



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

## **An Analytical Study on the Business Operations and Challenges of Notundhora Assets Ltd.**

**Submitted to:**

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**Date of Submission: 15<sup>th</sup> December 2025**



## **An Analytical Study on the Business Operations and Challenges of Notundhora Assets Ltd.**

# Letter of Transmittal

**Date:** 15<sup>th</sup> December, 2025

**To**

Mr. Dr. Md. Mahfuzul Islam  
Lecturer (Senior Scale)  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

**Subject:** Letter of Transmittal.

Dear Sir,

With due respect, I want to state that I am submitting the attached report entitled “An Analytical Study on the Business Operations and Challenges of Notundhora Assets Ltd.” as a partial requirement of the Bachelor of Real Estate degree.

This report is on the business operations and challenges of Notundhora Assets Ltd. 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 as informative and useful.



**H. M. Abdur Rahman**

ID: 221-27-021  
Department of Real Estate  
Faculty of Business and Entrepreneurship  
Daffodil International University

# Declaration

I, H. M. Abdur Rahman, a student of Bachelor of Real Estate Program, ID: 221-27-021, at the Department of Real Estate, Faculty of Business and Entrepreneurship, Daffodil International University, do hereby declare that the internship report on “An Analytical Study on the Business Operations and Challenges of Notundhora Assets Ltd.” is a work prepared under the supervision of Dr. Md. Mahfuzul Islam, Lecturer, (Senior Scale) Department of Business Administration, 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.



**H. M. Abdur Rahman**  
ID: 221-27-021  
Department of Real Estate  
Faculty of Business and Entrepreneurship  
Daffodil International University

# Letter of Approval

This is to certify that H. M. Abdur Rahman, Program: ID: 221-27-021, has completed his internship report on “An Analytical Study on the Business Operations and Challenges of Notundhora Assets Ltd.” 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 original work carried out under my supervision and is hereby recommend for submission.



**Dr. Md. Mahfuzul Islam**  
Lecturer (Senior Scale)  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

# Proof of Internship Completion Letter

## Notundhora Assets Ltd

Head Office: 55, Nik Tower (6th, 7th & 8th Floor),

Dilkusha C/A, Dhaka.

**Contact:** +880-2223388909 +880-2223388910

**Website:** <https://notundhora.com/>

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**Date:**

### To Whom It May Concern

This is to certify that H. M. Abdur Rahman, a student of Bachelor of Real Estate in the Department of Real Estate at Daffodil International University, has successfully completed an internship program at Notundhora Assets Ltd.

The internship took place in the Sales and Marketing Department of the company under the supervision of departmental officials. The intern was also an active part of numerous professional activities within this period, such as communicating with customers, marketing campaigns, touring of the project site, and documentation assistance regarding the operations of the real estate sales.

Mr. Rahman was also very professional, enthusiastic, and eager to learn throughout the internship. He was a very communicative employee, a team player and he made a positive input into the activities of the department.

We wish to congratulate him on his sincerity and his hard work throughout the internship period and hope that he is even more successful in his future academic and professional work.

**Sincerely,**



---

Abdus Sattar Sheikh

Additional Secretary (Retd.)

&

Executive Director (HR & Admin)

Notundhora Assets Ltd

# Acknowledgment

To start with, I would like to give the sincere thanks to Almighty Allah who gave me power, patience, and chance to successfully finish my internship.

I would also like to take this opportunity and thank my academic supervisor, Dr. Md. Mahfuzul Islam Lecturer (Senior Scale), Department of Real Estate, Daffodil International University, who has provided me the general guidance, helpful feedback, and positive encouragement in carrying out this internship and in the process of compiling this report.

I would like to extend my greatest thanks and appreciation to Notundhora Assets Ltd. who have offered me a chance to work with the company as an intern in Sales and Marketing Department. I owe a special debt of gratitude to Md. Shahin Mia Shikder, Executive Director, Notundhora Assets Ltd., and all the officials and employees of Notundhora Assets Ltd. to support and to cooperate with me, share their professional experience and knowledge with me during the internship.

Last but not least, I want to thank my family, classmates, and my friends whose inspiration, motivation, and moral support have not ceased to influence and help me during my internship experience. Lack of their guidance and encouragement, the successful completion of this report would not have been possible.

# Executive Summary

This internship report has the following title; an analytical study on business operations and the challenges of the Notundhora assets Ltd. where I spent my three months as an intern in a well-established real estate development company in Bangladesh, Notundhora assets Ltd. The major objective of this internship was to immerse into the real world of running an actual real estate business (particularly, Sales and Marketing Department). This report aims to investigate the business model of the company, marketing techniques, operational challenges and the business satisfying practices of the firm in the competitive environment of the real estate industry in Bangladesh. During my time as an intern, I was assigned the responsibility to assist in communication with the clients, lead management, project promotion, and field visit. These obligations allowed me to develop essential professional qualities in communication, relationships with clients, collaboration and time management. The practical experience also provided me with a better understanding of how in real-life business, such abstract concepts as the marketing mix (4P), consumer behavior, and quality of services are applied in the realm of corporate operations.

The report provides an extensive overview of the Notundhora Assets Ltd., including its products and organization, market strategies, among others. It also plunges into a SWOT analysis where it highlights the strengths, weaknesses, opportunities, and threats of the company, and also highlights its competitive advantages and the challenges it is facing in the ever-evolving real estate environment. According to the observations and the data collected in the process of my internship, the report shows the areas that could be improved, such as the presence of stronger digital marketing activities, the position of customer service systems, and the appearance of the brand outside of Dhaka. All in all, the internship proved to be a very enriching experience, having related academic knowledge with actual practice. It helped me to have an enlightening experience in the real estate industry, enhance my analytical and interpersonal abilities, and prepare to be a better employee in future.

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# **Chapter 1: Introduction**

## **1.1 Background**

The internship is an important part of the Bachelor of Real Estate program at Daffodil International University that connected theoretical knowledge that a student gained by his academics to real-world experience in actual business world. The practical learning opportunity helps a student to apply classroom theories into practice area and gained the knowledge of today's workplace. As a Real Estate background, this internship was important for a student to gain practical experience into real estate operations, managing client relationships, marketing strategies, and investment analysis. My studies in courses like Principles of Management, Marketing, Financial Management, Business Research Methods, and Strategic Management helped me to understand corporate structures, assess business performance, and critically analyze market challenges. I selected Notundhora Assets Ltd. for my internship because it stands out as one of the most reputed and rapidly growing real estate developers in Bangladesh. The large land development of the company, designs of the plots, adherence to National Housing Authority (NHA) regulations and rules, and long-term orientation to sustainable development provided the ideal environment where I could gather information on the working and strategic aspects of real estate management. Moreover, since customer satisfaction, marketing innovation, and the documentation were prioritized in Notundhora, it aligns with the theoretical framework of my real estate studies, and it is a perfect opportunity to use the acquired knowledge in practice.

The current report, An Analytical Study on the Business Operations and Challenges of Notundhora Assets Ltd., is a comprehensive review on the business system, marketing approach, investment potential, and customer satisfaction levels in the company. It is a quantitative and qualitative analysis that is based on the data provided by the customer surveys, company documents and secondary literature. The overall objective is to find out how Notundhora hold on to the shifting environment of the Bangladesh real estate industry, the challenges it experiences, and which business theories are applicable to the Notundhora business.

## **1.2 Significance of the Study**

This internship has provided a significant contribution to the academic as well as hands-on experience of the business management practices in the real estate business of Bangladesh. Academically, it serves as an enrichment of existing literature by connecting the current business theories (including service quality (SERVQUAL), expectations-disconfirmation theory and ROI models) to real-world applications in property development (Parasuraman et al., 2020). The model is especially applicable as the SERVQUAL model is used to measure the discrepancies between the expectations and the perceived service delivery on the housing projects (Hossain and Rahman, 2023). The theory of expectations-disconfirmation is also the key to understanding the formation of customer satisfaction due to different actual outcomes of services as opposed to the ones initially expected (Bhattacharjee, 2020). Also, ROI-based measurements inform investors to analyze the long-term financial returns and general viability of the project in real estate projects (Mansur and Hoque, 2022).

Practically, the acquired knowledge in this study is insightful to the developers, policymakers, and investors. Knowing the perception of the customers assists the companies such as Notundhora refine the service delivery and price strategy to remain competitive (Ahmed and Chowdhury, 2022). Easy access to documentation and effective adherence to regulations contribute to further increase of the customer trust and ensure the long-run sustainability in the sector (World Bank, 2024). The report develops a basis to conduct long-term research on land development management, customer satisfaction and marketing practices applied with the help of technologies in the emerging markets to those who will come after the research (Roy and Hasan, 2023).

## **1.3 Objectives of the Study**

### **Broad Objective:**

To have a closer look into the business activities of the company, marketing tactics and the investment performance of the Notundhora Assets Ltd., we intend to find out the main limitations and expansion opportunities of the company in the Bangladeshi real estate market.

### **Specific Objectives:**

1. To examine the operational and marketing trends of the Notundhora Assets Ltd. and judging the extent to which they help in improving the overall performance of the company.
2. To analyse the investment potential and the future growth of the projects that Notundhora is planning to develop its land.
3. To detect the major problems in which the organization is currently experiencing and provide feasible suggestions on how to improve them.

### **1.4 Limitations of the Study**

Although this study was done with all possible efforts to make it accurate and complete, it has a number of limitations:

- **Scope restriction:** The present study examines a single entity, Notundhora Assets Ltd., and therefore, it may not be easy to generalize the results to other organizations or industries.
- **Data access:** There was a challenge of accessing the internal financial data and records of the ROI of the company because of the issue of confidentiality.
- **Limitations with the respondents:** The survey was only conducted on a limited number of customers and employees and this might not entirely reflect the opinion of the whole group of customers.
- **Time factors:** The internship took three months and this did not give us enough time to make a more in-depth, long-term analysis of the project results and marketing impacts.
- **External influences:** The external factors might have influenced some of the results such as market fluctuations, economic conditions, and even changes in policies during the internship.

The nature of these challenges notwithstanding, the study provides a good and authentic insight into the Commercial real estate business in Bangladesh giving significant insight into the organizational performance and customer engagement strategies used by the Notundhora company.

## **Chapter 2**

# **Company/Organization Overview**

## 2.1 Company Overview

Notundhora Assets Ltd. is a reputed and fast expanding company in the development of real estates in Bangladesh. The company was launched in November 2016 by a progressive industrialist Dr. Md. Shadi-Uz-Zaman who is inspired by the spirit of liberation of Bangladesh and the urgent necessity of sustainable urban development. Having a mission of Building for Humanity, Notundhora is committed to developing responsible, transparent, and people-oriented housing revolution to the forthcoming generations.

With a team of passionate professionals, Notundhora began its operations in the year 2017 under the leadership of Dr. Shadi-Uz-Zaman (CEO) and Ms. Merryna Shadi (Deputy CEO). It has the board of directors that consists of Mr. Bazlur Rahman (Chairman), Mr. Shahin Miah Shikder, Mr. Ferdous Alam Khan (Executive Directors), and Ms. Shahanara Begum to provide strong governance and further growth and development.

Their biggest project, Notundhora Housing Project, stands at the most appropriate site in the 300 ft Dhaka-Mawa Expressway only 18 km away Motijheel. It is a fully approved housing city that is eco-friendly, with the following certifications, namely Environment NOC, EIA Approval and Travel-Free Certificate.

Notundhora is also ISO 9001:2015 certified and has been awarded the title of “Best Real Estate Company of the Year 2020” by Honorable Commerce Minister Shri Tipu Munshi. With 14 departments and a team of over 100 skilled employees, Notundhora is committed to operational excellence while making a positive impact on national welfare through CSR partnerships with government agencies and institutions. *(Source: Company website – [www.notundhora.com](http://www.notundhora.com))*<sup>1</sup>

## 2.2 Products of the Company

Notundhora Assets Ltd. provides for its customers various categories of products for its customers so that every person can be its customers. The main categories of products include:

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1. **Ready Plots:** Ready Plots means are fully ready polts where a customer can start their working by giving 10 lakh taka and here customer have the opportunity to paid their amount in 12 installments.
2. **Upcoming Ready Plots:** This plots are not fully ready but it will going to be ready within 18 months and the price for per katha is 14 to 20 lakhs for the customer and they have the opportunity to paid their amount in 18 installments.
3. **Installment Plots:** Installments plots are a long term investment for customer. Generally company target lower level income people to buy that plot there is 3 kingdoms where the price is 3,4, and 5 lakh per katha for customers and they will get 120 installments to paid their amount.



Figure 1: Installment Plot

4. **NELCC (Notundhora Express Lounge & Convention Center):**

NELCC is a convention center where the company sells its 49 % of this projects share will be sold with various benefit. There are 6 category shares; Platinum Plus, Platinum, Classic, Gold, Standard Plus and Standard and their price is from 500000 to 88,000 taka only.

5. **Condominium Apartments:**

It's a condominium apartment projects where 650, 1150 and 1270 sqf. Areas flat will be sold. There are 3 storied building where the rooftop has infinity swimming pool, gymnasium etc. Now the offer price is 3500 taka per square feet for this project.



**Figure 2: Apartment Project**

Notundhora's diverse product strategy is key to driving consistent business growth, building investor trust, and creating lasting value in Bangladesh's real estate market.

### **2.3 Features of the Project**

The Notundhora project is situated in a remarkable and developing area near Dhaka-Mawa expressway. Due to Padma Bridge and Dhaka-Mawa Expressway many real estate companies buy land and create project in those area. In a few years the price of the land will be double or triple where Notundhora got the largest project in that area.

### **Key Features Include:**

- Notundhora project is just 18 minutes away from the commercial area of Motijheel and Dilkusha, this location offers easy access to the proposed 300-foot Dhaka–Mawa Highway, it's an easy transportation system for the people who work in this area.
- With five connecting roads and a mere 12 km from the Jhilmil Project and 3 km from the upcoming Dholeswari Jora Bridge (Kuchiyamora Bridge), its well connected to Dhaka.
- This project offers a premium plot, which means for every plot you will get three side open area, if a person buys 2 plots he will get 4 side open area, and if he buys 4 plots, that means he buys a zone then he will get 5 side open area.
- The projects offer at least 25 feet to 72 feet of road. Each kingdom has its own unique feature; each kingdom has a golden garden and many other features. There is CCTV everywhere with 24-hour security system for a better and secure lifestyle for its customer.
- For NELCC owners they will get a yearly dividend also get a portion of land and many other features.
- Notundhora is fully compliant with FAR (Floor Area Ratio) and national housing standards, ensuring a quality living experience. Plus, dedicated transport facilities and a beautifully designed main gate enhance both accessibility and aesthetics.

All these features offer for its customer to get their life easy and protected that's why their moto is "building for mankind."

## 2.4 SWOT Analysis of Notundhora Assets Ltd.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• The first company in Bangladesh to get NHA pre-approval for land development.</li> </ul>	<ul style="list-style-type: none"> <li>• There's not much brand recognition beyond Dhaka and Munshiganj.</li> </ul>
<ul style="list-style-type: none"> <li>• A substantial land bank of over 3,500 bighas, which guarantees long-term development potential.</li> </ul>	<ul style="list-style-type: none"> <li>• The business heavily depends on customer installment payments for its cash flow.</li> </ul>
<ul style="list-style-type: none"> <li>• A solid reputation for transparency and adherence to legal standards.</li> </ul>	<ul style="list-style-type: none"> <li>• Compared to bigger competitors, the digital marketing setup is quite limited.</li> </ul>
<ul style="list-style-type: none"> <li>• Consistently recognized as the top taxpayer in Munshiganj for three consecutive years.</li> </ul>	<ul style="list-style-type: none"> <li>• Relying on a handful of large projects raises the risk of operational issues.</li> </ul>
<ul style="list-style-type: none"> <li>• A highly capable leadership and management team.</li> </ul>	<ul style="list-style-type: none"> <li>• The after-sale service team is smaller than what's needed for the growing customer base.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• There's a growing demand for housing in the peri-urban areas along the Dhaka–Mawa corridor.</li> </ul>	<ul style="list-style-type: none"> <li>• There's a growing demand for housing in the peri-urban areas along the Dhaka–Mawa corridor.</li> </ul>
<ul style="list-style-type: none"> <li>• We're seeing more competition from new real estate companies popping up in nearby districts.</li> </ul>	<ul style="list-style-type: none"> <li>• We're seeing more competition from new real estate companies popping up in nearby districts.</li> </ul>
<ul style="list-style-type: none"> <li>• Infrastructure projects like the Padma Bridge and Dholeswari Bridge are driving up land values.</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure projects like the Padma Bridge and Dholeswari Bridge are driving up land values.</li> </ul>
<ul style="list-style-type: none"> <li>• Changes in regulations or delays in approvals from authorities can be a hurdle.</li> </ul>	<ul style="list-style-type: none"> <li>• Changes in regulations or delays in approvals from authorities can be a hurdle.</li> </ul>

### Table 1: SWOT Analysis

The SWOT analysis shows that Notundhora has a solid edge in terms of regulations and reputation. However, to keep growing, it needs to focus on boosting its brand visibility, improving digital marketing efforts, and enhancing customer support systems.

### 2.5 Marketing Mix (4Ps) of Notundhora Assets Ltd.



Figure 3: Self Made

#### Product:

Notundhora provides a variety of real estate options—ready-to-build plots, installment plots, condominiums, and investment properties—customized to meet the needs of its customers. Each project has its own unique features that enable a great variety for its customer.

#### Price:

The company offers a flexible price and payment system for its customers. From 3 lakh to more than 20 lakh price per katha for various kingdom and this price depends on various factor like which facing the project is, is it corner plot or not, which road is connected etc.

And it offers its customer an instalment payment system so that they can easily buy their dream land.

### **Place (Distribution):**

Notundhora has a site office in the project has a branch office in Motijheel head office in Dilkhusha so that client management and sales process can be easily done and also customer can easily contact with them. The project location right next to Dhaka-Mawa Expressway near Nimtoli Bazar.

### **Promotion:**

Notundhora uses a blend of traditional and digital marketing strategies:

- **Traditional:** Newspaper ads, billboards, and participation in REHAB housing fairs.
- **Digital:** Engaging Facebook campaigns, online ads, and client testimonials.
- **Referral Marketing:** A large chunk of sales comes from word-of-mouth referrals and repeat customers, showcasing high satisfaction and trust.

This variety of marketing approaches enables the company to connect with a wide range of customer segments while ensuring credibility and transparency(Kotler & Keller, 2016).

## **2.6 Marketing Process of Notundhora Assets Ltd.**

The multi-channel marketing strategy adopted by Notundhora Assets Ltd. is well organised and aimed at reaching its potential clients and presenting its real estate projects. The marketing mix utilized by the company is a combination of digital, print and outdoor marketing tools, which makes the company maintain high brand recognition and attract potential buyers. The following is a review of the key undertakings within their marketing process:

### **Digital Marketing:**

The company always updates their work in progress in the Facebook and YouTube platform. They ads their product on WhatsApp and facebook to attract more customer. The

BIFA award organized by them which also boost their marketing. Some TV program also offered by them to boost their marketing.

### **Leaflet Distribution:**

Notundhora's marketing team frequently hands out leaflet in residential area, commercial area like Bongshal Motor parts shops, Gulisthan's Markets, Baytul Mukkarom Moshjid Markets, Stadium Markets, Dhanmondi residential area etc. This approach ensure them to directly connected with their potential customer.

### **Outdoor Campaigns:**

This company engages in various promotional activities such as roadside campaigns, housing fairs in various areas. In this way they can share company information to its customers.

### **Billboards and Signage:**

Large billboards are strategically placed in high-traffic areas, particularly near major roads, highways, and urban centres. This guarantees ongoing brand visibility and boosts awareness of their projects among travelers.

This are the marketing techniques used by Notundhora to get their potential customers in both online and offline.

## **2.7 Summary**

In summary Notundhora Assets Ltd. Take various marketing initiative to get their potential customers and give them attractive opportunities to buy plots from them while maintain the eco-friendly planning and rules and regulations of NHA.

## **Chapter 3**

# **Internship Role and Responsibilities**

### 3.1 Role and Responsibilities

During my internship at Notundhora Assets Ltd., I had the opportunity to work in the Sales and Marketing Department, which is one of the most vibrant parts of the company. This was my primary task, and I was to assist in communicating with clients, take leads, and keeping relationships with our customers by ensuring that all processes moved in the right direction between leads and the sales department.

I was exposed to a number of activities every day that provided me with practical experience in the real estate selling process both at the office and in the field. Here's a glimpse of what I did:

- **Client Communication:** I have been calling my new and existing leads, updating them on what is going on at the time and what is to come as well as keeping them involved in consistent contact with the potential buyers.
- **Lead Management:** I contacted leads that were collected during our marketing campaigns, housing fairs, and online and made an effort to determine their interest and recorded them in our CRM database.
- **Customer Relationship Maintenance:** I served the current clients with information on installment schedules, plot documentation, and project progress.
- **Project Visits with Clients:** I accompanied senior marketing officers in on-site visits to the Notundhora Project close to the Dhaka-Mawa Highway where I informed clients of plot features, infrastructure works and future potential of the location.
- **Support at Fair and other events:** I participated in the Housing Fair hosted by REHAB and other promotional events, during which I assisted people in distributing brochures, answering questions, and providing them with the main details of the project.
- **Administrative Support:** I updated customer data sheets, entered new contact information and assisted in the making of marketing reports during our team meetings.

These experiences provided me with a profound insight into the real estate business and how to deal with people and the role of formal communication within the professional corporate environment.

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

My practical tasks were strictly connected with the organizational structure of Notundhora and the Sales and Marketing Department in particular that is the key driver of the company income. This department will be crucial in linking the company products such as housing and land projects to our target consumers, which will serve as a crucial force in increasing our market base and also boosting our brand name.

I was there as an intern to offer a helping hand to the sales executives and marketing officers to assist them deal with customers on a daily basis and follow leads. The rationale of such tasks was obvious:

- **Skill Development:** These tasks provided me with the opportunity to practically apply in a real-life scenario the theoretical concepts of marketing, i.e., the 4Ps (Product, Price, Place, Promotion), as well as customer relationship management (CRM).
- **Operational Support:** I was actively involved in the sales pipeline of the company by pursuing leads and messaging clients to make sure that we maintained our interaction with our customers.
- **Organizational Alignment:** My position aligned with the mission of the marketing team to increase the rate of conversions in sales and consolidate our market base.
- **Introduction to Real-World Practices:** The visits to project sites and participation in fairs enabled me to observe the whole sales cycle, including prospecting and closing deals.

Customer Service Learning: I responded to a client with accurate and helpful answers that allowed me to achieve the trust of the client, which is one of the main pillars of the business philosophy of Notundhora.

In short, my duties were carefully designed to make me understand key roles of marketing and customer management in realistic business set-up as well as to bring efficiency to the running of the company.

### **3.3 Examples of Tasks Performed**

As an intern, I plunged into the world of multiple practical activities that helped me to understand the workings of the real estate business on a deeper level. The following are some of the best moments that I enjoyed:

#### **1. Follow-Up Calls and Lead Management:**

- I kept in touch with leads that were given by the company digital marketing team as well as sales officers.
- I was to contact potential customers who had shown interest in purchasing plots or investing in current projects.
- I ensured that I updated the lead status (interested, not interested, follow-up later) within the CRM sheet to make them aware of the managers.

#### **2. Client Interaction and Information Sharing:**

- I assisted visitors at the housing fairs and during in-office promotional events by giving them information about the projects, size of the plots, installments and what was to be submitted by them.
- I aimed at making sure that all the visitors would leave with the correct information and would be confident in the transparency and reliability of the company.

#### **3. Field Visits and Customer Demonstrations:**

- I accompanied marketing officers and potential buyers to visits on the Notundhora Project site, where I demonstrated available plots, infrastructure, and amenities around the area.
- During these visits, I emphasized the major characteristics of the project such as the main road of 72 feet, CCTV-patrolled Kingdoms, Golden Gardens and the fact that the project was a flood free design.
- These experiences were also effective in preparing my communication and presentation in real life scenarios.

#### **4. Customer Relationship Support:**

- I met our existing customers and talked to them about their payment schemes and gave updates on their projects. I also prepared short summary reports to the marketing manager, which included the highlights on client inquiries and our responses.

#### **5. Event Participation:**

- I attended the Housing Fair 2025 in Mohammadpur, Lalmatia where I was able to meet hundreds of people and distribute marketing brochures to them as well as take their contact details to make future follow-ups. This experience assisted me indeed in developing my interpersonal skills as well as marketing communication.

By engaging in these activities, I was able to receive some important information on client relationship management, sales communication, teamwork, and organizational dynamics skills, which are important to any success in a corporate environment.

### **3.4 Summary**

In this chapter, I have been able to explore the different roles, responsibilities, and practical experiences that I had during my internship at Notundhora Assets Ltd. in the Sales and Marketing Department where I was mostly involved in communication with clients, following on leads, visiting project sites, attending events, and various administrative tasks. All the tasks provided me with a first-row view of the entire sales cycle, and taught me to understand the importance of customer interaction in the real estate business.

The chapter also illuminates on the importance of these tasks in that each duty was related to the goals of the department and it contributed to increasing sales and improving customer service. I have provided a few real-life examples such as engaging clients in the housing fairs, updating the CRM sheets, and helping in the field visit to demonstrate how I implemented my theoretical knowledge to practical situations.

To conclude, the chapter points out that my internship was a well-informed learning process, I redefined my abilities of communicating with and collaborating with others

besides providing me with insight into how a real estate company functions and interacts with its customers.

## **Chapter 4**

# **Key Learnings and Experiences**

#### **4.1 Important Learnings**

My internship at the Notundhora Assets Ltd. was a wonderful learning experience and it was the centre stage of my personal, academic, and professional development. It is informative to observe how theoretical knowledge acquired in my Bachelor degree course in the field of Real Estate can be used in a real business environment. My major project, which I called Customer Perception and Satisfaction towards Notundhora Asset Ltd Land Projects, provided me with the chance to inspect the operations and marketing system of the company along with the analysis of the extent of customer emotions, anticipations, and contentment. The accumulation of substantive knowledge on how customer-centric initiatives influence the general performance of the commercial work resulted because of my methodological research, interviews with clients, and observation of the workings of the corporate organization. The salient findings that came out during this internship was the influence of the customer perception and customer satisfaction, which is a deep-rooted influence on the reputation and success of a real-estate firm. Through a structured survey instrument, I was able to receive the feedbacks of some of the clients with whom I have some opportunity to interact with Notundhora Assets Ltd. The results showed that the majority of respondents were pleased with the selected sites of the projects by the firm, open business operations, and easy payments conditions, which significantly increased confidence in the brand. This reiterated the fact that within the real-estate business, customer satisfaction is not only in the form of competitive prices, but it also involves the maintenance of open communication, ensuring legal transparency, and provision of after-sale services. The experience also helped to understand how marketing communication has a huge impact on customer perceptions. The results of the survey enlightened on the fact that online platforms, especially Facebook and other social media platforms are used as a major channel of development of customer awareness. The emergence of digital marketing has significantly changed the sphere of the real-estate business by simplifying the process of interacting with the target population and enriching the process of building a unique brand image. I also gained valuable knowledge on how investment propositions are evaluated by consumers, and land development, land growth prospects as well as the integrity of documentation were proved to be determining ones.

Finally, my data analysis and interpretation was very strict since I was filtering through the results of the surveys. My ability to format data, categorize the replies, and draw eventful conclusions about the likes of customers also improved. This attribute of the internship generally sharpened my analysis ability and developed a more precise insight into how strategic business improvements can be affected by the application of data-based decision-making.

#### **4.2 Rationale of Those Roles and Responsibilities**

The roles and the responsibilities that were set in the course of the internship were carefully structured so that they would fit my academic background and the goals of the established organization in terms of the research. The main activity that I planned was the creation and implementation of the overall satisfaction survey of customers, gathering of the relevant data, and conducting a thorough analysis of the results. This initiative was very imperative to the company since it aimed at understanding what the customers required and the areas of specific improvement in its land development projects. Through this role, I was able to help the organization know how clients could value, be satisfied and willing to invest in the organization. The other aspect of my position that is salient is the interaction with customers in the form of face-to-face interaction and telephone call on the part of clarifying the survey questions and getting the correct answers. Such engagements did not only sharpen my communication skills, but also gave great insights into the real consumer behavior. Furthermore, I helped in analyzing the marketing strategies through monitoring promotional activities being done on social media and analyzing the effectiveness of the activities, by evaluating the opinions of the clients.

These roles were important since they enabled me to explore the operational and analytical aspects of the business. The information that I also collected was then relayed to my supervisor, who valued the information that would be used to make future marketing and service improvements. This way, my contributions did not only play a part in the short term objectives of the research of the company, but also in the long term strategic planning of the company.

### **4.3 Connection with Academia**

The internship was able to fill the gap between theory and the business context. Theories learnt in the Marketing Management, Consumer Behavior, Research Methodology, and Strategic Management courses were applied over and over again during the internship. As an example, an in depth knowledge of market segmentation and target marketing was essential in clarifying how Notundhora Assets Ltd. would strategize the positioning of its projects to attract different groups of customers such as home buyers and investment seekers. The research Methodology taught methodological principles, which were invoked during the preparation and analysis of the survey. Sampling, the methods used to design questionnaires and data interpretation methods were utilized thus enhancing the analytical and interpretive capabilities of the researcher. Customer satisfaction was measured using the expectancy-disconfirmation theory of Consumer Behavior which is that the satisfaction is created by the congruence between expectation and actual experiences.

Financial wise, the opportunity to explore customer perception of returns on investment on land properties allowed establishing a direct connection between theoretical concepts of Financial Management and Investment Analysis and practical cases. Such relationships added value to the perceived value of the internship, which provided the researcher an opportunity to see, by his/her own, the practical use of the classroom theories.

### **4.4 Examples of Experiences that Helped Me Grow Personally and Professionally**

The range of experiences I had during my internship was overwhelming, and it made a significant contribution to my personal as well as professional growth. The use of surveys and interacting with a vast range of clients helped me to positively develop my communication skills, patience, and confidence. I learned how to approach people, listen to their point of view, and get unbiased feedback on different matters, which helped enhance my interpersonal skills to a large degree. When it comes to professional development, I sharpened my data analysis and report-writing skills since I was in charge of each of the tasks to organize and synthesize the survey results. Such assignments sharpened my work process and clarity in perception of the information. The additional collaboration with individuals, who represented the marketing and sales work, also indicated the importance of cooperation with one another and time management to achieve

the overall objective. Also, professional mindset was learned during the internship setting. I also came to understand that discipline, punctuality, ethics and accountability are other imperatives towards maintaining the image of a business company.

Such life problems as strict timelines, unpredictable reactions of the clients, and the need to create proper reporting turned me into a more flexible and decision-making woman. In my case, I was able to think more critically, get motivated and never stop to hone my analytical and leadership skills due to the mentorships of my supervisor, Dr. Md.Mahfuzul Islam and other officials of the company. All these have greatly boosted my confidence level and I am now able to cope with any professional challenge in future.

#### **4.5 Summary**

The chapter discusses the lessons and experiences that I have acquired due to my internship at Notundhora Assets Ltd. The field experience contributed significantly since it enabled me to have better understanding of the customer perception, satisfaction, and marketing behaviors and activities by experiencing it personally, analysing the survey as well as observing the business operations. In particular, I had the opportunity to sharpen analytical, communication and decision making skills through my responsibilities, incorporating the surveys, evaluation and communication of the marketing efficiency.

The chapter also highlights the strong relation between the academic theories and the practical ones especially in such aspects as the marketing, consumer behaviour, research methods and investment analysis. It dwells upon the importance of various experiences including communication with customers, work with supervisors which contributed to my personal and professional growth as these experiences made me become more confident, patient and collaborative and could form strong problem-solving skills.

All in all, this chapter reveals that my internship was a highly enriching educational experience to get to know both the theoretical level and practical skills therefore provided my access to the path of further professional and personal growth.

# **Chapter 5**

## **Critique and Reflections**

## 5.1 Critical Evaluation

The internship experience with Notundhora Assets Ltd. is certainly a wonderful learning experience and it equipped me with the adequate deep insight into the real estate business and the internal operations of a corporation. As a student of the Bachelor of Real Estate I got a chance to observe how the classroom theories were implemented into the daily business operations like marketing, customer service and sales management.

The culture within the organization was supportive and job-related and was characterized by strong hierarchical relationship pattern that ensured easy navigation. The supervisory staff of the interns encouraged them to participate in the activities of the department, which made them feel important in the department rather than an auxiliary. This engagement provided me with the chance to engage in meaningful work, which is communicating with clients, being a lead, and attending events.

Also the internship program was tailored to be of optimal responsibility and education ratio. The top management was supportive and provided feedback in a structured way that allowed me to define positive attributes in myself and work on areas of weakness. The business ethics, transparency and customer satisfaction that the company has practiced especially delighted me as they define the company core values and professional ethos.

The given practice is congruent with the experiential learning theory by Kolb (2015), focusing on the process of transforming theoretical knowledge into a professional one through the engagement in the real world. In the same vein, Jackson (2020) observed that internships help to increase employability competencies and develop self efficacy and confidence by providing a first hand experience in professional environments.

The internship presented me with a set of challenges as with any real life experience. The high nature of work, variety of the clients, and the need to maintain effective communication during the pressure posed strenuous situations. However, the challenges brought about a lot of personal development, which inculcated confidence and realistic knowledge that were essential in future in business management.

## **5.2 Major Problems I encountered in the Internship.**

The internship provided me with varied challenges which strictly tested my adaptability, communication and time-management skills. The salient obstacles were:

### **1. Communication Barriers**

The initial challenges in reaching out to clients of different cultural backgrounds especially when it comes to timid or demanding customers.

### **2. Meeting Follow-Up Targets**

The need to make a specified number of follow up calls daily and be able to deal with responses and at the same time retain quality communication.

### **3. Time Management**

Dividing the office work with the visits to the project site and participation in the events, the fine time-management skills should be developed to balance the activities related to the same thing.

### **4. Technical Limitations**

Learning to use the CRM system of the company, data spreadsheets, and internal communication channels took place through practice.

### **5. Handling the Customers at Fairs.**

The communication with large audiences at the REHAB Housing Fair required quick thinking and self-assurance; at the same time, it was especially hard to respond to several questions of the clients.

### **6. Acculturation to Corporate Culture.**

Formal work culture, professional dress code and punctuality changes were very intimidating at first, but were easier to manage with time.

Nonetheless, all these situations added to the development of my professional skills and my strong side.

### 5.3 Learning from Challenges

All obstacles were a source of substantive learning and made me develop my professional perspective and professional competencies. Key takeaways include:

- **Better Communication Skills:** The experience has taught me how to speak out and be able to listen to people and use persuasive and polite language to build effective client relations.
- **Resilience and Patience:** The rejection of relationships and customers who did not show interest were useful in developing emotional intelligence and patience as key customer service and marketing traits.
- **Time and Task Management:** Multitasking with strict deadlines trained in my time and deadline-related abilities to prioritize and meet the deadlines.
- **Flexibility:** The necessity to learn how to use new digital materials and adapt to an organized corporate environment increased my learning within a short period.
- **Professional Ethics:** I was also expected to enjoy professionalism, be punctual and be respectful to one another since I was working in a formal environment.
- **Team Collaboration:** Teamwork and collective problem solving were given focus in collaborative challenges which involved sharing of ideas and common problems.

All these lessons contributed greatly to my personal growth which resulted in the achievement of the confidence, discipline and professional competence.

### 5.4 Summary

Reflectively, my experience in the Notundhora Assets Ltd. was a critical point in my school and career life. The internship provided practical experience, confidence boosting, as well as extensive knowledge of corporate dynamics.

The internship also helped me become a better communicator, marketer, team player, and client-manager in a professional capacity. The encounter of the realistic business problems, deadline adherence and the opportunity to communicate with the customers professionally and empathically expanded my vision of strategic marketing and sales decision-making as the key to the organizational development.

Personally, the experience taught me about self-discipline, patience, and flexibility, which enabled me to be responsible and act well under pressure. Communication with top managers and customers has helped me become a better person and the importance of self-development and lifelong learning.

Finally, the internship developed the gap between theory and practice, and established the academic underlining of my Bachelor of Real Estate education. I consider myself to be prepared properly to enter the professional world now with a better understanding of my career vision and the ability to follow it.

# **Chapter 6**

## **Implications**

## **6.1 Applicability of Academic Learning**

The internship at the Notundhora Assets Ltd. was a substantive experience in transferring theoretical constructs learned in a real estate program into the practice of modern day business activities. It was made apparent that the marketing strategy, consumer behavior, service quality, financial management, and organizational behavior paradigms could be directly relevant to my daily duties in the Sales and Marketing Department. The analysis of the 4Ps of Marketing, such as Product, Price, Place, and Promotion, offered a consistent analytical model on which I could identify the way Notundhora designed the project, the adjustment of installment prices strategies, the choice of geographically suitable locations, and the structure of the promotion through fairs and social media, etc. In addition, the operationalization of customer relationship management (CRM) theory and communication models was also observed when I made client follow-ups and answered queries and managed customer information. This practical interaction confirmed the necessity of connecting the academic education to the market aspects. It provided a clear demonstration of how concepts can be converted into tangible business actions in order to make the internship a fundamental bridge between schooling and future career activities.

## **6.2 Organizational Impact**

The intermittent nature of my internship was of no consequence, since I helped in making a small but significant change on the day-to-day operations of the organisation. I helped in alleviating the communication between the firm and the clientele by facilitating follow-ups with the clients, administering data, as well as making visits to the sites. Attending the housing fairs and the promotional events gave me the chance to represent Notundhora and strengthen the company brand image in the presence of the potential clients. The feedback and insights that were gathered among the customers helped the organisation to narrow its understanding of the expectations in the market and helped the organisation to rectify follow-ups strategies that would be used in future sales campaigns. My professional behaviours and motivation also contributed to the learning culture and team spirit in the organisation. The active participation in efforts towards deliberations and decision-making processes was encouraged by supervisors, which supported the idea that, when properly directed, interns can offer meaningful contributions to organisational development.

### 6.3 Industry Relevance

The Bangladesh real estate has been reported to be among the fastest-growing business sectors with a central role to play in the growth of the urban areas and the economic growth (Roy & Hasan, 2023). However, it is plagued with issues that relate to client confidence, legal congruity, and eco-friendly disposition. With the help of the internship at the Notundhora Assets Ltd. firm that is characterized by its transparency and ethical principles, it was possible to obtain an idea of how modern real estate organizations face these challenges. The process of integrating legal compliance, ecological planning, and client-centric marketing by Notundhora helped to understand the peculiarities of a sustainable developer. In addition, the experience added to the increasing significance of digital marketing and customer data analytics as a valuable tool that should be kept to ensure a competitive advantage. Thus, the internship not only imparted on the academic knowledge but also a realistic understanding of the current trends in the industry as well as the future trends.

### 6.4 Lessons Learned

My experience in the internship was overwhelmed with lessons that were invaluable and which were not limited to the classroom. Here are some key takeaways:

- **Professional Communication:** I learned how to speak to clients in a clear and confident, yet respectful manner and also to my teammates.
- **Patience and Perseverance:** Exposure to different client behaviour made me learn that emotional control is important and I should pursue my goals regardless of the obstacles.
- **Adaptability:** Learning to adapt to the corporate world, office setting, and prioritization training in general, increased my flexibility to a great extent, and made me ready to work in the future.
- **Details:** Monitoring the records of customers and communication data allowed seeing the importance of accuracy and accountability.
- **Team Collaboration:** Teamwork was an invaluable experience that enabled me to increase my collaboration and coordination skills with experienced supervisors.

All these lessons have contributed greatly towards making me a more disciplined, understanding and career oriented person.

### **6.5 Skill Development**

Some of the practical and interpersonal skills that I had an opportunity to practice during my internship included:

- **The technical Skills:** I was able to experience working with the fundamental CRM data management, client tracking, and record keeping.
- **Communication Skills:** I was taught on ways of communicating with clients by making phone calls, having face-to-face meetings and also participation.
- **Analytical Skills:** I have acquired a flair of knowing what customers require and deliver personalized project knowledge.
- **Sales and Negotiation Skills:** I learnt skills related to approaching the clients, understanding their purchasing reasons and overcoming any objections.
- **Organizational Skills:** I was able to learn how to manage my time effectively, achieve my goals in communicating every day, and assist in the smooth coordination.

These enhancements in my skill set have set me up for a successful career in marketing and business management, giving me a solid mix of both soft and technical abilities.

### **6.6 Challenges Faced**

Despite the fact that the internship was mostly successful, I was faced with a number of challenges which subjectively tested the adaptability and performance. These involved dealing with clients who were too uncertain, dealing with large databases of leads, learning specialised real-estate language and having to multitask during the peak periods of fairs. Ironically, all these challenges were effective learning experiences, honing problem-solving abilities, learning to remain composed in difficult situations, and building self-confidence to work in a professional environment. On-the-job networking and relationship building: This program focuses on developing relationships and networking with business professionals and experts at the workplace.

## **6.7 Networking and Relationships**

On-the-job networking and relationship building: This course aims at building relationships and networking with business people and experts in the workplace. One of the aspects that stood out in the internship was the development of professional relationships with the colleagues, supervisors, and clients. Frequent communication with the experienced practitioners helped me to understand the real aspects of the real-estate dynamics, as well as provided an opportunity to learn various leadership and teamwork styles. A strong mentor-mentee relationship with my supervisor provided me with invaluable professional advice and practical marketing and customer management tips. It is expected that those networks will be an impressive tool in my business life.

## **6.8 Recommendations and Future Directions**

### **For the Organization:**

- Implement a lead tracking program to make the lead management and improve client efficiency.
- Provide organized interns training so that they can be introduced to departmental work faster.
- Cont. Expand digital marketing to reach younger customer segments that are tech-savvy.

### **For Future Interns:**

- Practice on improvement of your communication and presentation skills prior to the internship.
- Never be late, disciplined and stay in a positive state of mind so as to adapt quickly to the corporate world.
- Don't hesitate to ask questions, observe senior colleagues, and learn from every interaction.

### **For Academic Institutions:**

- Promote more field-based internships to better connect academic theory with real-world experience.
- Host short workshops on professional communication, CRM tools, and sales strategies before internship placements.

## **6.9 Summary**

The impact of the internship was more than doing the task at hand; it was an eye opener that enlightened both organisational, industrial and personal aspects of business. The competences gained, lessons learnt, and connections built in the course of this time are bound to influence my future path. My experience at the Notundhora Assets Ltd. has helped me add to my understanding of marketing and real-estate management and emphasize on the importance of ethical behavior, teamwork, and constant learning. The insight and the confidence acquired during the internship will provide a solid base on the way to the achievement of future goals in the sphere of business and management.

# **Chapter 7**

## **Conclusion**

The internship at the Notundhora Assets Ltd. became a turning point in the process of my study and the first professional development. It provided a magnificent platform to work with empirical business practices and specifically on the area of sales, marketing and customer relationship management in the real-estate business domain. Such experiential aspect allowed to make the theoretical knowledge learned during the course work and the practical manifestations of the same knowledge in the corporate environment intersect.

Under my leadership, I was incorporated in the Sales and Marketing Department and had to perform duties of contacting clients, following up, visiting the site, and attending housing fairs. Such exercises helped to gain a complete picture of the sales cycle, lead generation to finalizing of contracts and the importance of customer satisfaction and trust in maintaining the corporate image. Teamwork, time management, and professionalism helped in accomplishing organizational goals through collaboration work with supervisors and colleagues.

Besides, I noted personally how the company complied with the regulatory compliance, ethical principles, and transparent operations throughout its operations. The philosophy of providing affordable, sustainable housing solutions by Notundhora is in line with current real-estate demands that consider social responsibility and innovation to be the driving factors of financial sustainability in the long term.

The internship has contributed to my growth in a number of ways, educationally, this is because I have become more competent along the lines of communication, analytical reasoning, and interaction with other people which has enhanced my confidence and flexibility. It not only enriched my knowledge of the marketing theories such as the 4Ps, consumer behavior, and service quality management, but it also developed a few of the important soft skills, such as problem-solving, negotiation, and business etiquette.

In retrospect, it is evident that the internship was not only as it was but even more than I thought it could be. Despite the struggle, such as the necessity to prioritize the needs of heterogeneous clients, the necessity to achieve the standards of communication, and time constraints, these issues became the learning process, which enabled me to develop as a professional. I, thus, understand more about the working of business, interaction among departments and the significance of customer relations to the success of business.

Reflectively, the internship has greatly influenced my career choice that will still lean towards marketing, business development or real-estate management where I am likely to apply my academic background and practical experience in making quantifiable changes. Knowledge and acquired skills would be a worthy beginning point in further academic actions and career goals.

In conclusion, my hospitalization in the Notundhora Assets Ltd. did not only fulfill the requirement of my Bachelor of Real Estate program; it was also a life changing experience, and it taught me the aspects of applied business practices as well as cemented my professional skills and gave me confidence and working spirit to go into future challenges.

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## **Appendix-1: Survey Questionnaire**

**Title:** Customer perception and satisfaction with land projects of Notundhora Asset Ltd.

### **Purpose of the Questionnaire:**

The questionnaire would be created to gather data on the perception, satisfaction and investment estimation on land projects provided by Notundhora Asset Ltd by the customers. The obtained information will be applied to the academic purposes only in an internship report. The answers will be anonymous and confidential.

### **Section A: Demographic Information**

**1. Gender:**

Male

Female

**2. Age Group:**

Below 25 years

25–34 years

35–44 years

45–54 years

55 years and above

**3. Occupation:**

Government Service

Private Service

Business

Student

Other (please specify)

**4. Monthly Household Income (BDT):**

- ✓ Less than 30,000
- ✓ 30,000–50,000
- ✓ 50,001–80,000
- ✓ 80,001–1,20,000
- ✓ More than 1,20,000

### **Section B: Perception and Satisfaction**

5. To what extent are you happy with Notundohara plot prices?

- ✓ Very Dissatisfied
- ✓ Dissatisfied
- ✓ Neutral
- ✓ Satisfied
- ✓ Very Satisfied

6. To what extent are you contented with the site of Notundhora projects?

- ✓ Very Dissatisfied
- ✓ Dissatisfied
- ✓ Neutral
- ✓ Satisfied
- ✓ Very Satisfied

7. To what extent do you feel contented with the process of documentation (registration, legal support, etc.)?

- ✓ Very Dissatisfied
- ✓ Dissatisfied
- ✓ Neutral
- ✓ Satisfied
- ✓ Very Satisfied

8. What do you think of the post purchase support (maintenance, communication services)?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied

9. In general, are you satisfied with Notundhora Asset Ltd?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied

### **Section C: Investment Potential and ROI**

10. Did you buy a piece of land at Notundhora at:

Residential purpose

Investment purpose

Both

11. What was the kind of product you selected?

Ready Plot (20 lakh)

Upcoming Ready Plot (14 lakh)

Installment Plot (4–6 lakh)

Other (please specify)

12. What is your opinion about the future value of Notundhora projects in 5-10 years?

- ✓ Will decrease
- ✓ Will remain the same
- ✓ Will slightly increase (up to 20%)
- ✓ Will moderately increase (21–40%)
- ✓ Will significantly increase (above 40%)

#### **Section D: Marketing and Communication**

13. To what extent did you initially learn about Notundhora Asset Ltd.?

- ✓ Facebook / Social Media
- ✓ Billboards
- ✓ Friends/Family (Word of Mouth)
- ✓ Exhibitions / Fairs
- ✓ Other (please specify)

14. What is your level of effectiveness in the marketing communication of them?

- ✓ Very Ineffective
- ✓ Ineffective
- ✓ Neutral
- ✓ Effective
- ✓ Very Effective

15. Was the marketing information (e.g. Facebook, exhibitions) used in your buying decision?

- ✓ Yes, strongly
- ✓ Yes, somewhat
- ✓ No influence

### **Section E: Open-Ended Questions**

16. What should have happened, that made you make or not make a purchase with Notundhora?
17. What would you recommend to the Notundhora Asset Ltd. to be done to improve its services or offering?

# Internship Report-2025

## Logbook

SL	Date	Academic Supervisor	Date	Workplace Supervisor
1	24 <sup>th</sup> to 31 <sup>st</sup> October-2025	Introduction to meeting, discussion about the guidelines of internship, selection of title, and how to expand the title to related other activities.	1 <sup>st</sup> June to 7 <sup>th</sup> June	Introduce to sales and marketing team members, an overview of the company, study about their activities and a training session on it.
2	1 <sup>st</sup> to 7 <sup>th</sup> November-2025	Discussing and correcting of report, what to do and what not to do and how to arrange everything properly.	8 <sup>th</sup> June to 31 <sup>th</sup> June	Call to Junk Lead, Project Visit with team members
3	8 <sup>th</sup> to 14 <sup>th</sup> November-2025	Conversing and correcting flaws, sharing the progress of the project	1 <sup>st</sup> July to 31 <sup>th</sup> July	Call on Facebook lead, existing client, document preparation
4	15 <sup>th</sup> to 21 <sup>st</sup> November-2025	Edition of Page Number, Revised on Contexts, Guidelines on Referencing, Reports Draft Review	1 <sup>st</sup> August to 31 <sup>st</sup> August	Client Handling, Project Visit with client, sales processing work, document handover to client

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