed to this area will succeed.

In today's competitive business landscape, effective sales and marketing strategies are the cornerstone of a company's success, particularly in the technology sector. The internship paper delved into the sales and marketing strategies employed by ASSK Developers Limited shedding light on their approach to targeting, branding, promotional activities, lead generation, sales processes, and customer relationship management.

ASSK Developers Limited's comprehensive strategy serves as an exemplar for other technology companies aiming to achieve similar success. The company's focus on understanding its target market and tailoring its branding to resonate with clients highlights the importance of building a strong brand identity. The multifaceted promotional activities, including content marketing and participation in industry events, underscore the significance of showcasing thought leadership to attract potential clients.

ASSK Developers Ltd. is committed to playing a leading role in the development of the real estate sector in the 21st century. Today, in the field of real estate development, though ASSK Developers Ltd. is new, but in future, it will be a recognized leader which will be respected for its achievements, professional ethics and innovative concepts. ASSK Developers Ltd's corporate philosophy is however based on a very simple principle – "Create a Better Live". To this end, ASSK Developers Ltd. is constantly working to update and improve every aspect of its operation. ASSK Developers Ltd. is a new company that aims to build a "beautiful future" for the people of Bangladesh. Strong leadership, total commitment and personal care orientation have already created a strong image of the company in the housing market. For each project development, the location, environment, environment, urban facilities, and other important things that ensure maximum comfort and convenience for the targeted occupants before a group of experts begins planning the project. Plan and design the project with the factors in mind. ASSK Developers Ltd. has a strong project management team. The individual construction stages are planned, decided, monitored and technically carried out by a strong team of experts.

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