



Daffodil
International
University

**Role of Marketing and Sales at Real Estate Sector in Bangladesh: A
study on Amin Mohammad Lands Development Ltd.**

Submitted to:

Dr. Nuray Akter

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Department of Business Administration

Faculty of Business Entrepreneurship

Daffodil International University

Submitted by:

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221-27-022

Bachelor of Real Estate

Faculty of Business Entrepreneurship

Daffodil International University

Date of Submission: 29th November 2025



Amin Mohammad Lands Development Ltd.

committed to build the best since 1993

**Role of Marketing and Sales at Real Estate Sector
in Bangladesh: A study on Amin Mohammad
Lands Development Ltd.**

Letter of Submission

Date: 29th November 2025

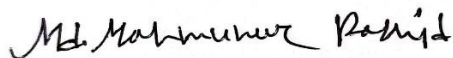
To
Dr. Nuray Akter
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University
Daffodil Smart City, Birulia, Savar,
Dhaka-1216, Bangladesh

Subject: Submission of Internship Report

Dear Sir,

I'm excited to share my internship report titled "Role of Marketing and Sales at Real Estate sector in Bangladesh: A study on Amin Mohammad Lands Development Ltd." This report is part of my requirements for the Bachelor of Real Estate program at Daffodil International University. During my time at Amin Mohammad Lands Development Ltd. (AMLDDL), I worked in the Sales and Marketing Department, where I gained some really valuable hands-on experience in real estate marketing, client communication, and promoting projects. In this report, I've summarized my observations, insights, and reflections from my three-month internship journey. I've put a lot of effort into making this report accurate and sincere, and I truly believe it offers a genuine overview of the company's operations along with my personal learning experiences. I would really appreciate it if you could take the time to evaluate this report.

Sincerely,

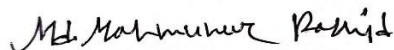


MD. Mahmuneer Rashid
221-27-022
Bachelor of Real Estate
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Declaration

I, Md. Mahmudur Rashid, currently pursuing a Bachelor's degree in Real Estate (ID: 221-27-022) at the Department of Real Estate, Faculty of Business and Entrepreneurship, Daffodil International University, hereby declare that the internship report titled "Role of Marketing and Sales at Real Estate Sector in Bangladesh: A study on Amin Mohammad Lands Development Ltd." has been prepared under the guidance of Dr. Nuray Akter, Assistant Professor in the Department of Business Administration at the same faculty. I affirm that this report is entirely my own work and that I have not copied any part of it from other sources. Additionally, I confirm that this report has not been published or submitted for any degree, diploma, or recognition previously.

Sincerely,



MD. Mahmudur Rashid
221-27-022
Bachelor of Real Estate
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Daffodil International University

Letter of Approval

This is to confirm that Md. Mahmudur Rashid, a student enrolled in the Bachelor of Real Estate Program with ID: 221-27-022, has successfully completed his internship report titled “Role of Marketing and Sales at Real Estate Sector in Bangladesh: A study on Amin Mohammad Lands Development Ltd.” This work was done under my guidance and serves as a partial requirement for his Bachelor of Real Estate degree in the Department of Real Estate, Faculty of Business and Entrepreneurship, at Daffodil International University. I can attest that this report is an original work and I wholeheartedly recommend it for submission.



Dr. Nuray Akter
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Proof of Internship Completion Letter



Amin Mohammad Lands Development Ltd.
committed to build the best since 1993

Date: 29 September, 2025

CERTIFICATE OF INTERNSHIP

This is to certify that Md. Mahmudur Rashid, a student of the Real Estate Department, Daffodil International University has successfully completed his Internship Program at Amin Mohammad Lands Development Limited. The internship was carried out over a period of three (03) months, from June to August 2025. During this tenure, he was exposed to various aspects of real estate operations and development activities of the company. He demonstrated sincerity, dedication, and a keen interest in learning. His performance and conduct during the internship were found to be satisfactory.

I wish him every success in his future academic and professional endeavors.

Sincerely,

.....
MD. SYEDUR RAHMAN

Director

Planning & Development Dept.
Amin Mohammad Lands Development Limited.

Amin Mohammad Lands Development Ltd. 752, Satmasjid Road, Dhanmondi, C/A, Dhaka-1205, P: 48114313, 58155101-5 | F: 48114314

Acknowledgment

First off, I want to take a moment to express my heartfelt thanks to Almighty Allah for blessing me with the strength, patience, and opportunity to successfully complete my internship. I also want to extend my sincere appreciation to my academic supervisor, Dr. Nuray Akter, Assistant Professor in the Department of Real Estate at Daffodil International University. Their continuous guidance, valuable feedback, and kind encouragement were instrumental in the preparation of this report.

I'm truly grateful to Amin Mohammad Lands Development Ltd. (AMLDDL) for giving me the chance to intern in their Sales and Marketing Department. A special shoutout goes to all the employees at AMLDDL for their unwavering support, cooperation, and for generously sharing their professional insights with me during my time there.

Lastly, I want to thank my classmates, friends, and family for their constant inspiration, motivation, and assistance throughout this internship journey. Without their support, this report wouldn't have been possible.

Executive Summary

The report on this internship, which is called “*Role of Marketing and Sales at Real Estate Sector in Bangladesh: A study on Amin Mohammad Lands Development Ltd*”, presents the findings, experiences as well as the lessons learned during my three months experience with AMLDL. The primary objective of this internship was to immerse oneself in the operations of the Sales and Marketing Department at AMLDL, its interaction with clients, and the implementation of solutions to promote and sell real estate projects, in particular, Ashulia Model Town, which is one of the strongest developments in the company.

The report starts off with the company overview, then proceeds to a description of my roles, duties and what I gained throughout my period in the company. It also entails a critical analysis of the business operations of AMLDL and identifying its strong points and the areas where it can improve. The results obtained indicate that AMLDL has established a strong reputation of being a professionally operated, transparent, and customer-friendly company, and there is certainly more to improve by making it more digital and data-driven in its marketing policies.

The internship experience equipped me with such important skills as improved communication, better knowledge about the process of real estate sales, practical experience in field marketing, and the necessity of working in a team. To sum up, my internship was a landmark experience that allowed me to relate my theoretical knowledge and practical practice to enhance my professional competencies and define career objectives in Bangladesh real estate.

Logbook for Internship Report-2025

SL	Date	Academic Supervisor Dr. Nuray Akter	Date	Workplace Supervisor Engr. MD. Abdul Rashid
1	24 th to 31 st October-2025	Introduction to meeting, discussion about the guidelines of internship, selection of title, and how to expand the title, objectives to related other activities.	2 nd June to 7 th June	Introduce to sales and marketing team members, an overview of the company, study about their activities.
2	1 st to 7 th November- 2025	Discussing and correcting of report, methods sequence of each chapter what to do and what not to do and how to arrange everything properly.	8 th June to 31 th June	Field inspection and plot size determined
3	8 th to 14 th November- 2025	Conversing and correcting flaws, finding concerning objectives sharing the progress of the project etc.	1 st July to 31 th July	Call to Junk Lead, Project Visit with team members
4	15 th to 21 st November- 2025	Edition of Page Number, Revised on Contexts, Guidelines on Referencing, Reports Draft Review	1 st August to 12 th August	Call on Facebook lead, existing client, document preparation
5	22 ^{nt} to 28 th November- 2025	Discussion about how to adjust page's and organize table of contents, Discussing for correction of objectives and additional	13 th August to 31 st August	Client Handling, Project Visit with client, sales processing work, document handover to client

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Chapter 1: Introduction

1.1 Prelude

The internship program is a critical aspect of the Bachelor of Real Estate program at Daffodil international university (DIU), as it aims at closing the gap between the theoretical learning and the practical environment. An internship report, as Islam, Parvez, and Alam (2021) assert, is an official report on a student professional experience that combines both practical experience with an analytical report. This experience will be very critical in enabling the students to acquire practical skills, managerial skills, and flexibility in different settings within organizations.

I decided to become an intern at Amin Mohammad Lands Development Ltd. (AMLDDL) due to its high integrity as being one of the best land development companies in Bangladesh. As the subsidiary of the Amin Mohammad Group (AMG), AMLDDL has been playing a significant role in the urban development of the country by providing residential and commercial developments with proper planning as in the case of Ashulia Model Town. The principles and values of sustainable land use, infrastructure development, and environmentally-friendly practices at the company are in a perfect fit with the sustainability in the urban growth and balanced development of the real estate industry.

This is based on a detailed report of my internship experience in AMLDDL where I had practical experience in property management, land economics, marketing strategy, financial planning, and regulatory compliance. In addition, it illuminates the ways the internship enhanced my analytical, social, and problem-solving skills by connecting the theoretical information with the real-business situations (Islam et al., 2021).

1.2 Problem Statement

As a matter of fact, the real estate market in Bangladesh is actually gaining momentum, yet it is encountering its own portion of challenges. Such issues as the chaotic urban sprawl, the inadequate infrastructure, and environmental concerns are major hurdles. Developers are usually in a difficult position of having to juggle between the necessity of profit-making and the principles of sustainable urban planning. AMLDDL, in its turn, can be viewed as an outstanding example of how a group of individual developers can manage to integrate sustainability, operational efficiency, as well as customer satisfaction into their project development. The central theme of this report is to understand how AMLDDL considers

sustainability, an effective project management along with an excellent customer focus in their grand scale developments, especially in Ashulia Model Town. Furthermore, it also examines the challenges that the company experiences when negotiating with complicated regulations, fierce market competition, and environmental limitations (Islam et al., 2021).

1.3 Objectives of the Study

Broad Objective

This is aimed at conducting a study on the marketing and sales environment in Bangladesh real estate market.

Specific Objectives

The following is what I would like to achieve:

1. To appraise the marketing strategies that are used in Amin Mohammad Land Development Ltd.
2. To examine the performance of the sales of the Amin Mohammad Land Development Ltd.

Additional

I would also like to make certain recommendations on how the real estate sector can be improved by the work of Amin Mohammad Land Development Ltd.

1.4 Scope of the Study

The paper will explore operational and managerial issues of AMLDL with specific reference to Ashulia Model Town. It will focus on key areas like project planning, environmental sustainability, marketing and customer relation management. The lessons learned here will be useful in other real estate businesses in Bangladesh that are seeking to incorporate sustainability in their business models. Moreover, the research will enhance our scholarly knowledge on how the activities of the private developers can contribute to the realization of Sustainable Development Goal 11 (SDG 11) that aims to create inclusive, safe, resilient, and sustainable cities (United Nations, 2018).

1.5 Plan of the Internship Program

Recently, I completed my internship in Amin Mohammad Lands Development Ltd. (AMLDDL) as a part of my Bachelor of Real Estate course at Daffodil international university (DIU). Islam, Parvez, and Alam (2021) assert that an internship program is meant to bridge the gap between the classroom learning and the learning by doing in the industry. The experience of observing and participating in different real estate processes was wonderful to me as I refined my professional and analytical abilities.

I was able to work in various departments including Marketing and Sales, Project Planning and development, Finance and accounts, Customer service and Administration in the time I was there. I helped in the promotional work and communication with the clients in the Ashulia Model Town housing projects in the Marketing Department. I have gained important knowledge of the land acquisition process, site design, and development process through the Project Planning Department and the Financing section taught me budgeting and financial documentation. My Customer Service Division experience actually enhanced my knowledge on customer relationship management and the Administrative Department assisted me to become familiar with organizational processes and co-ordination.

This chapter and its structure have been set up according to the recommendations of: Islam, M. S., Parvez, M. S., and Alam, J. (2021). Report Writing on Internship: Current Undergraduate book. Faculty of Business, University of Information Technology and Sciences (UTIS). Bureau of Business Research.

Chapter 2: Background of the Study

2.1 Introduction

This chapter discusses the key concepts and theories in marketing, sales and real estate business in Bangladesh. It points out that marketing and sales play a crucial role in growth,

brand awareness and customer satisfaction of business. These functions play a significant role in the decision of buyers especially in the real estate sector, project promotion and in the communication between the developers and their clients.

The real estate sector in Bangladesh has experienced a tremendous change over the last three decades and this has been occasioned by the high urbanization, population growth and increase in middle class incomes. Organizations such as Amin Mohammad Lands Development Ltd. have taken on a central role in the development of urban areas whereby, they provide low-cost housing and modern infrastructure. The market, though, is very competitive and the developers are forced to embrace new marketing styles and effective sales tactics in order to sustain their position in the market.

This part makes a base to comprehend how marketing and sales interrelate in the framework of the wider real estate. Shines light on the fact that strategic marketing practices and effective sales process can enable businesses gain customer confidence and long-term growth. The conceptual issues of marketing, past research on sales and the present situation in Bangladesh real estate business comprise the review that follows and are the base of this study.

2.2 Review on Marketing

Marketing is a crucial element of success of any organization and is a form of a linkage between the business and its customers. As Kotler and Keller (2021) explained, marketing refers to the process of organizations creating value to their customers and establishing healthy relationships with them to capture values. It entails the ability to know the needs of the consumers, create relevant products or services, and communicate such products or services in the right way. Marketing in the real estate field is not a mere advertising; it is the strategy as a whole of finding possible buyers, convincing them of the features that the property possesses, and long-term trust-building.

The marketing of real estate is mainly done to advertise the housing projects, the commercial land, and the investment opportunities to the different customer groups. An effective market strategy can assist a firm such as Amin Mohammad Lands Development Ltd. (AMLDDL) to build a good brand image and create a distinction in its projects against

its rivals in the market. The customers have been drawn using the traditional marketing tools such as brochures, bill boards and word of mouth marketing. However, with the advancement of technology, web-based marketing systems (social media, email marketing, online ads, and web tours) have become increasingly important. These technologies allow the companies to address more people and communicate with potential customers in real-time (Islam & Rahman, 2022).

Customer relationship management (CRM) is another key factor of real estate marketing. Developing and sustaining customer relationships is essential in regard to repeat sales, referrals, and good brand image. The marketing of real estate focuses on credibility, transparency, and trustworthiness because buying a house is a significant financial and emotional choice of the majority of the population. Customer-focused marketing approach is a strategy that assists the organizations to earn the customers trust by providing them with the correct information, allowing them to choose payment rates, and providing after-sales services (Rahman and Hossain, 2021).

Marketing practices have shifted towards being ethical and sustainable in the real estate industry, including aspects that are environmentally friendly and those that correspond to the global sustainability objectives. Good marketing is a mixture of creativity and strategic thinking, which sells and determines the company identity and its development. In the case of AMLDL, this is the comprehension of the preferences expressed by customers, sustainability promotion and the use of digital tools to be present and satisfied with the market.

2.3 Previous Study on Sales

The sales are very important in determining the success and profitability of any organization, and in this case, the real estate industry, the aspect of customer interaction and negotiation is very significant in business dealings. Rahman and Karim (2022) have developed sales as activities that are associated with changing the ownership of goods or services under exchange of value with the focus on the communication, persuasion, and satisfaction levels among customers. Sales in real estate do not only entail closing deals, it entails the development of relationships that are long-term, the ability to know customer expectations, and offering a continuous support even after the sale.

Existing literature has noted that there are various variables that determine sales performance in the real estate industry. According to Ali and Rahman (2020), trust to the customer, product quality, and competence of the seller were significant predictors of success of real estate transactions. As Hasan and Uddin (2023) discovered during a study of the Dhaka urban real estate market, clients of the particular real estate sector are more inclined to trust the developers who provide clear-cut prices, customization of their payment system, and customization of their services. Their results imply that the professionalism, responsible communication and trustworthiness are the major preconditions of the re-purchases and consumer loyalty.

The actual process of real estate sales in Bangladesh is frequently dependent on personal relationships and the marketing of the product by word of mouth. According to Hossain and Rahman (2022), customers tend to rely on personal suggestions and past experiences to make a more buying decision than on massive advertisements. Salesmanship therefore will need emotional intelligence and patience and knowledge of the cultural and societal forces that affect consumer behavior.

The recent studies also point to the increased significance of the digital transformation within the context of sales operations. Islam and Rahman (2022) emphasized that the implementation of online communication systems, databases of customers, and online payment systems can greatly enhance the level of sales and convenience of customers. Customer relationship management (CRM) software is now used by many developers to manage leads, monitor all customer contacts and increase after sales services efficiency.

To sum up, the previous research always indicates that effective sales of real estate are possible only with a mixture of self-dedication, technological advancement, and honesty. In the case of business such as Amin Mohammad Lands Development Ltd. the adoption of these factors in their sales strategy will enhance the company competitiveness, customer loyalty and preserved growth in the changing Bangladesh real estate.

2.4 Review on Real Estate sector in Bangladesh.

In the past, the real estate sector in Bangladesh has been among the fastest growing sectors in the country and has had a huge contribution to the GDP, employment and urban

infrastructure. There is a continuous demand of residential houses over the decades as population grows, populations move to cities and the middle-income population continues to expand. Planned municipal projects and sustainable urbanization have been made possible by developers such as the Amin Mohammad Lands Development Ltd. (AMLDL). Nevertheless, the industry has now gone to a critical stage where sales are declining, consumers have lost confidence in it, and the macroeconomic situation is unstable.

Property market sales in Dhaka, and other big cities, dropped drastically in July this year. It is reported that the monthly apartment sales that were at least 900-1,000 units have plummeted to around 360-400 units, actually more than 50 percent (The Daily Star, 2024). The downturn has been linked to a number of factors among them political uncertainty, high inflation, the rise of construction costs and the shrinking affordability. A large number of the potential consumers have taken a wait and see approach and delayed to make their investment until more political and economic stability is regained (The Daily Star, 2024).

Moreover, the cost of construction materials increased by almost a fifth each year in the previous year, which was caused by depreciation of the currency and disrupting imports (The Business Standard, 2024). These inflated prices have reduced the profitability of the developers and increased the price of apartments upwards turning away buyers with middle income. There have also been increased financial difficulties; Increase in interest rates and the inability to access mortgage loans has impeded the purchasing power of the individual customers and institutional investors (Delta Brac Housing Finance Corporation Ltd., 2024).

The loss of consumer confidence is also another burning issue. The weak buyer confidence in the market has been enhanced by uncertainties in political conditions and future value of property. The demand is still high in theory (due to the lack of urban housing in the country) but the actual volumes of transactions are still decreasing. The luxury and middle range have been the most affected as low-income housing projects remain moderate.

Altogether, the real estate business in Bangladesh is on critical times. This amidst economic pressure, political instability and falling buyer confidence is very threatening to a continued growth. Nevertheless, there are still possibilities in the way of developers who can restore the confidence of the population as well as introduce new flexible payment systems and

emphasize on the low-cost and neighborhood housing. Macroeconomic stability, reduced costs of financing and a stable government policy to aid urban development will depend on long-term recovery.

2.5 Identification of Gap

Even though various studies have talked about marketing strategies, sales performances, and the general situation of Bangladesh real estate industry, there still exists a significant gap of knowledge on how these concepts work in the specific case of large privately owned land development companies such as Amin Mohammad Lands Development Ltd. (AMLDDL). Current literature is primarily dedicated to general marketing theory, trends of digital transformation, or the issues of the industry in general, yet only a small number of studies addresses the practical connection between marketing and sales tasks and the real estate project performance within the context of a specific organization.

Furthermore, the majority of the past studies point out macro-level issues, i.e., increased construction expenses, dwindling sales, and political uncertainties, but they pay little attention to the internal response of real estate firms to these issues via customer management, promotional techniques, or in-the-field sales methods. No research has also been conducted on how real estate companies can incorporate sustainability, engagement with clients, and coordination of the organization in their daily activities.

Thus, this paper fills in the existing gap through the provision of detailed organizational viewpoint through actual internship experience with AMLDDL. It examines the practice of implementation of marketing and sales activities, client relationship, and how internal departmental functions contribute to the project success, which otherwise lack in the past scholarly discourse on the real estate sector of Bangladesh.

Summary

This chapter discussed the theoretical and contextual background of the study, which centered on the marketing, sales as well as the dynamics of the existing real estate industry in Bangladesh. It emphasized the fact that marketing is a critical element in comprehending consumer requirements, creating a brand name, and making the customers satisfied in the long term. Organizations like Amin Mohammad Lands Development Ltd. (AMLDDL) are

able to differentiate their products using sound marketing approaches, communicate value and build trust in a competitive environment.

The literature review of the past studies highlighted that confidence of customers, transparency, and professional communication are key success factors of real estate business. Sales performance is not limited to product quality and pricing, but also it is related to how the salesperson maintains relationships and is able to avail credible information. The incorporation of digital technologies, including social media promotion and Customer Relationship Management (CRM) systems, gains more and more significance in the context of efficiency and client interactions enhancement.

In addition, the analysis of the real estate industry indicated that Bangladesh is already going through the critical stage characterized by the decrease in property sales, increasing construction prices and political instability. Irrespective of these difficulties the demand of housing in the long term is high. The chapter concludes that making the marketing strategies more robust, digital transformation, and restoring customer confidence would play a critical role in the real estate sector in Bangladesh to guarantee a sustainable growth in the sector.

Chapter 3: Overview on Amin Mohammad Lands Development Ltd.

3.1 Introduction

Amin Mohammad Lands Development Ltd. (AMLDL) is among the most renowned and the number of leading real estate and land development companies in Bangladesh. Supporting the Amin Mohammad Group (AMG), the company has an impressive portfolio with large residential townships, luxury apartments, commercial hubs, and civic facilities

that are meant to combine modern architecture with convenient functionality. AMFL takes a lot of focus on the application of the latest construction technologies and efficient strategies in project management to ensure timely deliveries and the high-quality of the work. Over the years, the company has managed to deliver several landmark projects which have become the standard in real estate industry.

In addition to being committed to the development of real estate, AMFL is also very engaged in corporate social responsibility activities, which are aimed at improving the quality of life in the community, contributing to education, and promoting environmentally sustainable conditions. Through the combination of innovative planning, technical expertise, and customer-centered attitude, Amin Mohammad Foundation Ltd. is rapidly changing the face of real-estate market in Bangladesh, producing houses and commercial spaces that will be the embodiment of modernity, comfort, and reliability (Amin Mohammad Lands Development Ltd., 2024).

3.2 Company Background

Amin Mohammad Group (AMG) has operated in the real estate industry more than 30 years by now. It has one of the most distinguished subsidiaries, namely Amin Mohammad Lands Development Ltd. (AMLDDL) established by Mr. M M Enamul Haque way back in 1993. He continued to establish later Amin Mohammad Foundation Limited (AMFL) which is a real estate development organization in Dhaka. Then in the year 2000, AMLDDL was established and in the short time it became one of the major land development firms in Bangladesh.



Figure 1: Background

We have already given 5,000 residential and commercial plots to our esteemed customers and the figures continue to increase! Our showcased projects are Alokito Bangladesh, Ashulia Model Town, Amin Mohammad City, Amin Mohammad Town, Green Model Town and Green Banasree. And we are headed to be one of the biggest residential developers in Bangladesh where we are determined to improve the standards of living of our clients who have placed their trust on us (AMLDDL., 2024).

Ashulia Model Town, one of our flagship projects has become an icon of planned housing in and around Dhaka with wide roads, drainage systems, greenery and with all necessary social amenities. Additional major projects of our holding are Amin Mohammad City, Dream Town, Amin Mohammad Tower and a range of residential blocks located all over Dhaka, Savar and Gazipur (Amin Mohammad Lands Development Ltd., 2024).

3.3 Mission, Vision and Core Values.

Mission & Vision

We aspire to provide the most superior real estate goods and services in the region which is based on the utmost principles of integrity, ethics, and consideration of our customers.

We are striving to be a global conglomerate which exceeds the expectations of our customers by providing innovative products and services.

Core Values:

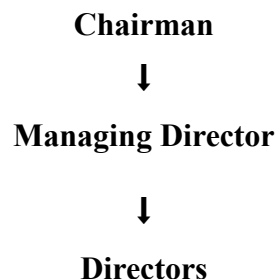
- Integrity: We feel honest, fair and transparent in all our actions.
- Customer Commitment: We are concentrated on the provision of satisfaction based on reliable services and value-driven development.
- Sustainability: Our principle is to conserve the environment and utilize land in a responsible manner.
- Innovation: We are modern in terms of technologies and latest architectural practice.
- Excellence: Quality and professionalism are part of our organization at all its levels.
- Social Responsibility: It is our commitment to support the welfare of the community and the nation.

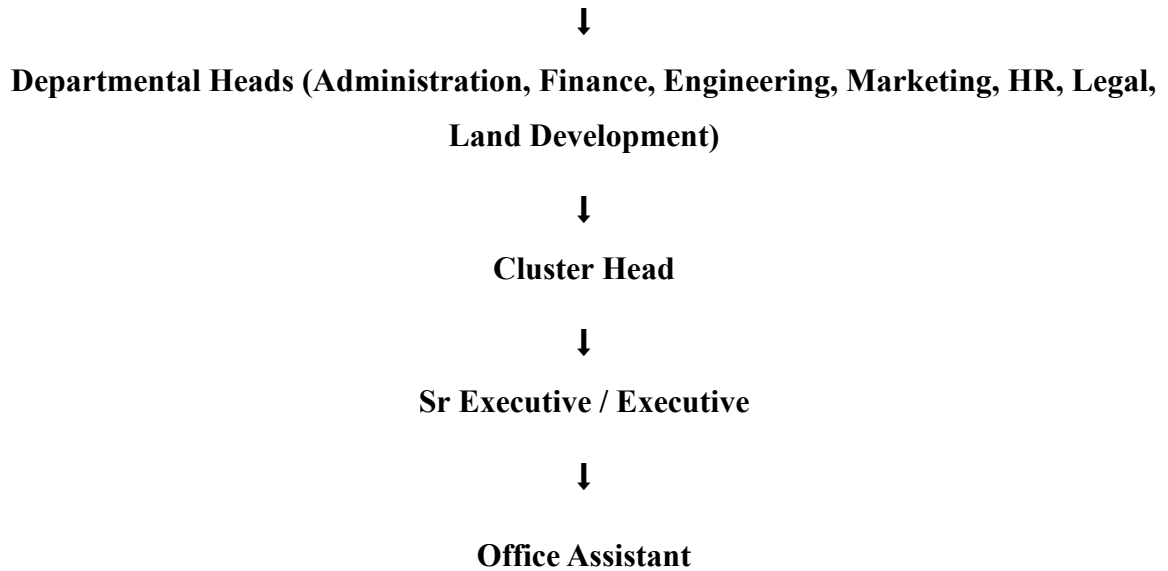
These values form the foundation of the long-term AMLDL strategy, as well as the corporate culture (Amin Mohammad Lands Development Ltd., 2024).

3.4 Organizational Structure

The existence of hierarchical and functional structure means that AMLDL has received a clear hierarchy and functional structure that enables a harmonious coordination and appropriate management of the project. The first one is the Chairman, followed by the Managing Director and a group of specialized Directors who deal with the policy-making, strategic planning and control. The day-to-day operations together with the day-to-day management tasks fall on the department heads and the managers and officers respectively.

Simplified Organizational Structure:





This organization is stronger in accountability, successful delivery of projects, as well as mutual cooperation between the departments.



3.5 Departments and Their Functions

AMLDL consists of various departments specialized in different areas and which cooperate to make the operations smooth and efficient within the organization. All the departments develop their own role, yet they all should cooperate to achieve the strategic objectives of the company and ensure that the customers are satisfied. According to Rahman and Islam

(2021) interdepartmental coordination is essential in keeping productivity and transparency in real estate companies such as AMLDL.

Administration Department:

The Administration Department is the main point of coordination and logistics, as well as internal communication. It takes care of the documentation, office administration and gives day-to-day support to other units. An orderly system of administration encourages effective operations in an organization and enhances discipline (Ahmed and Chowdhury, 2020).

Finance Department: The Finance Department manages the financial aspects of the organization by preparing year-end reports, analyzing financial statements, preparing financial reports, and managing bill payments. **Accounts Department:** The Accounts Department is charged with the financial consideration of the company in the form of end year reports, financial analysis of financial statements, financial reporting, and bill payments.

This department assumes responsibility of budgeting, financial record management and audit as well as ensuring that resources are utilized prudently. It also prepares a set of financial statements, has a watchful eye on expenditure and ensures that everything is in line with the accounting standards. The financial management is transparent, which is essential to create sustainable growth and trust with investors (Khan & Rahman, 2021).

Land Development Department:

The Land Development Department deals with the acquisition of land, land surveying and planning of infrastructure. It makes sure that projects comply with the environmental and zoning laws as it develops layouts on future developments. Sound land management plays a key role in the construction of sustainable urban growth and long-term profitability (Hossain and Karim, 2022).

Engineering Department:

The department is everything about the small-time details of launching projects, which touch on every aspect of the project such as design and construction, and quality checks. Engineers strive to ensure that the structural and architectural components comply with

safety requirements, remain timely and within the budget targets (Uddin and Hasan, 2023). They work together with the Land Development and Marketing departments so that not only the engineering designs are made to match customer expectations but also the designs suit the site.

Marketing and Sales Department:

This team will be tasked with spreading the news on the projects of AMLDL and ensuring sales occur. They plunge into market research, branding, advertising and dealing with clients. Their thought processes on the trends of the market will be instrumental in enhancing the visibility of the company (Rahman & Hossain, 2021). In addition, they deal with the post-sale services such as following up with customers and getting comments, and this is of great essence in establishing trust and loyalty.

Human Resource Department:

The HR Department ensures that all matters of employees are taken care of including staff recruitment and performance management, employee training and welfare programs. By making employees eager and competent to work continuously, they create a motivated and skilled workforce, and it is the key to the need to make sure that the operations in the company proceed normally (Islam & Akter, 2021).

Legal Department:

This department ensures that all the procedures are in line with the property laws, registration, and dispute resolution. The legal officers should go through the contracts, verify that all documents are right and safeguard the company against any legal problem (Chowdhury and Ahmed, 2022).

All these departments operate together with an integrated management system that promotes sustainability, accountability, and customer satisfaction throughout a project. Their cooperation also enhances the performance of the organization and builds the image of AMLDL in the competitive market in the field of real estate (Rahman and Islam, 2021).

3.6 MAJOR Projects and Operations.

The AMLDL has taken up numerous commercial and residential projects of great importance and they are indicative of the knowledge of planned urban development:

1. Ashulia Model Town:

Located near the Uttara 3 rd. Phase and the Metro Rail, this spectacular township occupies a land area of over 4,000 bighas. It has a contemporary infrastructure, green parks, educational institutions, mosques, hospitals and good roads.



Figure 2: Ashulia Model Town

2. Amin Mohammad City:

We are proud to present a middle-income based housing project that has affordable plots, and various community facilities that will enhance a connected and dynamic neighborhood.



Figure 3: Amin Mohammad City

3. **Green Model Town:**

An enormous residential development by Amin Mohammad Lands Development Limited, the Green Model Town is a residential project that is endorsed by Rajuk. It is conveniently located near the busy Motijheel commercial district and it covers a decent area of 2463.63 bighas of land. This community has state of the art facilities such as schools, hospitals, and markets all in a secure and safe residential setting (Amin Mohammad Lands Development Ltd., n.d.).



Figure 4: Green Model Town

4. **Uttara View:**

One of the best land projects by Amin Mohammad Lands Development Ltd is Uttara View. It is located in Dhaka, where a gorgeous mango garden is located around it. Not only does this project offer the necessary civic facilities but also offers a peaceful

environment, which is highly conveniently situated in areas such as Hazrat Shahjalal International Airport, Metrorail Station, and a variety of universities (Amin Mohammad Lands Development Ltd., n.d.).

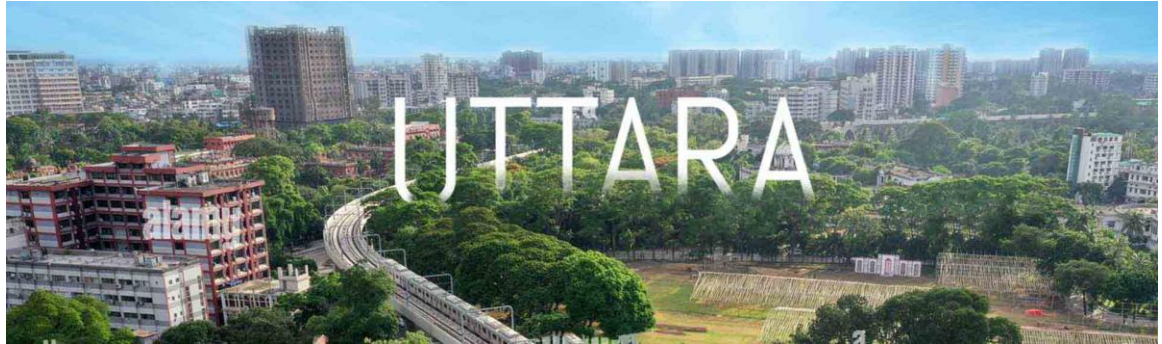


Figure 5: Uttara View

5. Alokito Bangladesh:

One of the major projects by Amin Mohammad Lands Development Ltd. (AMLDDL) is Alokito Bangladesh, situated in EPZ area of Savar, right on the busy Dhaka-Tangail four-lane highway. This encompassed the modern facilities of healthcare, education, and shopping facilities that would make the spot an ideal place for dwellers and businesses alike.



Figure 6: Alokito Bangladesh

6. Green Banasree:

AMG is one of the leading real estate developers in Bangladesh, offering reasonably priced and highly popular land projects. Its latest project, Green Banasree, is spread over 166 acres in the Dhaka South City Corporation and has all the facilities befitting a modern area. Block A is nearing completion, whereas Blocks B and C are still ongoing projects.



Figure 7: Green Banasree

7. Amin Mohammad Town:

Amin Mohammad Town is a modern residential estate presented by the Amin Mohammad Group. Located along the Dhaka-Aricha Highway, it is only 5 kilometers from Amin Bazar, hence very easy to reach all important places and the upcoming metro rail lines. It will have wide roads, schools, hospitals, mosques, playgrounds, and lots of green areas for an ideal mix of urban living and nature.



Figure 8: Amin Mohammad Town

In these initiatives, AMLDL plays a vital role in transforming the urban landscapes of Bangladesh, while also aligning with Sustainable Development Goal 11 (SDG 11), which focuses on creating sustainable cities and communities (United Nations, 2018).

n.d. Amin Mohammad Lands Development Ltd. All Projects: Amin Mohammad Town. From <https://www.amldbd.com/category/all-projects>

3.7 Economic Contribution

The Amin Mohammad Lands Development Ltd. (AMLDL) is a significant sector in the development of the Bangladesh economy by providing large scale real estate projects, infrastructure development in Bangladesh and creation of employment. The company is among the most successful private land developers of the country and therefore enhances urbanization and increases housing facilities in the country which are the main drivers of national development.

The key residential and commercial developments by AMLDL include the Ashulia Model Town, Green Model Town, and the Amin Mohammad City that generate powerful economic connections. These transformations promote consumption of construction materials, engineering services, transportation and other backward and forward sectors. The company also contributes to the serious job creation as it directly employs architects, engineers, surveyors, sales forces, and construction crews, and indirectly employs thousands of people in bricks manufacture, logistics, landscaping and small-scale construction services.

Besides, AMLDL also provides government with revenues in terms of land registration fees, taxes, VAT and other duties. Its township projects are also useful in increasing local markets, transportation services, and small businesses that increase the economic activity at the community level.

The company also encourages sustainable and planned urbanization through the creation of organized townships in the form of wide roads, drainages, parks, and community facilities. These advancements both curb informal settlement expansion, increase living standards and land prices in the area--aligned to the SDG 11 (Sustainable Cities and Communities).

In general, AMLDL is not only involved in real estate. The company contributes significantly to the socio-economic development of Bangladesh through job creation, infrastructure development, generation of revenue and planned city expansion.

Summary

This chapter has offered a summary of Amin Mohammad Lands Development Ltd. (AMLDL), its background, structure and organization, key departments and major real estate projects of the company. AMLDL is one of the most reputable land developers in Bangladesh and it is known to provide large and planned townships that contribute towards sustainable urban development. It has a mission, vision, and values that focus on customer satisfaction and ethical practice and environmental responsibility.

It also described the manner in which various departments such as the Administrations, Finances, Marketing and Sales, Engineering, HR and Legal collaborate to facilitate the project implementation process. The Ashulia Model Town, Amin Mohammad City, Green Model Town and Green Banasree projects are examples of the company ability to develop integrated townships that have the basic civic amenities.

In addition, the economic contribution segment presented the high level of economic contribution that was made through AMLDL in terms of job creation, infrastructure development, and revenue generation. The company has a positive impact on the national economy, as well as on local communities in the context of achieving the objectives of SDG 11 via planned and inclusive urbanization.

In general, this chapter provides a clear picture of the operations and strategic position of the AMLDL within the real estate industry that has established the basis of the review of internship experience in subsequent chapters.

Chapter 4: Internship Role and Responsibilities

4.1 Introduction

This topic presents the essential things I learned during my internship in Amin Mohammad Lands Development Ltd. (AMLDDL). During the three months program, I had been exposed to the real-world sales and marketing functions, communication with clients, field work and coordination in the organization. The experiences helped me to use my academic knowledge in a real-life situation and training the necessary professional skills. The discussion below outlines the most valuable lessons acquired, which have also helped me develop on a personal and professional level.

4.2 Role and Responsibilities

My internship to Amin Mohammad Lands Development Ltd. (AMLDDL) was based in the Sales and Marketing Department where the department deals with promoting projects, making communications with potential buyers and accomplishing sales transactions. The internship was a three-month period during which I got to see how a professional real estate organization conducts marketing campaigns, communicates with clients and how it operates to ensure its sales activities.

I was primarily involved in supportive and learning functions that were directed at active participation. They included:

- Call back new potential customers and existing ones and discuss project specifics and respond to simple questions.
- Make informative explanations to clients about the Ashulia Model Town among other current AMLDDL projects in terms of features and facilities and their advantages.
- These are accompanied on outdoor tours with senior officials to understand prospective clients and handout promotional brochures in the localities.
- Monthly - Collection visit- I accompanied senior staff members as they collected instalment payments, and verified and recorded them.
- The assistant will assist in preparing and arranging marketing materials including brochures, flyers and posters advertising.
- Keep current records of addresses of clients and leads.

- Observe sales meetings to know their departmental coordination and tracking of progress.

These activities helped me gain a core knowledge of sales communication, customer follow-up and field marketing, which are some of the essential skills to have in a real estate career (Rahman and Islam, 2021).

4.3 Rationalization of the Roles and Responsibilities.

The internship involved tasks that were related to my academic interest in the field of real estate and the operating system of AMLDL. My experience was in the sales and marketing department making sales leads and taking part in promotional activities that enhanced my knowledge on field marketing and customer relationship management. This experience is directly connected with my curriculum, in which the theoretical materials are mixed with practical marketing and selling in the real estate sphere.

4.4 Tasks and Activities (Examples).

Through my internship, I was involved in some of the main activities, which contributed to my knowledge and professional competencies. Called the potential clients every day and enhanced communication and customer skills. I took part in outdoor campaigns with senior officials in Ashulia and Uttara to distribute leaflets and meet with potential buyers (Hasan and Uddin, 2023). I also used follow-ups with the existing clients to provide project updates and payments to enhance the skills of managing relationships. Besides, I also helped in monthly collection of payments, learned about having financial records and installment verification techniques and also helped in preparing marketing tools like brochures and poster and got to know how visual promotion plays the role in sales. These activities gave me a good insight into sales and marketing activities and enhanced my teamwork, communication and data management processes.



Figure 9: Activities in the field

Summary

To conclude, the experiences acquired during my internship at AMLDL helped me to develop both personally and professionally. Direct communication with clients, field visits, work in a team, and administration helped me to improve my communication skills, develop confidence, time management, and gain a better understanding of what the real estate operations are all about. Such practices have enabled me to tie together the academic learning with real-world duties, increased my flexibility and made me ready to handle the future duties in the real estate sector. Generally, learning outcomes in this internship were critical in influencing my professional attitude and career goals.

Chapter 5: Key Learnings and Experiences

5.1 Introduction

This segment is a critical analysis of my internship experience in Amin Mohammad Lands Development Ltd. (AMLDDL). It looks into the positive and negative outcomes I noticed within the organization, the operations within the departments, and the learning atmosphere in general. This assessment offers a balanced view of the way the company operates and the role played by the internship in my development as a professional when both the positive and the aspects that need improvement are evaluated.

5.2 Important Learnings

My experience at Amin Mohammad Lands Development Ltd. (AMLDDL) provided an experience in the practice of the real estate industry in relation to sales, marketing and client management to supplement my theoretical knowledge with experience on the practice in Bangladesh market. The main insights were the contribution of Sales and Marketing to the development of the business, effective lead management and the role of professional communication in developing customer trust. The communication with clients helped to improve my interpersonal and negotiation skills. Also, the experience of going on customer visits with the senior officials helped in understanding the field operations, and the ability of the Sales, Accounts and Administration to synchronize to achieve effective business processes.

5.3 Justification of Those Learnings.

Learning that was gained during the internship was directly connected with my roles and duties in the Sales and Marketing Department. The assignments were each set up to introduce me to the most important processes of the company as well as to match my level of a low-level intern. Through communication with customers and tracking of leads, I got an insight into the operations of the sales structure of the organization in reality. These experiences brought out some light about the role of sales officers and their contribution towards the business goals of the company (Amin Mohammad Lands Development Ltd., 2024). The sales efforts, customer service, and financial transactions are interrelated and taught me this with the help of outdoor visits and monthly collections activities. They also demonstrated to me how teamwork and departmental cooperation would guarantee constant customer satisfaction. What prompted the giving of these positions to me was to

enable me slowly learn how marketing and sales strategies are implemented in the industry and how they facilitate the overall mission of AMLDL, which is to deliver sustainable real estate solutions. Thus, every duty, like calling a possible customer or helping him/her in collections was not only a task, but also the learning experience and it related directly to the core business processes and customer engagement practices of the company.

5.4 Connection with Academia

The internship offered a real-life opportunity to put into practice the theoretical background that I have learned in the courses in the Real Estate Department. Most of the subjects covered like real estate marketing, property valuation, urban economics and land management were clearly reflected in the activities I observed and participated in at AMLDL. My experience with the lead management and promotional communication was, in particular, similar to my experience with the Real Estate Marketing where the emphasis was made on finding out and informing the potential clients about the value. Further, the outdoor tours enabled me to be acquainted with land use planning and site assessment as these are the main points of the Land Development and Urban Planning courses. Moreover, it was possible to see the process of collecting payments concerning my academic study in the field of real estate finance because the system of installment and customer account maintenance was observed practically (Hasan and Uddin, 2023).

This combination of theory and practice enhanced my general knowledge on the business of real estate and made me understand the importance of classroom theory in a professional corporate setting.

5.5 Experiences that Have Led to Personal and Professional Development.

The experience of my internship did not only enhance my learning and academic knowledge but also enabled me to grow as a better person and also as a professional. This development is reflected in the following:

a) Belief in communication with the client:

Initially, I felt afraid of calling potential clients through the telephone. Nevertheless, after the exercises of everyday practice and advising of the senior officers I was more confident

and articulate. The experience also made me get rid of self-doubt and skills in communicating well, which is very essential in the sales of real estate.

b) Practical knowledge and exposure in the field:

My visit to the Ashulia Model Town and outdoor marketing activities assisted me in acquiring the first-hand information about the real component of an urban land development. It also made me capable of working under new conditions and communicating with new individuals.

c) Professional Discipline and Time Management:

The professional office setting that I worked taught me about the necessity of being punctual, responsible and have a formal attitude. Being able to handle a variety of tasks on a daily basis helped me manage my time and organization.

d) Teamwork and collaboration:

I was able to work with the senior marketing officials with the help of other interns and learned how teamwork can help achieve positive outcomes. The chain of command and knowing how to deal with a group are also significant lessons that I will apply in my future career. All in all, this experience in the internship made me more self-confident, disciplined, and professional. It also encouraged me to take a career in the real estate business where I can utilize the academic and the practical skills that I have gained with this training.

Summary

Overall, the stresses experienced during my internship (communication with clients, pressure in the area in which I worked, accuracy in documentation and time management) contributed significantly to my ability to become more flexible and develop problem-solving skills. I also learned to deal with various clients, multi-task and perform in changing circumstances, thus becoming more confident, organized and strong. These experiences improved on my work competences and conditioned me to work successfully in the real estate settings where flexibility, patience, and fast adaptation are required.

Chapter 6: Critique and Reflections

6.1 Introduction

In this chapter, I will talk about the overall implications of my internship experience at Amin Mohammad Lands Development Ltd. (AMLDDL). It outlines the relationship between the knowledge, skills, and insights I attained during the internship and academic knowledge, organizational practices, and the real estate industry, in general. This chapter can show how the internship influenced my career and the future direction in which I am headed by contemplating the relevancy of the theoretical concepts and concepts, the contribution of my efforts, and the exposure to the industry.

6.2 Critical Evaluation

My internship experience at Amin Mohammad Lands Development Ltd. (AMLDDL) was an eye-opening insight into the working of real estate organizations in a competitive market and practical knowledge on how these organizations operate. Having worked in the Sales and Marketing Department, I had an opportunity to see how the marketing strategies are worked out, how potential customers are addressed, and how relations with clients are managed during property sales process.

The structured organizational culture is among the strengths of AMLDDL. There is a good coordination of departments within the company and the employees were cooperative, disciplined as well as professional. Sales and marketing team interacted well with other departments, such as finance and administration, to facilitate smooth dealings and proper management of client's record (Amin Mohammad Lands Development Ltd., 2024).

Nevertheless, there were also some aspects that I found to be weak as an intern. The company continues to use the traditional form of marketing like leaflets, newspaper advertisement and word of mouth significantly. The opportunities of incorporating more digital marketing measures, including social media campaign, web-based promotion, and online interaction with clients, are quite high to attract the attention of more people. Furthermore, digitalization and integration of software in some of its internal procedures such as client database management may be improved.

On the whole, I can assess AMLDDL in a positive light. The internship setting was positive and educative and the organization was quite accommodative in terms of observation and

learning. The professionalism, ethical conduct, and customer satisfaction of the company provided the company to be an outstanding learning environment to real estate students.

6.3 Major Sources of difficulties during the Internship.

Despite the fact that the internship experience in Amin Mohammad Lands Development Ltd. (AMLDL) was quite rewarding, some challenges were involved that had to test my adaptability, problem-solving skills, and interpersonal skills. These challenges enabled me to have a good working experience and to have a better insight into the business practices in the real world.

Communication barriers were definitely one of the biggest hurdles I encountered. During the first few days of my internship, I really struggled to communicate effectively over the phone with potential clients.

A lot of customers were having numerous questions regarding the price, registration and quota system that were usually complicated and demanded accurate data. Being a new person, it was hard to discuss all your worries successfully. Nevertheless, my confidence and communication skills developed with time with the help of senior colleagues and further practice.

The other challenge was the field work related challenges. Physical activities used in outdoor marketing and monthly collection visits were also cumbersome particularly during harsh weather conditions. Long distance travel management, deadline, and adjusting to unexpected customer availability was also very stressful. Nevertheless, I learned that these experiences taught me the value of perseverance, being flexible and remaining professional in stressful situations.

There was also an initial challenge of recording and documentation of data. Proper keeping of customer records, follow-up and revision of sales records involved accuracy and knowledge of computer applications like excel and CRM systems. Being an efficient and diligent student, I gained more organizational skills with time and became able to handle data effectively.

Also, time management was a major concern. Combination of various tasks, including placing calls to interested clients, creating reports, and keeping the office records demanded

proper planning and prioritization. Bit by bit I was able to control my workload in a systematic manner and achieve deadlines.

Lastly, there was a hindrance to learning due to limited access to strategic decisions. As an intern, I was not involved in confidential meetings or high-tier marketing strategy planning and was limited in scope to exposure to high-level decision-making processes (Hasan and Uddin, 2023).

All these challenges, notwithstanding, have been positive to my personal and professional growth. I learned to be confident in communication, enhanced my skills in working in a technical and organizational context, and better understood the particulars of the real estate business environment. In general, the experience of the internship enabled me to make the theoretical knowledge applicable to the practical competence.

6.4 Learning from Challenges

The challenges I faced during my internship turned out to be incredibly valuable learning experiences. They not only made me more skilled in my professional life but also helped me grow as a more resilient person.

All the challenges provided useful experience in the facts of the corporate world, and helped me to gain practical skills relevant to the further professional development.

Communication was another important challenge that I had to face particularly as I interacted with customers. At first, I used to have difficulties in communicating effectively the unique selling points of the real estate projects. Nevertheless, the experience demonstrated to me the need to possess good product knowledge and self-confidence. It took me a period of time by observing the senior sales executives, and practicing on daily basis to learn to present the information clearly, persuasively and professionally. Not only did this enhance my communication skills but it also enhanced my capacity to deal with the queries of customers with confidence and clarity.

Field marketing activities were another significant challenge that required patience, flexibility and collaboration. The marketing of real estate involves constant communication with various clients under different settings. Throughout this journey, I discovered how to embrace rejection positively, adapt to different situations, and collaborate effectively with

my teammates to achieve our sales goals. These experiences not only enhanced my interpersonal skills but also taught me that resilience and empathy are crucial in businesses that thrive on relationships.

Another challenge that I encountered was documentation and time-management issues especially in keeping documentation records of clients, property details and sales progress. To beat these problems, I embraced systematic ways of arranging things and setting priorities in daily assignments. The opportunities of such instruments as task lists and digital spreadsheets allowed me to become more efficient, precise, and more productive.

Also, there was little access to the strategic meetings, which reminded me that there should be hierarchy and experience in corporate decisions making. I understood that in order to become a participant of high-level business talks, it is important to develop long-term trust and to prove constant performance.

In general, these difficulties influenced my career self and character development. He taught me how to remain calm during a pressure situation, how to communicate and constantly self-develop. The internship experience helped to reaffirm that any challenge, when approached with patience and reflection, may serve as the basis of the sustainable development of the professional (Rahman and Islam, 2021).

6.5 Overall Reflection

In retrospect, my internship at AMLDL has been an eye opener and a changing experience. It was a source of connection between theoretical classroom study and business practices. I got to know how one of the main real estate companies market its projects, handle customers, and conduct their financial and marketing operations.

At a personal level, the internship made me gain confidence, communication skills as well as professional discipline. I was better able to realize how teamwork, punctuality, and responsibility, are important towards the realization of the organizational goals. At a professional level, I was allowed to learn some practical knowledge about sales operations, customer services and real estate marketing which I believe will greatly help me in my future career in this area.

The flexible environment in AMLDL was also encouraging me to keep learning in digital marketing and customer relationship management which are gaining relevance in the real estate sector. On the whole, the internship was a breakthrough that enhanced my knowledge of the real estate business and enabled me to be more confident and purposeful to enter the professional world.

Summary

This chapter summarized the general implications of my internship experience at Amin Mohammad Lands Development Ltd. (AMLDL) and how the internship experience enhanced my academic, professional as well as personal growth. The chapter has started with the description of how the internship has related the theoretical knowledge with the industry practices, and this has enabled me to learn about the practical application of marketing, sales, and customer relationship management in the real estate industry.

During the critical analysis, I was able to note the excellent organizational structure, working culture and coordination between departments in AMLDL. Simultaneously, digital marketing, database management, and the modern software integration were also cited as the improvement opportunities.

The multiple challenges that I encountered, which included communication barriers, field work challenges, documentation accuracy, and time management were also described in the chapter. The hardships challenged me, which made me more flexible, more confident, and more able to solve problems. Every challenge was turned into a valuable learning experience that contributed to the creation of my communication skills, strength, teamwork, and professional conduct.

The reflection as a whole underlined that the internship experience was a mind-changing experience as it provided me with a better insight into real estate business and inspired me to continue developing in the area of digital skills and customer interaction. Finally, this chapter demonstrated that the internship activity has been very critical in making me career ready and improving my competency in my future endeavors in the real estate sector.

Chapter 7: Implications

7.1 Introduction

My internship experience in Amin Mohammad Lands Development Ltd. (AMLDDL) was an important learning experience that enabled me to apply theories learned in school to practical use. It gave me a clear picture of the manner in which the real estate business works and what one needs to do to survive in a competitive business world. The chapter is a summary of the significant implications of the internship, based on the reflection of the academic and practical learning. It also demonstrates the role the experience played in my personal and professional growth and provides the constraints that influenced the scope of the study. In general, the central lessons, insights, and observations obtained during the internship experience have been united in this chapter.

7.2 Implication of the Academic Study.

The internship program enhanced my academic learning in Daffodil international university, especially in the Real Estate Department, in a strong manner. The theories and concepts learned in the courses of Real Estate Marketing, Property Valuation, Urban Land Economics, Real Estate Finance and Customer Relationship Management were very relevant in my daily duties at AMLDDL.

To illustrate, the marketing theories enabled me to learn the promotional strategies designed to appeal to the potential buyers, and the theories about customer behavior enabled me to deal with clients in a professional and organized manner of communication. I was able to apply my academic knowledge in real estate finance when I saw installment collection processes, payment checks and financial recording. In a similar trend, the knowledge acquired during the urban planning and land development classes also enabled me to view the characteristics of a project such as the Ashulia Model Town in a better way.

The internship showed that the academic learning is the theoretical background of professional work but it can be regarded as meaningful only when it is implemented in the real-world situation. This experience has taught me that to be a competent and confident practitioner of the industry, it is not enough to learn theories but you need to be exposed to the practice.

7.3 Implications of Practical Study.

The hands-on experience into the internship was critical in developing my professional competencies and increasing my insight into the real estate business. The direct experience working at the Sales and Marketing Department gave me an opportunity to understand how the process of communicating with clients, managing leads, field activity, and implementing sales strategies works at real estate firms.

In communication with clients, follow-up calls, outdoor marketing, explanation of projects, and documentation, I was able to learn that professionalism, patience, and accuracy are factors that drive the outcome of business. These everyday practices increased my communication competency, improved my pressurizing working capabilities and it also enabled me to build confidence in handling various customers.

Another lesson I got was about the significance of interdepartmental coordination and teamwork. Liaising with the sales executives, administrative officers and the finance personnel helped me understand the role of each department in the entire operations of the organization. Another practical learning domain was my technical skills, like data maintenance, report preparation, and information management on digital tools.

All in all, the practical experience served as a strong foundation to future career development since it introduced me to the reality of the real estate market, the issues pertaining to customer management and the organizational discipline needed to achieve success in the professional world.

7.4 Limitations of the Study

The internship was limited by a number of factors although it had some good learning opportunities, which influenced the overall scope of the study. To start with, the internship period was not long enough (three months) to cover the whole range of departments. The majority of my duties were related to Sales and Marketing and did not expose me to technical fields like engineering, land development, and project planning.

Limited access to confidential company information was also another significant limitation. I was not able to look at the financial records, strategic planning documents, and

internal decision-making processes because of the organizational policies. This did not allow getting a more insightful picture of the long-term business strategies of the company.

Moreover, I was not able as an intern, to attend higher level meetings or significant negotiation meetings. This restricted my capability to see the better marketing decisions and strategic talks in the organization. External influences, including the access to clients, fluctuating workload, and market environment, had an impact on my experience as well and limited the scope of data collection.

Nevertheless, the internship did give me valuable experience on the operations of real estates, professional etiquette and behaviors in the market despite these limitations, and made me grow as an academic and professional.

Summary

Overall, this chapter is a culmination of all implications and thoughts of my internship at Amin Mohammad Lands Development Ltd. (AMLDDL). The internship helped to bridge the academic knowledge and the field work as I was able to practically put into practice some of the theoretical concepts I learnt in school like the marketing strategies, customer relationship management, valuation knowledge and financial processes into real business cases. Concurrently, the real-world experience assisted me to acquire some of the fundamental professional skills such as communication, flexibility, teamwork, and time management. I also understood the functioning of real estate organizations better, through practical exercises such as client follow up, field marketing and documentation, in a competitive market. Despite the limitations which were presented in the study, including limited accessibility to confidential information, limited time frame, and the concentration on one department, the entire learning experience was also valuable and transformative. The internship helped me personally to develop, enhance my self-confidence, as well as, my future career goals in the real estate industry. Finally, the chapter also points out the importance of the combination of academic content, field experience, and professional dilemmas in enhancing my preparedness to future employment.

Chapter 8: Conclusion

My internship experience in Amin Mohammad Lands Development Ltd. (AMLDL), was an informative and transformative experience that helped me to overcome the barrier

between theory and practical business. During the three months, I had an exposure that was invaluable to the operations of a top real estate company in Bangladesh especially in the Sales and Marketing Department where I got to witness how customer relationship, sales tactics and promotional programs are involved in the success of the entire organization.

During the internship, I was informed of communication with the clients, management of leads, outside marketing, and team spirit to meet department targets. These visits made me realize how AMLDL is able to sustain its reputation of quality, transparency and customer satisfaction in a growing competitive industry (Amin Mohammad Lands Development Ltd., 2024).

It was also through the internship that I could transfer the concepts learned in the classroom about Real Estate as my major to the actual life. As an illustration, real estate marketing, consumer behavior, and property management theories were practically applied to the everyday activities of the company. Such a combination of theory and practice enhanced my perception of the business world and advanced my analytical and communicative abilities (Rahman and Islam, 2021).

Working as an intern in AMLDL, I was able to find some strong and weak points in their system of operations; The strong-side includes the well-structured and qualified workforce and a tendency to follow digital marketing and customer data management, which helps to become more competitive. This has greatly enhanced my comprehension of the real estate industry and acquired my confidence, flexibility and ability to communicate. My experience sparked a real passion for diving into the world of real estate marketing and development, especially with an eye on sustainability and leveraging technology for property management. Overall, the internship turned out to be an incredibly valuable journey in professional growth, equipping me with essential skills to tackle future challenges in the industry.

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