



**Daffodil**  
*International*  
**University**

**Analyzing Marketing Strategies and their Roles in Enhancing Real Estate**

**Sales: A Study on STH Group**

**Submitted to:**

Mr. Md Rayhanul Islam  
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**Submitted by:**

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**Analyzing Marketing Strategies and their Roles in  
Enhancing Real Estate Sales: A Study on STH Group**

# Letter of Submission

**To**

Mr. Md Rayhanul Islam  
Assistant Professor  
Department of Accounting  
Faculty of Business and Entrepreneurship  
Daffodil International University

**Subject:** Letter of Submission

Dear Sir,

With due respect, I want to state that I am submitting the attached report entitled “Analyzing Marketing Strategies and their roles in Enhancing Real Estate Sales: A Study on STH Group” as a partial requirement of the Bachelor of Real Estate degree.

This report is on the business operations and challenges of STH Group. In this report, the company’s background, operational structure, business strategies, and major challenges are discussed.

I pray and hope that you will kindly accept the report. I also hope that you will find this report informative and useful.



**Dip Prosad Saha**

ID: 221-27-018

Department of Real Estate (Major in Marketing)  
Faculty of Business and Entrepreneurship  
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# Proof of Internship Completion Letter

## **STH Group**

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### **To Whom It May Concern**

This is to certify that Dip Prosad Saha, Student ID 221-27-018, of the Department of Real Estate (Major in Marketing) under the Faculty of Business and Entrepreneurship, Daffodil International University, has successfully completed his internship at STH Group.

He completed his internship for over 3 months under the supervision of the Sales & Marketing Division. During this time, he maintained professionalism, discipline, and a positive learning attitude throughout the internship program.

We wish him every success in his academic and future professional career.

Sincerely,



---

**Managing Director**

STH Group

Seal & Signature

# Declaration

I, Dip Prosad Saha, a student of Bachelor of Real Estate Program, ID: 221-27-018, at the Department of Real Estate, Faculty of Business and Entrepreneurship, Daffodil International University, do hereby declare that the internship report on “Analyzing Marketing Strategies and their roles in Enhancing Real Estate Sales: A Study on STH Group” is a work prepared under the supervision of Mr. Md. Rayhanul Islam, Assistant Professor, Department of Accounting, Faculty of Business and Entrepreneurship, Daffodil International University.

I also declare that this report is an original work and no part of this report has been copied from elsewhere. Furthermore, this report has not been published or submitted for being awarded any degree, diploma, or recognition earlier.



**Dip Prosad Saha**

ID: 221-27-018

Department of Real Estate (Major in Marketing)

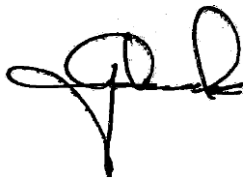
Faculty of Business and Entrepreneurship

Daffodil International University

# Letter of Approval

This is to certify that Dip Prosad Saha, Program: ID: 221-27-018, has completed his internship report on “Analyzing Marketing Strategies and their roles in Enhancing Real Estate Sales: A Study on STH Group” under my supervision as a part of partial fulfilment of the requirements for the Degree of Bachelor of Real Estate in the Department of Real Estate, Faculty of Business and Entrepreneurship, Daffodil International University.

This Report is an original work carried out under my supervision and is hereby recommend for submission.



**Md Rayhanul Islam**  
Assistant Professor  
Department of Accounting  
Faculty of Business and Entrepreneurship  
Daffodil International University

# Acknowledgment

First and foremost, I express my heartfelt gratitude to Almighty Allah for granting me the strength, patience, and opportunity to complete my internship successfully.

I would like to extend my sincere appreciation to my academic supervisor, Mr. Md Rayhanul Islam, Assistant Professor, Department of Accounting, Daffodil International University, for his continuous guidance, valuable feedback, and kind encouragement throughout the internship period and during the preparation of this report.

I am pleased to say that I am extremely thankful and appreciative to STH Group. to have a chance to work as an intern in the Sales and Marketing Department. Particularly, I would like to thank all the officials and employees of STH Group who supported me, cooperated, and shared their professional knowledge and experience with me during my internship.

Lastly, I would like to mention that I have been greatly encouraged, motivated and supported by my family, classmates and friends during the internship period. This report would not have successfully been achieved without their guidance and encouragement.

# Executive Summary

This internship report has evaluated the marketing techniques employed by STH Group, a top real estate and business consultancy company in Bangladesh and has discussed how these techniques have contributed to the improved performance of the company in terms of real estate sales. It was the completion of an internship program under the Bachelor of Real Estate program where I was an intern in the Marketing and Business Development Department of company as an Executive in Destination Marketing.

The general objective of the report is to examine how integrated marketing communication, digital promotion and customer relationship management works to a better sale of properties and brand awareness. The paper is both theoretical and practical, as it relies on the marketing models of the 4ps (Product, Price, Place, Promotion) and the Segmentation, Targeting, and Positioning (STP) models.

During the internship, I was actively involved in the planning of the campaigns, social media promotions, organization of the events, and following up with the clients. Such experiences offered practical experience in data-driven marketing, teamwork, and professional communication.

The analysis shows that the good performance of STH Group lies in the use of digital marketing, individual customer care, and brand consistency in its messaging. Nevertheless, market research, better utilization of Customer Relationship Management (CRM) tools, and training the staff on marketing analytics can further help the company to become more competitive.

Generally, the internship experience helped to deepen my knowledge on the working aspects of marketing activities, enhanced my analytical and communicative abilities, and gave me a good background towards being a professional in marketing and real estate business management.

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# **Chapter 1: Introduction**

## 1.1 Background of the Study

Rapid urbanization and increased middle class and infrastructural development have made the real estate industry to be one of the most rapidly expanding sectors in Bangladesh. In such a competitive environment, marketing practices are vital in determining consumer behavior, brand equity and, eventually, improving the level of sales performance (Ahmed et al., 2017). Good real estate firms are no longer concerned with quality and pricing of their products, but with their ability to sell and communicate with potential customers via new marketing avenues.

STH Group is one of the strongest brands in the real estate and business advisory industry in Bangladesh, that offers property development, business management, and professional training services combined. The company has a corporate Web site, which states that it has a vision to help real estate companies and practitioners with innovative sales, marketing, and leadership development programs (STH Group., n.d). Due to the increasing significance of digital transformation and strategic communication, the marketing approaches of STH Group can be analyzed to provide valuable information about the role of integrated marketing operations in the increase in sales of real estate in an increasingly competitive market.

The property business has continued to grow in Bangladesh as a result of increasing density of the population and urban migration. Other cities like Dhaka and Chittagong are now big real estate centers where competition among developers and marketers is stiff. In order to survive, companies need to be differentiated by way of innovations, branding, and relationship marketing (Khaled et al., 2012). In addition, the use of social media and digital tools has changed the way customers interact. Digital marketing provides a quantifiable advantage on lead creation and brand loyalty to companies that adopt it (Jahid, 2024).

STH Group has been a central player in this dynamic environment through its services that combine marketing consultancy, selling training and project implementation (STH Group, n.d.). The fact that it is determined to integrate technology and strategic marketing qualifies it as a perfect study on how effective marketing strategies can promote performance of real estate sales in Bangladesh.

## **1.2 Statement of the Problem**

Although the real estate sector has been steadily growing, most companies find themselves experiencing difficulties that include the long duration required to make sales, the lack of brand differentiation, and uneven customer interaction (Kamal et al., n.d.). The root causes of these issues are usually the deficiency of a unified marketing strategy and a little coordination between the promotional efforts and the sales processes. The major issues fronting STH Group are:

- Effectively reaching target audiences in an overcrowded marketplace;
- Building consumer trust and long-term relationships in a sector where purchase decisions are high-involvement and risk-sensitive;
- Integrating digital marketing strategies with traditional sales approaches; and
- Measuring the direct impact of marketing efforts on property sales.

These challenges create the need for a systematic evaluation of the firm's current marketing strategies to identify strengths, weaknesses, and areas for improvement.

## **1.3 Significance of the Study**

This study is significant because it provides a comprehensive understanding of how strategic marketing practices contribute to real estate sales performance in Bangladesh. Real estate firms in a fast evolving and competitive business environment tend to confront the customer engagement, brand positioning as well as differentiation challenges. Through the analysis of the marketing policies of STH Group, the study presents some important knowledge about the way integrated communication, digital promotion, and relationship marketing can stimulate buyer interest and the rate of conversion.

The research is especially useful to real-estate developers, marketers and consultancy firms, who would want to enhance their promotional efforts. It emphasizes the practical facets where marketing tasks can be improved like incorporation of social media, targeted advertising, market research, and customer follow-up systems. The insights have the potential to guide organizations in coming up with more successful marketing strategies that are consistent with the current consumer behavior and digital market trends.

Theoretically, the work relates the theoretical models, such as the 4Ps, STP, and Integrated Marketing Communication (IMC) with practical and provides practical sources to the students and educators as well as researchers. It is also useful to the future interns and young professionals in the industry to help them understand how marketing functions, challenges, and what skills are required in the real estate market.

In general, this research paper can be seen as a contribution to theoretical knowledge and practical recommendations to further the development of professional marketing in the real estate business organization in Bangladesh.

#### **1.4 Objectives of the Study**

##### **Broad Objective:**

To examine the marketing practices of STH Group and determine their contribution to improving the performance of the real estate sales.

##### **Specific Objectives:**

1. To determine and analyze the marketing strategies that are currently employed by STH Group.
2. To investigate the efficacy of these strategies in attracting potential customers and selling more property.
3. The effect of both digital and traditional marketing method on consumer decision-making.
4. To prescribe effective changes that would enable STH Group to increase its market share and sales turnover.

#### **1.5 Limitations of the Study**

Despite the fact that this research offers meaningful information about the marketing approach of STH Group and its effects on the sale of real estate houses, there are a few limitations that must be considered. To begin with, the research relies mainly on a single organization and therefore, this might not be generalized to the wider real estate business in Bangladesh. Companies differ in terms of marketing practices.

Second, the analysis is based on observations and experiences which were collected during the internship period. Being an intern, there were some internal reports, financial data, and strategies that were limited, and this limited the thoroughness of the analysis applied in some fields of organizational decision-making.

Third, the time period of the study was not very long. The results of real estate marketing, especially customer interaction and conversion, usually take longer before they can see the effects. Hence, not all the long-term effects of marketing strategies could be assessed.

Fourth, the research relied on secondary information and unstructured interviews, which can tend to be biased or partial. An organized survey or a survey with a large sample of clients and employees would have given more detailed information.

In spite of the limitations, the study provides a valuable insight into the marketing practices in real estate industry and preconditions the future research.

## **Chapter 2: Company Overview**

## 2.1 Company Profile

STH Group is a business consultancy organization specialized in offering an all-round support in case of property development, marketing, and sales management based in Bangladesh. The company places itself as a business partner to professional real estate developers according to its official site, providing services in business strategy, marketing, skill development, and project implementation (STH Group, n.d).

The firm has a guiding principle of the view that sustainable development in the real estate sector rests on the combination of professionalism, ethical standards, and contemporary marketing. STH Group does not focus on selling property only, but also on sales capacity building of the sales teams, digital marketing advisory, and tailored business solutions to developers.

It has its headquarters in Dhaka, commercial capital in the Bangladesh real estate market, where the company works with developers, agents, and clients to develop value-added business solutions (STH Group, n.d.-b).

## 2.2 Mission & Vision

### Mission

The mission of STH Group is to empower the real estate industry by employing innovative marketing, business solutions and leadership development in order to empower professionals and organizations.

### Vision

The vision of STH Group is to be the most reliable and professional partners of real estate business development in Bangladesh.

## 2.3 Core Values

There are various core values anchored on which the operations of STH Group are based on its culture and strategic priorities.

1. **Integrity:** Surveying all business to deal honestly, fairly, and transparently with aim of building long term trust among clients.

2. **Innovation:** Keeping on exploring new ideas and digital solutions to keep marketing and sales up to date.
3. **Customer-Centricity:** The focus of all strategic and operational decisions is placed on the goals and satisfaction of the client.
4. **Teamwork:** Enhancing cross-departmental cooperation and collaborations to foster each other to grow.
5. **Excellence:** Following best practice in service delivery, training and project implementation.

These values reflect the characteristics of the successful real estate companies around the world where the value-focused management approach with a customer-centred approach to marketing becomes the driver of brand recognition and business longevity.

## 2.4 Services Offered by STH Group

STH Group provides a broad spectrum of professional services to enhance the efficiency, visibility and sales performance of real estate businesses in Bangladesh. Its services are aimed at enhancing marketing competence, leadership, and customer relationship management to achieve sustainable development in the real estate business.

*Management Skill Development* program is a program designed to improve the competencies of real estate professionals, team leaders, and executives with the help of workshops, seminars, and individualized coaching. These trainings develop essential leadership, interpersonal, motivation of teams, time management, and strategic decision-making skills that will help professionals change their perspectives to keep up with changes in the market place.

The *Real Estate Marketer* service offers both digital and offline marketing services such as social media promotion, content creation, search engine optimization, visual advertising and campaign planning based on analytics. Through this service, developers and agents can increase brand image and appeal to prospective buyers more effectively.

STH Group promotes the whole sales process, including the lead generation process, negotiations, and customer follow up, with its *Sales Service Provider* solution. This service improves the sales productivity, better way of handling clients and higher rates of conversion as it builds trust and long term engagement.

*Raving Fan Creator* program involves retaining the customer by offering personalized post sales services, loyalty program, and community service. It is meant to turn happy customers into loyal referral sources, which will create a repeat business and good referrals.

As a combined entity, these services reflect the desire of STH Group to professionalism and competitive development in the real estate business in Bangladesh.

## **2.5 History and Current Operations**

STH Group has developed a performance oriented organization with a strong image on the raising of professional standards in the real estate sector in Bangladesh since it was founded. The company has been working with several developers and real estate marketing agencies and it has been providing strategic consultation to expand market reach and brand visibility (STH Group ., n.d).

Over the past few years, STH Group has been putting more and more emphasis on digital marketing and making decisions based on data. Similar to other innovative companies in the real estate industry, the company acknowledges that contemporary consumers are very dependent on online data, social media reviews, and virtual experiences of properties when making buying choices (Kamal et al., n.d.).

The present activities of the company are marketing consultancy of the property developers, training services of the agents and end-to-end management solutions of land and apartment developments. It has a great emphasis on professional training, which distinguishes it among other competitors who use traditional sales strategies to gain market share.

The ethical behaviour, transparency, and innovativeness of STH Group remain the primary factors that can make the company an important agent of change in the modernisation of Bangladesh real estate sector (Khaled et al., 2012).

## **2.6 Organizational Structure**

STH Group has a well-organized structural hierarchy that is aimed at its efficiency and effective communication between departments. The company has a Managing Director (MD) and department heads who are the Marketing and Branding, Sales Operations, Training and Development, Finance, and Project Management.

The Marketing and Branding Department mainly carries out the design of the campaign, communication with clients, and planning of the content that the company will develop. The Training and Development Department organizes the capacity-building trainings of the real estate professionals, and Sales Operations take care of the relations to the clients and the transactions of the property.



*Figure 1: Organization Structure Organogram*

Such an organizational setup ensures the integration of marketing, management, and training functions, which collectively contribute to the company's ability to enhance sales performance (Ahmed et al., 2017).

## **Chapter 3: Internship Role and Responsibilities**

### **3.1 Role and Responsibilities**

When I was an intern in STH Group, I worked as Destination Marketing Executive (Intern) in Marketing and Business Development Department of the company. This job gave me a chance to experience practical real estate marketing, online marketing and communication between companies. During the internship, I had an opportunity to liaise with different real estate

developers, agencies, and sales representatives to know their marketing requirements and assist in developing strategies that would expose properties to more visibility and increased sales.

My main role was to help with carrying out marketing campaigns to publicize the services of STH Group and build relationships with client organizations. I played an active role when it came to assembly of information with outside real estate company to help us in the coordination of the promotion material and also in ensuring that the marketing and marketing activities were aligned with the sales goals.

**Key responsibilities included:**



*Figure 2: Responsibilities conducted as an intern*

- Communication with partner real estate companies in order to gather information about the projects and organize common promotional activities.

- Helping the marketing team to create and maintain digital content on such sites like Facebook, LinkedIn and YouTube.
- Helping to produce property brochures, advertisements and video material to client developers.
- Conducting market research and competitor analysis to identify new market opportunities.
- Helping organize and execute property exhibitions, open houses, and client networking events.
- Keeping and updating the client databases, communication records and making follow up on the sales leads.
- Weekly performance reports on social media interaction, campaign reach and conversion results.

This post has enabled me to operate in a group with various real estate agencies and comprehend how marketing and sales departments collaborate to accomplish business objectives. It also helped me put my theoretical marketing knowledge, marketing mix (4Ps), and segmentation, targeting and positioning (STP) in a practical setting. This experience enhanced my level of analytical skills, communication skills, and relationship building which are critical in the success in real estate marketing.

### **3.2 Rationale of the Roles and Responsibilities**

My roles and responsibilities were well designed to suit the organizational objectives of STH Group as well as my school experiences in real estate. In the capacity of a Destination Marketing Executive (Intern), my work was oriented on enhancing the process of marketing communications, facilitating business development, and empowering the relations with real estate companies. As STH Group is a consultancy and marketing service of various real estate firms, duties like coordinating with developers, preparing promotional materials, and carrying out market research were directly associated with the mission of the company to increase sales performances using strategic marketing.

These responsibilities were also highly academic in nature. The experience of working on the campaign design, lead management, and communication enabled me to implement the major

marketing theories, such as 4Ps (Product, Price, Place, Promotion) and the STP framework (Segmentation, Targeting, Positioning). This practical application helped me to have an understanding of how companies distinguish their projects, find a particular segment of customers, and position their services in the competitive market.

Also handling digital material and tracking campaign metrics made me familiar with data-driven marketing, which is a highly important tool in the informed decision-making of the real estate business. In general, these tasks contributed to the creation of a balanced knowledge of the marketing strategy, client relations, and sales coordination, which is crucial to a successful marketing career.

### 3.3 Examples of Tasks Completed

Through my internship experience in STH Group, I was mainly working in the Dakhina Real Estate Private, which is one of the clients of the company. As a Destination Marketing Executive (Intern), I engaged in various professional tasks that included digital marketing, fieldwork, working in a team and managing the clients. These duties were a direct exposure to the actual marketing strategies applied in the field of real estate and how they are implemented in the property industry in Bangladesh.



*Figure 3: Dakhina City*

## 1. Field Work and Client Searching

One of the significant aspects of my internship experience was field visits and project marketing of a massive development of Dakhina Real Estate over an area of about 1,240 bighas of land. The scheme provided residential plots of 3-, 5-, and 10-kathas according to the various income brackets and also commercial space. The pricing policy was based on the market diversity, under-development plots started at BDT 13 lakh, ready plots were priced at BDT 16 lakh, and premium ones were priced at BDT 28 lakh.

My role was to visit project sites, gather data, distribute brochures and pass crucial pricing information to prospective customers. I have also helped in developing promotional materials which included project characteristics, low cost and investment prospects. This experience enhanced my knowledge on the aspects of marketing mix, especially the elements of marketing mix that includes product and Price as discussed in the 4ps model.



*Figure 4: Layout Discussion with team members*

## 2. Digital Marketing and Promotional Activities

My duties included the creation of digital content on the online platforms of Dakhina Real Estate. This involved drafting of social media posts, advertisements, and property pictures to lure potential clients.



*Figure 5: Promotional Leaflet*

I used Canva and Meta Business Suite to post and track and monitor posts on Facebook, LinkedIn, and YouTube to track engagement in the data to analyze the performance weekly. This experiment further enlightened me on how digital communication instruments advance brand awareness and customer engagement.

## 3. Market Research and Competitor Analysis

To research the pricing policies of competitors, advertising deals and customer interaction strategies, I did a market research. The marketing team was provided with these findings so that the campaign positioning and targeting strategies could be enhanced. This exercise was a simulated

practice of the marketing theories in the real world like Segmentation, Targeting and Positioning (STP) and 4Ps.

#### **4. Team Work and Campaign Coordination**

I liaised with marketing, design, and sales teams to make sure that the digital campaigns and the sales goals are aligned. The collaboration of our team played a significant role in planning open-house programs, property fairs, and promotions that are planned at Dakhina Real Estate. Being a member of group discussions and planning helped me to improve my interpersonal communication and problem-solving skills.



*Figure 6: Project Visit with team members*

## **5. Client Communication and Relationship Management**

I also often communicated with clients and salespeople to obtain project information, provide them with project updates, as well as follow up with leads. I kept a client list and helped to create communication documentation, so that it could be performed on a consistent basis. In the process, I also got to learn how effective communication and follow up are some of the most important elements in establishing trust and long term relationships with clients.

## **6. Reporting and Performance Evaluation**

I created weekly performance reports that included the social media metrics of reach, engagement, and conversion. The success of a campaign can be assessed using these reports, and areas that need to be improved. The study of these findings enhanced my analytical skill and knowledge on data-driven marketing decisions.

On the whole, these exercises provided a useful experience on how real estate marketing is carried out in Bangladesh. My experience of collaborating with Dakhina Real Estate Private under the tutelage of STH Group enabled me to blend academic marketing experiences with applied skills. The internship helped me to improve my skills in communicating with clients, working in a team, marketing in the field, and analysing campaigns, and it is a good base to my future occupation working in marketing and business development.

## **Chapter 4: Key Findings from the Study**

## **4.1 Overview**

This chapter summarizes the main lessons of the internship experience, which was performed at STH Group, and it is dedicated to the marketing strategies of the firm and their impact on the level of sales in the field of real estate. The analysis is based on internship work, company reports, observation of marketing, and fieldwork interactions as well as on academic literature. Results are classified in line with the four major objectives of the research that can give a holistic view of how the STH Group uses the marketing practices as a way of getting potential buyers, decision-making, and maintaining a sustained long-term engagement in the competitive real estate market in Bangladesh. The strengths and weaknesses of the marketing strategy of the company are pointed out in the chapter and the evidence-based analysis is provided based on theoretical frameworks of relevance.

## **4.2 Marketing Strategies Used by STH Group**

The initial goal was to define and analyze the marketing strategies employed by STH Group at present. The results indicate that the organisation makes use of digital, traditional and relationship based marketing practices. This multi-channel model shares the values of Integrated Marketing Communication (IMC), the main idea of the approach is to provide the same message in multiple channels and to develop a brand experience.

Digital marketing is the launch point of strategic focus of the company. STH Group uses social media platforms, mainly Facebook, YouTube, and LinkedIn, to market projects and share visual materials, as well as communicate with potential buyers. Pictorial materials like project videos, drone shots, and computerized brochures improve the marketing attractiveness of the firm as it gives prospective clients clear and attractive depictions of the real estate properties. Chaffey and Ellis-Chadwick (2019) also note that such digital content is a key factor in improving engagement

among the audience and promoting the value of high recall, which is crucial in high-involvement decisions such as property purchases.

The use of traditional marketing is also important; it is important in attracting the middle-aged and conservative buyers who enjoy direct personal interaction. The company engages in property fairs, open-house events, distribution of brochures, field visits and face-to-face consultation on a regular basis. Such practices can be used along with the digital outreach to enable customers to confirm authenticity and develop trust in property offerings. According to Kotler and Armstrong (2018), the conventional promotional practices support the Place and Promotion components of the marketing mix as it allows personal contact and communication.

The third important strategic element is relationship marketing. The organisation also follows up with clients through follow-up calls, personal communication and consultation to build trust with the clients. These methods align with the opinion expressed by Schiffman and Wisenblit (2019), who consider trust-based relationships as the crucial factor of purchase decision-making in high-risk market like real estate. On the whole, marketing strategies of STH Group represent a combination of modern digital and traditional interpersonal tools, albeit with different success depending on the buyer segments.

#### **4.3 Effectiveness of Strategies in Attracting Buyers**

The second was to analyze the effectiveness of these strategies when it comes to attracting potential buyers and rising in sales performance. The results indicate that the integrated marketing strategy used by STH Group is effective in driving customer engagement, creating interest, and creating sales prospects.

Online activities have been identified to be very useful in creating inquiries and creating brand awareness. It generates a lot of leads caused by regular posting, online advertising, and rich visual information and appeals to younger and more digitally oriented audiences. Social media has played a significant role in consumer behaviour in the real estate business in Bangladesh as Jahid (2024) supports, since buyers are using online materials extensively when making comparisons between property choices. Online promotions are also strategic in the way the firm reaches out to more customers without necessarily depending on geographical boundaries.

The conventional approach like property fairs, open-house meetings, and face-to-face meetings were very useful in turning leads into real purchases. In the process of dealing in the field, it was apparent that quite a number of clients wanted to see documents first hand, see plots physically, and be directly involved in conversation before making a decision. It can be compared with the results of Khan and Jahan (2016) who emphasize that promotions based on events, as well as direct communications, builds a stronger confidence of buyers and makes such decisions less time-consuming. Although digital media will get people interested, it seems that traditional engagement is the greater force in converting final sales.

Effectiveness is also greatly increased through relationship marketing. Regular follow-ups, 1-on-1 communication and trust- building behaviours would enhance customer satisfaction. The reactions of many potential buyers were positive as a result of transparency, product knowledge, and readiness to provide answer to the detailed questions shown by sales representatives. These interpersonal strategies form emotional reassurance and perceived risk reduction, which proves the conclusion Hossain (2020) makes, which is that long-term communication contributes to client loyalty in service-based sectors.

In spite of these strengths, there are also limitations as seen in the findings. The lack of a well-organized Customer Relationship Management system (CRM) system lowers the effectiveness of follow-ups and sometimes leads to lost leads. Further, Facebook as the primary promotional tool is not conducive to diversification and can be restrictive to some sections of the buyer group. Hence, the overall strategies are effective, but its potential has not been fully exploited because of inadequate analytical and organisational tools.

#### **4.4 Impact of Digital and Traditional Marketing on Consumer Decisions**

The third goal measured the effect of digital and traditional marketing methods in decision-making by the consumer. According to the findings of the research carried out, both of these approaches have different impacts on customers and play a unique role in the process of real estate purchasing.

Online advertising is important during the initial stages of the decision process. Before making a decision about communicating with the company, buyers frequently come across ads on the Internet, social media content, or project videos. Online advertising establishes early recognitions and predetermines the first impressions of the brand. In line with Islam and Habib (2021), digital

channels have become an important part of the real estate companies as they offer quick and inexpensive exposure and help in establishing promotional approaches based on data. The digital material of the STH Group especially in videos and project designs enables the potential customers to imagine the property and determine its suitability without having to look at the site.

Nonetheless, conventional marketing is still essential in making the final decision. Most of the clients want to visit the physical location, have a layout review, and talk directly with the client before committing themselves financially. The process of real estate buying is associated with a lot of financial and emotional, and the customers require personal assurance before it can commit to such long-term investment (Sultana and Akter, 2019). The open-house programs and property fairs also help buyers because they provide the capability to compare the various options and get instant answers.

The integral effects of the two types of marketing concur with the AIDA model, Attention, Interest, Desire and Action. Digital tools are useful in capturing the interest and raising awareness, whereas traditional interactions elicit desire and take action because of personal assurance. Thus, the results show that a blend marketing strategy, which combines both online and offline aspects, appears to be the most efficient strategy when it comes to influencing consumer choice in the Bangladeshi real estate market.

#### **4.5 Improvements for Market Presence and Sales**

The last aim was to recommend the improvements that will be able to reinforce the presence of STH Group and the sales conversion rate into sales. Other spheres of improvement were discovered within the scope of research.

To begin with, an integrated CRM model would help a great deal in terms of management of leads and customer follow-up. An organized CRM tool enables companies to monitor requests, generate notification, and keep customer information in a well-organized format, enhancing the level of communication and preventing lost opportunities. According to Chaffey and Ellis-Chadwick (2019), data-driven marketing requires CRM systems in the contemporary business world.

Second, the digital platforms should be diversified to reach more people. Although STH Group performs well in Facebook, other platforms like Instagram, Tik Tok, and YouTube ads may appeal to younger customers and enhance a promotion of the product. This diversification is consistent

with the global trends in which multi-platform presence on digital platform enhances brand consistency and market penetration (Smith, 2020).

Third, the company could use the systematic market research as an investment. Frequent surveys, competitor analysis, and the collection of customers feedback would give a more profound understanding of the preferences of buyers and of the changing conditions of the market. Research in the market can be utilized to make strategic choices in terms of pricing, segmentation, targeting, and communication (Kotler and Armstrong, 2018).

Lastly, the optimization of operations through enhanced coordination of marketing and sales teams would be better. Promotional activities can be synchronized with the sales goals and achieve more positive results using weekly meetings, shared performance dashboards, and collaborative planning.

#### **4.6 Summary**

On the whole, the results indicate that marketing strategies of STH Group are highly sophisticated and consistent with the principles of contemporary marketing of real-estate. The organisation is able to combine both digital, traditional, and relationship-based strategies to capture the attention of buyers and manipulate their decision-making process. Although the strategies are mostly successful, the research also reveals the opportunities to improve the strategies, especially the aspects of CRM adoption, digital diversification, and structured market research. These elements would be reinforced to enable better sales performance and further competitive the STH Group in the changing real estate industry in Bangladesh.

## **Chapter 5: Critique and Reflection**

## **5.1 Critical Evaluation of the Internship Experience**

My experience with the internship at STH Group proved to be a very important learning process which enabled me to assess the realities of working in a competitive real estate marketing situation. My experience as a Destination Marketing Executive (Intern) presented the opportunities as well as the drawbacks of the marketing management, client relations, and organizational collaboration. This part is a critical assessment of the entire experience in the form of learning, development of skills, and organizational understanding.

The practical orientation was one of the biggest strengths of the internship. As compared to classroom learning where the main consideration is theories and case studies, the internship gave first hand experience in market operations, handling of clients, and managing digital campaigns. Working at Dakhina Real Estate Private Ltd provided me the chance to engage in actual marketing processes like planning a campaign, communication with clients, and marketing of properties. These experiences taught me to apply such concepts in academic learning as the 4Ps (Product, Price, Place, Promotion), and STP (Segmentation, Targeting, Positioning) models to practical marketing choices.

The other aspect was positive in that there was a culture of collaboration at STH Group. This gave me the opportunity to work with teams comprised of marketing executives, content creators as well as designers, which enhanced my knowledge on how to work as a team and coordinate in

accomplishing organizational goals. These experiences concur with the doctrine that the company success would be based on mutual actions and communication.

Nevertheless, there were also some pitfalls in the internship. The tasks were very overwhelming during the launch of the campaigns as it meant working long hours and switching fast. There was also the problem of inadequate access to advanced analysis tools that at times made it hard to assess campaign effectiveness in all aspects. This experience has also helped me to learn the value of being flexible, time management, and being proactive in resolving problems, which is very much needed in the busy world of business.

The internship also put much emphasis on the practice of never ending learning and self development. I understood that to be competitive in the market, good marketing professionals need to be informed of the market trends, digital technologies and consumer behaviour.

To conclude, this internship was a learning experience as well as a self-assessment platform. It allowed me to understand my strengths including communication, teamwork, and analytical ability, as well as realize what I can improve including data visualization and strategic planning. The whole experience was rewarding and it made me a more confident and industry ready, marketing professional.

## **5.2 Key Challenges Faced During the Internship**

Through my internship at STH Group, a number of issues arose that influenced my learning process and developed my knowledge in marketing practices in real estate. Those issues concerned the introduction of the modern marketing tools, customer relationship management, data-driven decision-making, the organization of the work of the team, and the handling of the industry-related trends. Every problem demanded adaptation, problem solving, and communication- all these skills are core to the development of a professional in a competitive business world.

The major challenges were the coordination of digital and traditional marketing activities. Even though both methods are actively employed at STH Group, in practice, it was sometimes challenging to align these two channels. The digital campaigns needed frequent monitoring, refresh of the content and prompt response whereas the physical presence and co-ordination of time in the traditional activities like field visits, open-house event and brochure distribution. It was so difficult to juggle these assignments in the process, particularly when it was at peak campaign

time and time lines were strained. As Belch and Belch (2021) point out, integrated marketing communication demands a lot of coordination in order to be consistent across platforms; a factor that was usually challenging in the course of the internship.

A customer-focused strategy was also a challenge to maintain especially in the relationship marketing. Real estate customers usually demand personalised services, regular follow-ups and clarification before buying. It was not easy to work on these expectations and at the same time deal with several customers simultaneously and this led to delays in communication at times. The necessity to be a professional, emotionally intelligent, and patient when dealing with the clients further complicated the situation. According to Schiffman and Wisenblit (2019), trust and regular communications are also critical in shaping customer behaviour in high-involvement purchases including real estate. An intern with little experience could not achieve these expectations on a regular basis.

The other important issue was the application of data and analytics in making marketing decisions. Even though STH Group uses the information available in social networking and its metrics, as well as the lead-tracking information, the lack of structured Customer Relationship Management (CRM) system frequently prevented the organisation of the information about clients and adherence to the priorities of following-up. Paper work resulted in discrepancies, lead lapses and redundant work. It took more time and effort to interpret the engagement metrics and conversion data without any advanced analytical tools. As Chaffey and Ellis-Chadwick (2019) point out, data-based marketing is based on a systematic data management, and it was not necessarily possible in the current structure of the organisation.

Another problem was team coordination, particularly in cross-departmental work including design, marketing, and sales. Task priorities, communication problems, and the level of experience of different employees also created delays in running campaigns. Being a new team member, it took time to adapt to the speed of working and style of communication of each department. Robbins and Judge (2019) argue that teamwork is based on clear communication and clarity of roles, where both of these areas needed to be improved in some instances throughout the internship.

Finally, there was a challenge of adjusting to the fast changing trends in the real estate market. The industry of real estate has been moving towards e-commerce and the customers who have been buying real estate properties are using online platforms such as listing sites, virtual images and

social media advertisements to make their decisions (Khaled et al., 2012). The need to keep up with these trends required continuous learning especially in terms of digital content creation, methods of engaging customers and positioning in the market. As an intern, we were facing the difficulty to keep pace with these changes at the same time as the person to deal with the daily tasks.

Generally, the problems faced in the internship offered me with great experiences in professional development. They have pointed out the intricacies of selling real estate and strengthened the significance of communication, flexibility, and planning in the competitive market.

### **5.3 Learning from Challenges**

All of them were learning experiences with every difficulty in my internship at STH Group that made me more adaptable, capable of solving a problem, and more competent in my professional role. Being occupied with several tasks at the same time, including digital marketing, fieldwork, and communicating with clients, I learned the necessity of time management and prioritization. The checklists and online scheduling enhanced my productivity and were in line with expectations of multitasking and planning schedules in industry.

The client communication difficulties, especially those related to Dakhina Real Estate Private, improved my negotiation and interpersonal skills. The frequent follow-up and the listening skills enabled me to implement the principles of relationship marketing through the development of trust and long-term interaction. The challenges of fieldwork, such as cancelled meetings and unexpected situations, enhanced my ability to withstand and be flexible, which is critical in changeable business settings.

The technical constraints in data analytics served as an incentive to enhance my analytical abilities by performing manual analyses of the engagement variables and relying on reporting systems in Excel. The problem of team coordination made me more active during the meetings, contributing to the work coordination and eliminating the overlaps of duties. This is because the real estate market is full of players, and competing with any of them demanded creative thinking, which allowed me to learn about the differentiation of the market through unique branding and storytelling.

On the whole, these issues helped me to develop my professional attitude and improve my communication, analytical, and teamwork skills, which would equip me to work as a marketer, real estate manager, and business consultant in the future.

#### **5.4 Overall Reflection**

When considering my experience during the internship in STH Group, I can honestly say that the experience in this company played an important role in enriching my academic as well as my professional life. It enabled me to see how the theoretical marketing frameworks are put into practice in the real estate business and gave me a continuum between the theoretical learning and practical application.

The internship reinforced my knowledge of the fundamental marketing concepts like segmentation, targeting, and positioning (STP), the significance of branding and management of consumer relations. Besides, it highlighted the increasing presence of digital transformation in the real estate industry of Bangladesh, which is in line with the latest academic results (Jahid, 2024).

The personal experience taught me a high level of discipline, responsibility, and trust in myself. On a professional level, it improved my critical and creative thinking, which will inform my future career in the marketing and business management.

Summing up, my internship in STH Group was not a momentary academic task but a radical step to becoming a skilled marketing professional. The lessons acquired will always be used in the future and help grow me in the dynamic world of marketing.

## **Chapter 6: Recommendations and Conclusions**

## **6.1 Recommendations**

Owing to my observations and learning experiences at the STH Group, there are a number of recommendations that can be offered to ensure the marketing performance and organizational growth of the company.

### **1. Strengthen Market Research and Consumer Analysis**

Although STH Group undertakes fundamental performance evaluations of the competitors, the firm could use a more organized market search framework. Surveys, customer feedback tools and data analytics would be conducted on a regular basis; they would give deeper knowledge of buyer behaviour and new market trends.

### **2. Expand Digital Marketing Presence**

The company needs to expand its online presence on such platforms as Instagram, Tik Tok, and YouTube Ads to attract younger and digital-savvy audiences. Influencer partnerships and paid campaigns may contribute greatly to brand exposure and lead generation.

### **3. Implement a Customer Relationship Management (CRM) System**

The implementation of a unified CRM would ease the work of managing clients, make follow-ups automatic, and personalized communication, reinforcing long-term relationships with customers.

#### **4. Enhance Internal Training and Development**

STH Group can consider increasing the size of training of their staff in their workshops on analytics, digital marketing tools, and content strategy to keep up with the latest trends in marketing.

#### **5. Focus on Sustainable and Ethical Marketing**

The encouraged transparency and honest communication and green marketing will aid in gaining customer trust and positioning the company in accordance with the developing trends in the industry.

#### **6. Strengthen Employer Branding**

STH Group is able to become an employer of choice and improve the overall organizational culture by promoting creativity and employee recognition and work-life balance.

### **6.2 Conclusion**

The experience of the internship at STH Group has been an eye opener to learn to apply the theories of marketing and management in real life situations. Being part of the team of Destination Marketing Executive (Intern), I was able to have a first-hand experience on how strategic marketing initiatives can help build brand reputation, lead generation and sales in the real estate segment of Bangladesh.

During the internship, I noticed that customer relationship management, effective communication, and data-driven strategies represent the three most important factors that guarantee marketing success at STH Group. The marketing structure adopted by the business is a combination of both conventional and digital platforms to ensure the company has an ongoing contact with the clients and other stakeholders. This corresponds with the current marketing theories that stress the need to have integrated marketing communication.

In addition, the focus on customer-centric strategies and professional excellence development is also an indication of the thorough knowledge of dynamic market forces related to the organization. The real estate industry in Bangladesh is getting more competitive, and companies such as the STH Group are setting the pace of it, embracing digital mediums, data analysis, and content-based marketing to promote more visibility and credibility.

Academically, the internship helped in consolidating various important theoretical ideas in the 4Ps of marketing, segmentation-targeting-positioning (STP) model, and relationship marketing. These principles when put in strategic use lead to customer satisfaction and business development.

Conclusively, this internship helped me in shaping professional competence, communication skills and analytical mind. It has equipped me with an in-depth insight into the operations of marketing in a service based real estate firm that will equip me in the future in marketing and business development.

### **6.3 Personal Reflection**

The work experience at STH Group was not only rewarding but beneficial too. I got to know how the theoretical frameworks like AIDA (Attention, Interest, Desire, and Action) and relationship marketing can be applied in actual marketing processes. I also noted that flexibility, collaboration, and ethical communication is equally important as technical expertise in attaining success in the marketing profession. The positive atmosphere, together with the advice of the professionals, gave me the self-confidence and inspiration to become a marketing professional in the future. My passion of real estate marketing was once again reaffirmed by this internship and my ability to establish better relationships including trust and long term value of both the company and the customer was solidified.

## **Chapter 7: Implications**

### **7.1 The Effect of the Internship at STH Group**

The internship experience at STH Group posed an important implication on the academic, professional, and personal aspects of the intern. The position as a Destination Marketing Executive (Intern) was a chance to implement the main marketing concepts such as the 4ps, STP model, Integrated Marketing Communication (IMC), and Relationship Marketing to real business operations in the real estate industry. The internship experience was quite useful in bridging the gap between classroom knowledge and practice in the organization through participating in a client communication process, executing an online digital campaign, and doing fieldwork as well as organizing an event. These duties illustrated the effect of strategic marketing on consumer decision making, brand perception and sales performance within a competitive market.

The internship was also very informative in terms of the dynamics of the market, consumer psychology and the pricing strategies. Naturally, the observation of extensive property promotion activities and interaction with customers helped to realize the necessity to consider emotional, financial, and social influences that determine purchasing behavior, which has been long-standing in scholarly publications addressing real estate marketing. Moreover, the high rate of digital marketing in STH Group underlined the fact that data-driven decision-making is becoming more relevant in the contemporary business environment, which confirms the hypothesis that analytics and customer insights can be used to enhance the effectiveness of promotional activities.

At the professional level the internship enhanced key skills, including communication, teamwork, adaptability and time management. Being part of the corporate environment of STH Group allowed developing a greater sense of discipline and responsibility and working with the developers, sales teams, and potential buyers contributed to the development of relationship-building and negotiation skills, which are often identified as key elements of the marketing and business development profession (Kotler and Armstrong, 2018). In general, the internship resulted in a transformative impact on the career path of the intern and solidifying the practical usefulness of the academic knowledge in the marketing of the real estate.

## **7.2 Relevance to Academic Learning**

The STH Group internship proved to show high standards of congruency with the principles and theories taught in the Bachelor of Real estate program. The company had a direct reflection of many academic concepts especially in marketing, consumer behaviour, and strategic management in its daily activities. The practical setting offered a good understanding of the way theoretical knowledge can be applied to the operations of the real business environment.

The application of the marketing mix (4Ps) was regarded as one of the biggest links to academic learning. The approach of STH Group in promoting its properties, pricing model, and the choice of the channel were closely related to the concept of product differentiation, competitive pricing, and efficient distribution indicated in marketing literature. This conformity anchored the practical significance of planned marketing in the attainment of visibility and sales performance.

The second academic concept that was noticed was STP (Segmentation, Targeting, and Positioning) model. Campaigns that the company conducted covered different categories of customers, including middle-income buyers and investors as well as commercial clients, demonstrating the effectiveness of segmentation in increasing the relevance of a message and the effectiveness of a promotion. The well-defined location of various plot sizes and types of development was also an indication of strategic decision-making that is also highlighted in marketing studies.

The internship also showed the applicability of the Integrated Marketing Communication (IMC). STH Group employed an amalgamation of social media promotion, print media, direct communication, and field promotions to convey the regular promotional messages. This can be

indicative of academic views that lay a strong emphasis on the need to have a coordinated communication that can help to boost the brand credibility.

Besides, scholarly knowledge on consumer behaviour could be traced in the way the company engaged with clients. As real estate customers, they often use emotional reassurance, financial confidence and social influence strategies to make decisions on purchasing properties and this proves the concepts that are applicable in behavioural research.

Lastly, data-driven marketing became another important phenomenon that was brought to fore during the internship given that data concerning performance of the campaign and client reactions was continuously measured to inform decisions. This strategy is in line with the current scholarly debates that discuss analytics as a focus of strategic marketing.

In general, the internship proved to be a real-life continuation of the learning in academia as it showed how the theories that had been developed are applied to the real-life marketing practices and performance of organizations.

### **7.3 Organizational Impact**

The internship at STH Group has left a significant impact on the organisation because it helped it in its marketing activities, improved the effectiveness of digital communication, and improved communication with real estate partners. Since STH Group cooperates with various developers, agencies, and sales teams, the assistance of an intern had a positive impact on the efficiency of the workflow and promotion. This is consistent with the results of Rahman (2018), who concluded that the efficiency of the internship in relation to operational productivity is beneficial, and it allowed organisations to execute the routine tasks more efficiently in the Bangladeshi corporate setting.

The improvement of digital marketing efforts, such as the creation of social media content, property images, and advertisements, was one of the main areas where organisations were affected. What is evident in a study conducted by Islam and Habib (2021) is that real estate firms in Bangladesh are using online platforms to have a presence and communicate with potential customers in regards to brand exposure. The work of the intern enabled STH Group to have a steady online communication and better outreach to potential clients.

Market research and competition analysis were also made available, which contributed to the organisational decision making. The information about pricing trends, customer preferences, and features of the project was used to help the STH Group improve marketing messages and enhance the cooperation with partner developers. The research focusing on the real estate market in Bangladesh highlights that local market intelligence allows the process of making informed decisions to improve business performance and competitiveness (Sultana and Akter, 2019).

Also, the support on client relationship management like lead database maintenance, documentation of communication updates, and following-ups facilitated the organisation of workflow and assisted in the sales operation. Hossain (2020) notes that service-oriented companies in Bangladesh must have good practices to manage clients and get their trust in order to maintain long-term customer relations.

Attendance at the property exhibitions, promotion and field activities also helped in brand exposure and customer engagement activities by STH Group. Such activities are in consonance with the results of Khan and Jahan (2016), who focused on the role of experiential marketing and direct contact as means of reaching the customers of the Bangladesh real estate.

In general, the internship produced a positive organisational contribution in that it enhanced the production of digital marketing, aided the market intelligence processes, improved client communication, and facilitated the promotion activities within the event. These investments enabled STH Group to retain its competitive position in the Bangladeshi real estate industry and assist the company in marketing and business development objectives in general.

#### **7.4 Industry Relevance**

The internship experience in STH Group proved to be highly relevant to the realities of the operations of Bangladesh real estate industry. One of the most rapidly developing branches of the Bangladesh economy is the real estate industry due to the dynamism of urbanisation, the growth of the middle-income population, and the increase in capital investments in the real estate and land development industries (Molla & Islam, 2019). The activities that were undertaken in the internship, including digital promotion, client coordination, fieldwork, and market research are important aspects of the modern business operations within the industry.

A key feature of industry specificity also concerned the focus of the organisation on digital marketing which is indicative of the wider tendencies in the real estate market in Bangladesh. According to more recent research, it has been identified that the residents of Bangladesh have become more dependent on social media, online advertisements, and other online resources to assess their buying opportunities (Islam and Rahman, 2020). The part of the internship in producing digital promotional materials thus fitted the trend of the industry to adopt technology based marketing.

Another key issue that was brought into focus by the experience is the significance of the consumer behaviour analysis, which can shape the demand a property in Bangladesh. Security, affordability, location convenience, and long-term investment potential are the factors that are frequently used by real estate customers to evaluate their projects (Sultana and Akter, 2019). Visits to the field, visits to clients and project promotions provided an understanding of how companies revise their communication strategies to achieve these expectations.

The other field of industry applicability was on relationship management. Personal trust and regular communication are significant to affect the purchase decision in real estates in Bangladesh (Hossain, 2020). These industry specific customer needs were well aligned with the internship activities that facilitated lead management, follow-up communication as well as interaction with clients.

There is also the industry practice of attending property fairs, open-house programs as well as promotion activities. It has been demonstrated that physical involvement activities, including exhibitions and in-person events, are still strong marketing tools to reach the Bangladeshi customers and create real interest in real estate projects (Khan and Jahan, 2016).

The internship experience, in general, reflected the best practices, marketing dynamics, and the dynamics of customers influencing the real estate industry in Bangladesh. The internship showed close correspondence with the existing demands in the industry by participating effectively in these areas of operations, which gave it significant exposure to the real world of the Bangladeshi real estate market.

## 7.5 Lessons Learned

The STH Group internship provided some important lessons that consolidated professional skills in addition to industry knowledge. The lesson on the value of strategic communication in real estate marketing was one of the lessons that I have learned in the process. Timely responsiveness and a steady communication strategy are important in the property industry of Bangladesh to establish trust in clients and influence buying decisions (Hossain, 2020). A better understanding of the importance of effective communication was achieved through taking part in client coordination and follow-up activities.

The other important lesson was to learn about the position of digital integration in the marketing of real estate. The discussion about the application of social media and targeted advertising, as well as visual content creation, showed that digital media influence customer perceptions and stimulate sales through inquiries. This is in accordance with the results provided by Islam and Rahman (2020), who noted that digital marketing is a key way to improve engagements and lead generation in the Bangladeshi real estate industry.

Another important point highlighted in the internship was the importance of market knowledge and awareness of competitors. The case of exposure to market research activities depicted how the companies track the pricing trends, customer expectations, and the strategies of their competitors to stay competitive. Sultana and Akter (2019) also note that the design of effective real estate marketing plans in Bangladesh relies on gaining knowledge of customer preferences and the market conditions.

Also, the experience emphasized the role of professional discipline and teamwork. The real estate organisations in Bangladesh have a tendency of working in a high paced and competitive environment, and as such, a co-ordination between marketing, sales and client service officers is necessary. This is in line with Rahman (2018) who observed that teamwork and workplace co-operation are major contributions towards enhancing the organisational performance among the firms of Bangladesh.

Another lesson that was gained in the field activities, property fairs, and promotional activities. These real-world interactions served as evidence of face-to-face interaction as a factor in driving customer trust as a factor that was found to be significant in relationship-based industries like real

estate (Khan and Jahan, 2016). Having witnessed the reactions that clients have towards project demonstrations and visits to physical property supported the significance of experiential marketing in Bangladesh.

Altogether, the internship offered a glimpse of the communication, market analysis, teamwork, digital strategy as well as customer engagement as the lessons that mirror the realities of the Bangladeshi real estate business and help to enhance the professional capacity in business contexts.

## **7.6 Skill Development**

The internship experience in STH Group helped to develop some of the key professional competencies applicable in Bangladeshi real estate and marketing industries. One of the aspects that developed was the communication skills, which were enhanced by frequent communication with clients, partner developers and internal teams. To build trust in the real estate market in Bangladesh, much of the buying decisions tend to be relationship based, effective communication is key (Hossain, 2020).

Digital marketing competency was another important skill that was acquired. An experience in working with the use of social media promotions, content creation, and monitoring campaigns contributed to a better understanding of the impact of digital tools that can be used to interact with customers. This is in line with the findings reported by Islam and Rahman (2020), who note the increasing significance of the digital literacy in real estate marketing throughout Bangladesh.

Analytical and research skills were also enhanced through the internship. Carrying out market surveys, evaluating the moves of competitors and the behaviour of customers facilitated informed decisions. Sultana and Akter (2019) note that strategic planning in the fast-growing property sector in Bangladesh cannot happen without market intelligence.

Lastly, involvement in teamwork, event organization, and fieldwork helped to develop more superior organizational and teamwork, which is a key to efficiency in Bangladesh service-based industries (Rahman, 2018).

## **7.7 Networking and Professional Relationships**

The STH Group internship was a good experience to facilitate networking and professional relationships in the real estate industry of Bangladesh. The frequent contact with developers, sales

staff, and marketing would also enhance the interpersonal communication as well as an expanded professional exposure. In the business environment of Bangladesh, networking is deemed as a key contributor to career development because the flow of information and cooperation within the network is often achieved through personal networks (Hossain, 2020).

Involvement in other real estate companies of partners also contributed to the increase in the knowledge about the working practices in the industry and the establishment of effective business relationships. The same professional interactions are in line with the research conducted by Rahman (2018), who points out that internships are quite relevant towards increasing access to industry contacts and job prospects by the students in Bangladesh.

Attending activities like events like exhibitions of the property, open-house programs, and promotional campaigns also enhanced relationship-building. Such on-site works promote the establishment of trust between organisations and prospective clients, which is crucial in relationship-based businesses such as real estate (Khan and Jahan, 2016).

On the whole, this internship helped acquire a solid skill in networking and building effective professional relationships that will most likely aid in the future career development in the Bangladeshi real estate and marketing field.

## **7.8 Recommendations and Next Steps**

In my experience and reflection, there are a number of recommendations and future steps, which could be described:

### **1. For STH Group:**

- Enhance its online presence with increased application of data analytics and targeted online advertising.
- Implement ongoing professional education among employees in digital marketing and customer analytics (STH Group ., n.d.).

### **2. For Future Interns:**

- Be inquisitive, disciplined, and receptive to feedback regarding the internship.

- Concentrate on translation of theoretical knowledge into practical application in order to have a competitive edge in the work environment.

### 3. For Myself:

- I will specialize in further digital marketing and strategic brand management.
- My academic next will be investigating a post-graduate course in Marketing Analytics to gain a better insight into data-based strategies.

The STH Group internship has confirmed my future career goal of being a marketing strategist who integrates creativity, analytics, and customer intuition to achieve business expansion.

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