



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

Internship Report  
In

**An Analytical Report on the Marketing Strategy of a Real  
Estate Company  
:A Study of STH Group**

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## Letter of Transmittal

November 01, 2025

**Dr Amir Ahmed**

Associate Professor & Head  
Department of Real Estate  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Subject: Submission of Internship Report**

I feel content and pleasure in submitting the report on " An Internship Report on the Marketing Strategy of a Real Estate Company: a study of STH Group." as the requirement of the Real Estate Program of the Department of Business & Entrepreneurship for your desirable consideration. I have finished this report in due time which met all the proposed objectives. Apart from gaining the academic knowledge, the internship program and preparation of this report has given me the opportunity to understand regarding this topic related knowledge. I did try my best to complete this report in a comprehensive and informative way. I would like to hope that you will appreciate my efforts and find this report up to your total expectation.

This has to be mentioned humbly that without your important advice and much appreciated cooperation, this would not be possible for me to finish this report. I shall be fully gratified to answer any sort of queries which you think necessary regarding this report.

Yours Sincerely



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S.M Sadman Islam Sakib  
ID: 213-27-005  
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## Letter of Approval

This is to certify that S. M Sadman Islam Sakib. ID: 213-27-005, Program BRE is a regular student of Department of Real Estate, Faculty of Business & Entrepreneurship, Daffodil International University. He has completed his internship at STH Group, and he has prepared his internship report under my supervision. His assigned topic is An Analytical Report on the Marketing Strategy of a Real Estate Company: a study of STH Group. The information presented in this internship report appears to be authentic. Thus, the internship report has been accepted for presentation in the internship defense.

I wish him every success in life and bright future.



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Dr Amir Ahmed  
Associate Professor Head  
Department of Real Estate  
Faculty of Business and Entrepreneurship  
Daffodil International University

## Acknowledgement

I would like to express my sincere gratitude to Professor Dr Amir Ahmed, head of Real Estate, and Supervisor of Internship Reports. For him, passionate guidance and important observations during his studies.

I would like to thank Mr Syed Telyat Hossain, MD & CEO of Operation of STH Group and Mr. Tanvir Ahmed Shanto, Head of Operation of STH Group, for his support, knowledge and the opportunity to gain practical experience through this internship program.

Finally yet importantly, I would like to thank his family, friends and everyone who has contributed to this report.



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## **Executive Summary**

The internship report is done on the basis of the degree requirement for the bachelor in Real Estate at Daffodil International University. The main purpose of this manuscript is to determine the accessibility, opportunity and development of the Housing State of STH Group Studying a job at STH Group been a wonderful experience in my life. STH Group is by far the first developer company under the STH Group located in Bangladesh. It has recently changed the equipment, vision and business objectives. This report focuses all aspects of Dakhina City. housing project. The report is divided into six separate chapters. In the first chapter there are the inclusion of introduction followed by purpose, objective, along with scope, methodology and limitations are discussed. The second chapter of the total profile of the organization STH Group, in third chapter, the real estate activities and findings, fourth chapter discusses the SWOT of STH Group and in the fifth chapter, final recommendations along with conclusions are shown here.

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# **Chapter One**

## **Introduction**

## **1.1 Introduction**

The real estate market has become one of the most developed and effective spheres in the world serving as a key factor in the development of cities, the growth of the economy, and social transformation. With the growth of cities and population, the pressure on secure and quality housing and investment property is growing. This has also made real estate firms not just as just the constructors of infrastructure but the main drivers of the standards of living and the urban scenery.

In this changing business world, the issue of success is defined by the capacity of an organisation to adjust, be innovative, and maintain high level of professionalism. The implementation of successful marketing is in the key to preserving the competitive advantage, appeal to the potential buyers, and developing the relations with the clients on the background of the development of new projects and the increased demands of consumers. The fast development of housing business in cities with the aspirations of becoming a megacity has offered both opportunities and challenges to the real estate developers. The firms will need to distinguish themselves by means of providing value, building trust, brand image, and extensive after-sales service that all leads to customer satisfaction and customer loyalty.

STH Group is a clear cut example of a firm that has effectively positioned itself to meet these market requirements. Established in 2024, STH Group was a new entity in the real estate sector that had a vision to offer safe, peaceful, and convenient living solutions to the contemporary urban residents. The company is committed to the design of peaceful, low-priced and stress-free areas and using the experience of the senior professionals, the company aims to meet the utmost priority of the customer care. The business model it uses includes integrity, innovation and dedication to the well being of its clients, which have seen STH Group gain a good reputation in the high end land and property development.

The growth story of STH Group is in marketing. The company also invests heavily in tailored marketing activities, online communications, community involvement and collaborations to access a wide range of clients. STH Group is not just about selling land or property, but offering the complete, end-to-end real estate experience; which is evident in its strong after sales services, constant customer contact, and openness to communication.

## **1.2 Background of the Study**

Daffodil international university Bachelor of Real estate (BRE) program is developed so that future professionals can be equipped to face the multifaceted realities that represent the industry. Being a part of the final semester, students have to complete a practical internship and present an analytical report that unites academic knowledge with the exposure of the real-world business. This is the final report of such internship in STH Group. It focuses on the diverse aspects of sales and marketing processes, discusses the combination of the theories and practice and aims at producing the actionable information to the academic communities and practitioners in the real estate business.

Through examining marketing activities and organizational strategy of STH Group, the study does not only focus on advancing the knowledge of effective real estate marketing, but also hopes to make a contribution towards current endeavors of professionalizing and modernizing the industry. The insights and experience gained during this study will definitely act as a guiding force to novice practitioners and become a benefit to the stakeholders in the context of the overall property market.

Because this is a mandatory part of the BRE program, the students will be obliged to intern in one of the real estate organizations during a period of three months and subsequently present a comprehensive report. I was offered the opportunity to do my internship with STH Group.

Being a service-driven organization, a real estate company depends on the overall performance of its staff, such as the executives, the managers, supervisory trainers. This internship report is a blend of the contribution of different stakeholders in this organization.

Based on my academic background and real-world experience in the field of real estate marketing, the purpose of this report is to combine the theoretical information with the practical experience that I have obtained during the internship. I have tried to make use of this opportunity to advance my knowledge of the real estate industry and use it to the theoretical knowledge acquired during the course.

### **1.3 Scope of the Study**

This is a study aimed at undertaking an extensive study of the sales and marketing approaches that STH Group, a leading enterprise in the property business takes. The territory deals with the investigation of the marketing environment of STH Group, its strategy of the identification and targeting of potential customer groups, development of competitive product and price systems, as well as promotion efforts with the purpose to support the increase of visibility and sales.

Moreover, the paper assesses the efficiency of the customer engagement practices, and in particular the case of the company policies regarding the after-sales service and relationship management. In a comprehensive analysis of the areas of operations, project development, and marketing communication of STH Group, the report aims to shed light on the mechanisms that contribute to the growth of the business and maintain customer loyalty in the company.

The inquiry goes further to the foundation of the market selection procedure of the company, the intricacies of its pricing and offers, and how STH Group has maintained its transparency and responsiveness to its client. The study will fill this gap by incorporating primary and secondary research in order to balance the theoretical knowledge and the real world marketing implementation in real estate. The research objectives will be the following:

- Create a healthy relationship between the management and employees.
- Increase productivity in the workplace by using the best layout designs.
- Come up with good marketing plans.
- Introduce good workforce management practices.
- Designate and coordinate on employee roles and duties.

## **1.4 Objective of the Study**

The general objective of this research is to break down and analyze the marketing and sales operations that are in place by STH Group. In order to do so, the study will endeavor to:

- Determine and describe the demographics and psychographics of the target market of STH Group and their preferences and purchasing habits.
- Examine the background of professional and social background of property buyers in order to know their purchasing motivation.
- Explore the tactics adopted by STH Group as the baseline of its real estate projects, which is by acquiring an initial plot or land.
- Review the planning process, implementation, and the results of the early development projects in the company.
- Evaluate the current product reports and the pricing strategies associated with staying competitive in the real estate market.
- Test customer satisfaction regarding the pricing policies, payment schemes and perceived value related to the company.
- Examine the spectrum of the promotional efforts and marketing educational campaigns that have been conducted to increase brand awareness and buyer interest.
- Illustrate the processes and arrangements of handling and facilitating property payments.

## **1.5 Methodology**

The research required a solid methodological framework to conduct the study with a systematic collection, analysis, and interpretation of the relevant data to discuss the study objectives. In this section, the strategies and sources that will be used to collect data and analyze them are presented.

### **Sources of Data**

In a bid to get the overall picture of the marketing strategies and operations of STH Group, primary and secondary sources of data were tapped:

### **Primary Data:**

Primary data was gathered through direct interviews with people who are directly involved to STH Group and they include:

- The employees of different stages of the organization chosen to give feedback on the internal processes, marketing programs, customer relationship management, and issues faced in the organization daily.
- Clients and customers who have dealt with STH Group at some stage in real estate business, whose experiences offer insight into the way the company approaches the market, the quality of its services and customer satisfaction.
- The main method of data gathering involved mainly structured survey and guided interviews. The survey had open-ended questions that were mostly closed-ended to allow objective answers and quantitative analysis. Open-ended questions were however used in a few instances to enable the respondents to expound on their experiences and perceptions.

### **Secondary Data:**

Different documented sources were used to create secondary data to support and confirm the primary research findings. These sources included:

- Operational guidelines and policies of STH Group in terms of policies, procedures, and organizational standards.
- The release of brochures, pamphlets and other marketing tools done by STH Group with products, promotions, and services on them.
- Past reports and project records containing information about the former marketing campaigns and business performance.
- Published material in the industry like Rehab newsletters, real estate journals and accepted trade magazines.
- Scholarly articles and academic books that cover real estate practices and marketing in Bangladesh.
- STH Group press releases, official circulars spread by the company and media coverage in the reputable newspapers.

Publications and reports in the real estate trade fairs and exhibitions which gave wider market background and benchmark

### **How the Survey was conducted:**

A convenience sampling method was used to make sure that the data obtained was relevant as well as representative. The initial research was geared towards a target population of:

- Staff members who would be able to address the procedural and strategic side of marketing and sales in STH Group.
- Customers who had just bought properties through the company giving good feedback about their experience in terms of inquiry to after sales service.
- The questionnaire was administered to the respondents who were found in the major geographical areas where STH Group undertakes most of its business activities.
- This geographic concentration was the strategy to match the most active markets of the company and provide the possibility to use them.

Besides surveys and interviews, practical experience acquired during the internship played a major role in complementing the knowledge on the daily work and practical implementation of the theoretical knowledge learned in the academic environment.

### **Data Organization and Analysis.**

Both of the quantitative and qualitative data collected using these procedures were well organized, analyzed, and interpreted. Patterns, trends and insights were traced and cross-matched with secondary data to make sure that the findings of the study were rigorously and validly derived.

## **1.6 Limitations**

Even though this research was important and valuable, some limitations were experienced throughout the time of conducting the research:

- **Confidentiality and Release of Information:** Not all the employees were completely open regarding the interviews they had on the basis of the reasons associated with company confidentiality and policies. This restricted access to what may be valuable internal information.
- **Availability of respondent:** It was difficult to schedule the talks with customers since most of them did not have a lot of time to respond to interviews or questionnaires.

- **Restrictions at the work place:** Employees at times had to complete questionnaires because of high workloads and this would push up the entire data collection period.
- **Verification of Data:** Despite the attempts to make data accurate, some data points could not be cross-verified as all data points were collected in the course of the research.
- **Boundary of Scope:** The results of the research of STH Group are also limited towards STH Group only and they are not completely applicable to all other entities in the real estate field.

# **Chapter Two**

## **Profile of the Organization**

## **2.1 Introduction of STH Group**

STH Group has become a well-known player in the Bangladesh real estate environment. The company has already acquired the status of a respected and trustworthy organization in a comparatively brief period of time, designing refined and aesthetically pleasing buildings that improve the best localities of Dhaka. STH Group aims at providing sustainability and customer satisfaction in its endeavors, focusing on the use of high standard products. It has concentrated mainly on establishing strategic positions in the Dakhina city. Moreover, the company has strived to provide residential solutions to small families and promote the growth of residential houses in the outskirts of the city. STH Group is dedicated to the needs of its different clientele by tailoring its offerings to satisfy the needs of different market segments. The success of such a large construction organization depends on the access to specialized employees and the effective system of professional assistance. In this regard, the firm has developed a highly skilled personnel of experienced professionals to work under its supervision.

Currently, STH Group has a couple of housing projects in the most fashionable locations in the Dhaka city amidst Birulia and Mawa Road. STH became a part of the venture to increase the sells as more than 2000 plots are already given to its customers.

STH Group is a practical management consulting firm in the real estate industry, In addition to a brilliant mentor such as Syed Telayet Hossain and an incredible team committed to operational perfection and innovative solutions, Here is the new chapter and the future.

## **2.2 Mission & Vision of STH Group**

### **Vision**

STH Group believes in changing the real estate industry and coming up with creative and innovative solutions that would offer new standards of comfortable and fashionable urban life. The organization is committed to providing the best quality and value whereby all its customers get more than a property but a platform to a better life.

## **Mission**

Through strong strategy and not hopeful thinking, STH Group has a firm commitment of maintaining their strong principles, employing thorough knowledge in the sector, and to grant the clients the ability to make sound and confident investment choices. Through the active improvement of the industry practices, the company is striving to provide unparalleled experiences, create trust, and help shape a more vibrant built environment.

## **2.3 Strengths**

STH Group understands that the marks of a successful real estate organization are resilience, innovation, and a stable and consistent high estimate of value in the long term. Incorporation of modern construction material and techniques makes the company secure its developments to the highest standards in regard to safety and longevity including being resistant to natural disasters. To win and maintain the confidence of various stakeholders the company relies on keen market understanding, its risk assessment weapon, and team work. Continuous investment in workforce skills and communication with clients also contributes to the possibility of the company to be innovative and competitive in course of projects.

## **2.4. Available Projects**

STH Group is currently undertaking two residential flagship projects:

**Dakhina City:** A well-considered community that is aimed at high living standards, comfort, and security in Savar, Dhaka.

**New Dhaka City:** A proposed project that aims at fulfilling the needs of the growing population in the city including modern infrastructure and a combination of facilities in the Maawar road in Dhaka.

These projects indicate its expansion policy of STH Group, with a particular emphasis on strategic city places that provide an investment opportunity and the highest quality of life to a local resident.

## **2.5 Corporate Philosophy:**

Add value to customers and customer satisfaction. Profit maximization; Cost minimization; Asset maximization of corporations.

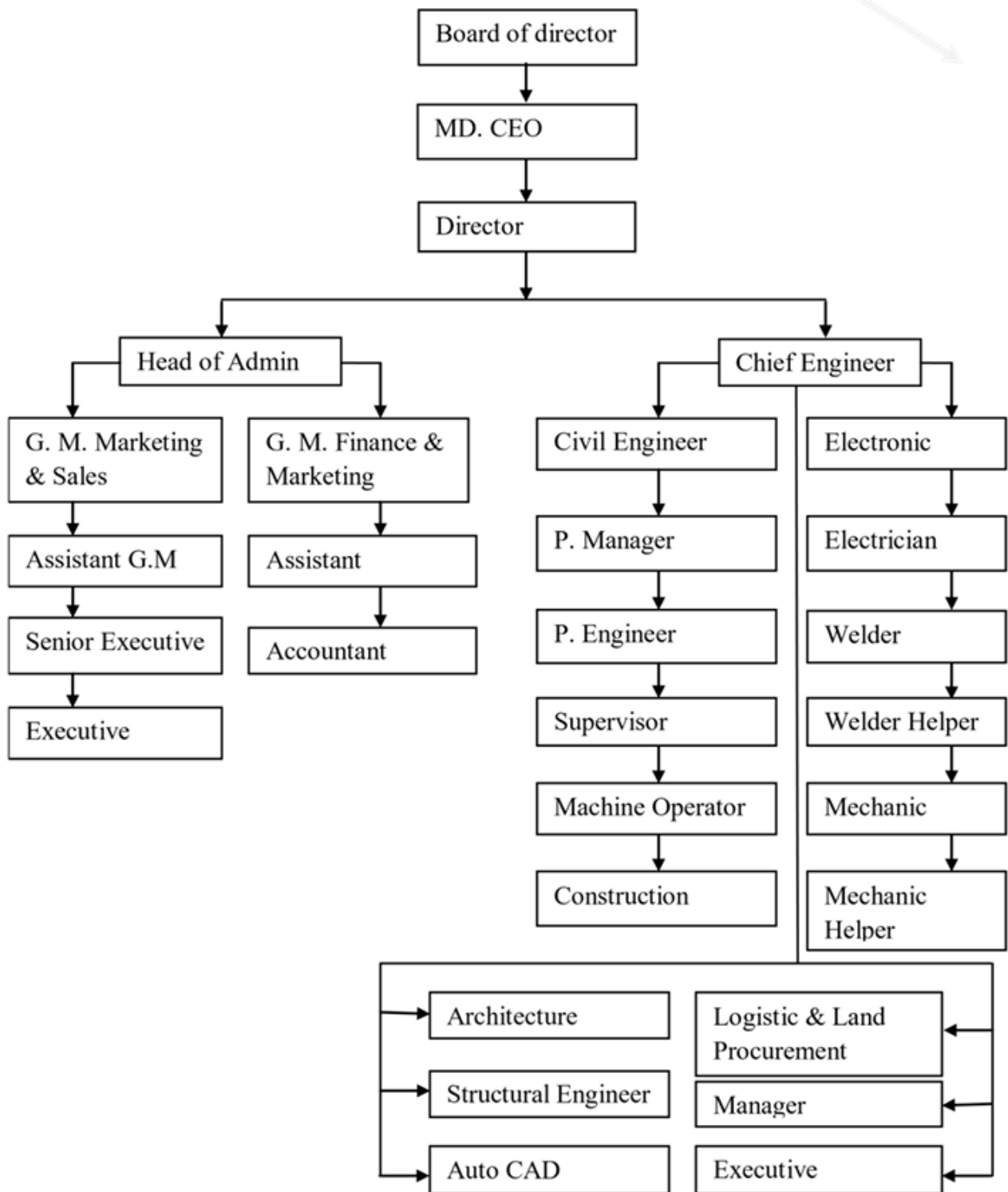
- CC cameras and full-time security personnel give the necessary security.
- Good communication methods.
- The DCC will be provided with 80, 60, 40 and 30-foot-wide roads.
- Large park the lake borders with child-friendly facilities of a modern character, finding a place in safe and peaceful locations.
- It consists of three elementary schools, three playgrounds, two junior colleges and two universities.
- State-of-the-art facilities in the form of convention facilities.
- Shopping complex, air-conditioned, with a central parking spot.
- The project has an international hospital and a medical college.
- Women club, men and women fitness club, gym, theatre and pool.
- Cemetery has two distinct mosques and one central Mosque.

## **2.6 Terms of Use**

- Applications should be submitted in corporate application forms, two current photos and a payment.
- A receipt of the application and the deposit will be provided in the form of cash. Standard rates are also offered on receipts.
- Customers who will pay the entire price upfront will have a special discount; the customer who wins the lottery will be the first to receive the book.
- To recoup the full purchase price of the property allotted, installment payments should be made in time. As the rate goes up so does the total price. The Authority may revoke a prize by giving 3 consecutive installments in advance one month in advance.

- Whenever the allotment is cancelled, the customer has a right to refund his/her payments, less a 10 percent administration fee. The cost of gifts items to be provided to customers will be determined according to their payment plan.
- To cancel, the customer would have to file an application to the Authority. Upon successful withdrawal application; the customer will have their withdrawals repaid according to their own payment but at a rate of 10 percent management fee. The cost of any gift items being sold to customers will be modified in accordance with their financial strategy.
- Applications must be submitted to the Authority in case of a replacement, handover or change of ownership. Such changes are possible after the application is accepted provided the fee required is provided. All the outstanding payments would have to be done before such changes.
- In case a customer wants to transform a plot purchased under one name into a joint venture one, the Authority has to give its approval.
- The Authority will have to approve a new price rate in case there is a need to establish a new price.
- All the outstanding payments would have to be done before such changes

## 2.7 Organizational Overview



## 2.8 Company Divisions:

The corporate branch, STH Group has a number of specialized divisions, which are involved in the operational efficiency and customer service standards of the company:

- **Reception:** Processes incoming communications, visitor processing and day-to-day administrative operations such as the Central Recall System to document.
- **Marketing and Sales:** Formulates and executes sales tactics, spearheads promotional activities and promotes market penetration to generate high sales growth and market base.
- **Administration and Operations:** Ensures business efficiency as a whole, regulates internal procedures, deal with employee performance and adherence to company policies.
- **Documentation and Collections:** Maintains the timely processing of contracts and documents, ensures payment schedule verification and manages the registration process and client communication in respect to adjustments to the contract.
- **Accounting and Finance:** Manages financial activities, keeps proper records with the help of special software, performs transactions, and finalizes reconciliations so that sound fiscal practice is adhered to.
- **Procurement:** A procurement department handles the acquisition and registration of real estate property, and it has to be well documented and legal.
- **Human Resources:** Organizes staffing, training, performance appraisal and employee well being through which a highly productive and motivated workforce is developed.

## 2.9 Sales and Marketing Team:

### Marketing & Sales Division:

The marketing department of STH Group is the core driver of the growth and popularity of the company in the real estate industry. In a strategic campaign, online outreach and a proactive sales department, the division has achieved its sales goals, increased its presence in the market, and increased the reach of the brand to its potential customers and investors.

### **Administration / General Affairs Department:**

The administration department plays the role of the smooth running of operations available in the day to day running of the organization as well as maintenance of efficiency. This unit is involved in managing internal communications, ensuring that all the policies comply with throughout the company, coordination of workflow of different teams, and applying corrective actions when needed. Excellent performance is identified and rewarded, which helps in promoting a good work culture.

### **Accounting:**

This department performs various tasks including cash transactions, receipt of payments, and recording of payments received from clients

### **Finance Division:**

This department manages financial wellness and integrity of the organization. Key tasks include:

- Keeping proper financial records in special accounting programs.
- Transaction processing, bank reconciliation and cash flow monitoring.
- Invoices, payments, regulatory compliance.
- Protection of company assets and facilitation of major financial planning.

### **Procuring and Real Estate Transactions Department:**

Arts of acquiring and selling land, this team deals with:

- Adequate land parcels should be identified and purchased.
- Managing all the documents and legal regulations of registering property.
- Sales records administration and transparent transaction.

The documentation and collections unit is responsible for maintaining records and documenting the activities of the hospital. Documentation and collections unit: This unit is charged with records and documentation of the hospital activities.

All the necessary paperwork in the property lifecycle is handled by this department which includes: Preparation, review, and updating client position contracts and agreements.

- Direct communication with the clients to clear up documentation questions and booking.
- Ensuring that the payments are collected in time, extension to process the payments when necessary and register the property when the payment has been made and formalities are met.

### **Human Resources (HR) Division:**

The HR department to have a geared and motivated workforce coordinates recruitment, training, and retention plans. The unit also takes care of the welfare of the employees, performance reviews as well as handling of employees concerns in an effort to have a healthy workplace culture.

## **2.10 Marketing Activities**

Marketing of real estate should have promotional activities particularly in new or emerging projects such as Dakhina City. The idea behind these activities is to create awareness, leads and turning prospects into buyers. Dakhina City, as a firm in its marketing plan has used a wide variety of promotional resources to maximize its ability to reach the target market and build its brand in a competitive real estate market.

### **Online Advertising and Social Media Advertising.**

Digital platforms include Facebook, YouTube, and Google Ads, which is utilized by Dakhina City to conduct promotional campaigns. The purpose of these ads is to draw attention to the most important aspects of the project the strategic location, modern design, community facilities, and

affordability. Online audiences are usually attracted by flashy graphics, walkthrough videos, and customer reviews that prove to be very helpful in creating interest.

### **Promotions and Time-Sensitive Offers.**

To make it urgent and encourage potential customers to buy, Dakhina City provides the alternative discounts, installment payments, and the booking offers concerning the most important periods (such as Eid or property fairs). They are usually advertised using digital media, SMS and calls to leads.

### **Real Estate Fair and Expos.**

Dakhina City will also attend different property expos and real estate shows such as REHAB fair in which it will be a good opportunity to present the project to more people. The visitors are given an opportunity to meet the representatives of the company, to see the master plan and even get offered or a booking bonus on-site.

### **Referral Programs and Loyalty.**

The company rewards the current clients and agents by offering referral bonuses to new buyers. VIPs including the loyal customers who have invested in similar projects are offered first-hand treatment and prioritized units on the Dakhina city, which increases customer retention and word-of-the-mouth advertising.

### **Demonstrations of the Products and Visits to the Sites.**

Dakhina City also provides tours of the location to prospective buyers, in which they can see the current construction process, the layout of the location, and the surrounding atmosphere. Such demonstrations play a vital role in the creation of trust and credibility. In other instances, 3D walkthroughs or virtual reality models are also considered to demonstrate how things will be done in future.

### **Print Media and out-of-door advertisement**

Dakhina City relies on billboards, banners, flyers, and newspaper ads to guarantee the visibility of the traditional audience. These materials are placed strategically in the areas where people are busy and residential regions to capture the attention of local investors and families.

### **Public Relations and Press Releases.**

The communication with the public is also practiced by the company through press releases in newspapers and online portals. They are announced to inform about the milestones of a project, its new launches and activities of corporate social responsibility, thus increasing the level of trust in the people and the brand image.

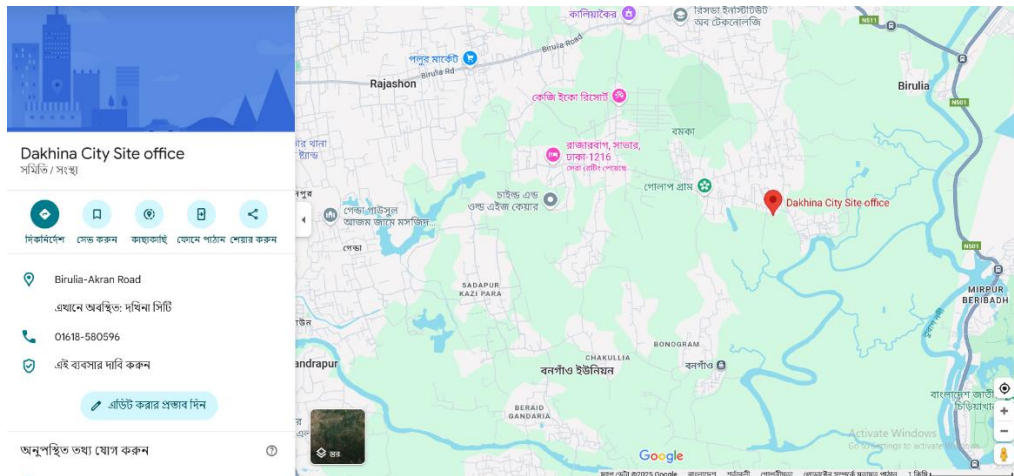
### **Telemarketing and Direct Communication.**

It is telemarketing by a sales team making calls to potential buyers and informing them about new deals, events, and unit availability. Individual communication positively influences the development of relationships with customers and the growth of the conversion.

### **Email and SMS Marketing**

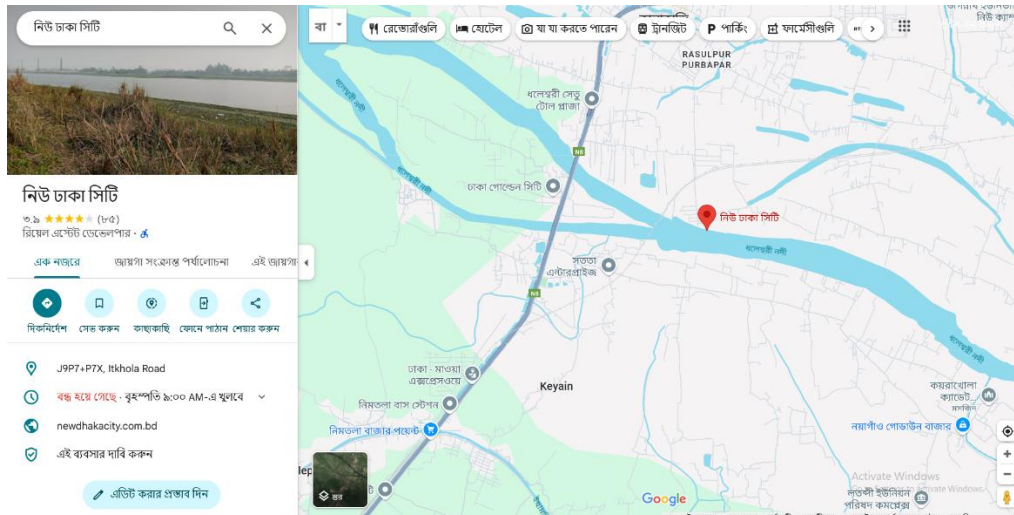
Niche email newsletters and mass SMS messages are dispatched regularly to the client base of the company. These updates will feature offer alerts, construction progress, and event invitations so that potential and actual clients are always informed and interested.

## 2.11:1 Location Map of Dakhina City



Map Location: <https://maps.app.goo.gl/7uy5zLdK46Y92PPU8> (Source:Google Map)

## 2.11:2 Location Map of New Dhaka City



Map Location: <https://maps.app.goo.gl/bhtKz644xYSWWdPp6> (Source:Google Map)

## 2.11.1 Price List of Dakhina City

DOKKHINA CITY					
PRICE LIST					
AT A TIME (Ready Plot)					
Road Size	Type of Plot	At A Time	3 Month	6 Month	12 Month
25'-30'	North/West	1600000	1600000	1600000	1700000
	South/East	1700000	1700000	1700000	1800000
	Corner/SE	1800000	1800000	1800000	1900000
40'	North/West	1800000	1800000	1800000	1900000
	South/East	1850000	1850000	1850000	1950000
	Corner/SE	1900000	1900000	1900000	1950000
60'	North/West	2100000	2100000	2100000	2200000
	South/East	2100000	2100000	2100000	2200000
	Corner/SE	2300000	2300000	2300000	2400000
80'	North/West	2600000	2600000	2600000	2700000
	South/East	2600000	2600000	2600000	2700000
Developing Plot					
Road Size	Type of Plot	At A Time	12-24 Month	36 Month	48-60 Month
25'-30'	North/West	1300000	1400000	1400000	1500000
	South/East	1350000	1450000	1450000	1550000
	Corner/SE	1400000	1500000	1500000	1600000
40'	North/West	1400000	1500000	1600000	1700000
	South/East	1450000	1550000	1650000	1750000
	Corner/SE	1500000	1600000	1700000	1800000
60'	North/West	1600000	1700000	1800000	1900000
	South/East	1650000	1700000	1750000	1800000
	Corner/SE	1800000	1850000	1900000	2000000


Approved  
Copy  
20/12/24

(Source: STH Audit Book)

## 2.11.2 Price List of New Dhaka City

New Dhaka City		
River View Zone (Normal plot)		
AT A TIME (Ready plot)		
STH Group		
Road Size	Type of Plot	At A Time (Per Katha)
25'	North Face, Road-1	1850000 TK
25'	South Face, Road-1	1900000 TK
25'	South Face, Road-2	1950000 TK
25'	North Face, Road-7/A	1800000 TK
30'	North Face, Road-7	1850000 TK
River View (Corner Plot)		
30'-40'	North Corner, Road-7	2000000 TK
25'-40'	North Corner	2000000 TK
25'-40'	South Corner	2100000 TK
New Gulshan		
25'	North Face	1195000 TK
	South Face	1260000 TK
60'	North/South Face	1600000 TK
New Gulshan (Corner Plot)		
25'-25'	North Corner	1325000 TK
	South Corner	1415000 TK
60'-25'	North Corner	1790000 TK
	South Corner	1825000 TK
60'-60'	North/South Corner	1980000 TK

One Katha =1.50 Decimal

*Approved*  
  
 22/12/24

(Source: STH Audit Book)

# **Chapter: Three**

## **Real Estate Marketing Strategy of STH Group**

### **3:1 Operation of the Real Estate Business**

The efficient functioning of a real estate business depends on the combination of the strategic planning, smooth coordination and constant interaction with the internal and external stakeholders. In case of STH Group, the first step of the process is the identification and purchase of land, which is the basis of the future project orientation. After securing a promising parcel, due diligence is carried out to ensure the legality of land, make sure there is clear title to the land and evaluate the appropriateness of the land to be developed.

The design and planning take place in an intensive stage at this point. In this case, architects and urban planners (in-house or external collaboration) transform the vision into practice, designing arrangements that balance practical space, contemporary design and regulatory provisions. These strategies are meant to maximise land utilisation, foster community welfare, and meet zoning and safety regulations by government.

Having the blueprint in place, the company proceeds to seek official endorsement of concerned government and municipal agencies. Such approvals are necessary to make the project in compliance with the local policies in the planning, environmental guidelines and the standards in the area with regards to safety of the people. This phase of much paperwork and regulatory investigation preconditions the successful and legal construction work.

At all times, during construction, there are dedicated site engineers who supervise the course of construction, ensure timelines, and quality control measures. At the same time, finance and administration departments control budgets, control costs, and ensure efficient operations to ensure the project operates within the schedule and financial limits. Marketing and sales staff, in their turn, have the task of creating the project visibility, scheduling site viewing, developing leads, and making a sale deal.

Customer service is a continuous activity of the project once it is completed. The company offers ongoing services to its clients - answering questions, helping in financial operations or loan facilities, and making sure that the clients obtain the required documents and post sales services. The proper internal coordination and clear communication with the third parties, suppliers, legal consultants, banks and government officials, are the determinants of the successful implementation of all big property development projects and the establishment of long-term trust among the stakeholders.

### **3:2 Land Procurement**

The concept of land acquisition is one of the key strategic pillars of property development, where the extent of land acquisition, its credibility, and marketability has a decisive impact on any real estate initiative. STH Group -Dakhina City takes this, which is a very important task with a lot of research and far-sightedness. Optimal locations are determined according to location values, growth potential, accessibility, environmental factors and the proximity to the urban facilities like schools, hospitals, and transport facilities.

After finding a suitable location, a comprehensive legal research is carried out to ensure that property is fully owned, and all the paperwork is checked as well as that of the zoning and land use rules. This is a careful screening process that prevents errors in the form of disputes, protects investment as well as gives a sense of confidence to the potential clients.

As in the example of large-scale development projects such as Dakhina City, STH Group began with a very large piece of land, increasing its holdings to accommodate the project demand and strategic opportunity, increasing to almost 1200 bighas. The success of later stages of the project is anchored by such transparent and calculated growth in land acquisition, which increases the marketing value.

### **3:3 Project Design Preparation**

After ensuring a successful land acquisition, STH Group begins an elaborate project design process. This frequently includes the work with some well-established architects and specialized planning consultants- many of whom are registered in the regulatory bodies of the city, including RAJUK. Project layouts are prepared to trade the innovativeness of designing with the practicality of the design, regulatory requirement, and requirements of the target residents.

The architectural designs are formulated in such a way that they maximise the open space, provide logical circulation of traffic and integration of social, recreational and environmental facilities. When the development is located in the location that is subject to a Detailed Area Plan (DAP) or any other urban regulations, the company can make sure that all the elements of the project are in compliance with the official requirements, therefore preventing compliance problems in the future.

### **3:4 Project Approval**

The last and most important step is the project approval before development in a land housing project is initiated. The process of seeking permission by RAJUK is a complicated and time-consuming task because it presupposes a strict compliance with the planning rules and the structural principles. After the first design has been submitted, the project should be presented to be reviewed and approved by RAJUK. The projects established under Detailed Area Plan (DAP) zone should wholly adhere to land use and zoning policies of RAJUK.

Besides the consent of RAJUK the company will need the consent of different ministries and departments in the government. These are the Ministry of Home Affairs, Public Works Department (PWD), TITAS Gas Transmission and Distribution Company among others. The environmental compliance will be obligatory too, in which case, the developer will be required to obtain a certificate of Environmental Impact Assessment (EIA) issued by the Department of Environment.

In case the project lies on the areas of influence of the urban transport, the Dhaka Transport Coordination Authority (DTCA) might also have to be consulted. In addition, developers also have to adhere to regulations associated with tenancy, such as the necessity of getting the Tenancy Act Certificate to allow an appropriate legal framework of property operation.

After all the approvals have been made and the supporting documents provided, RAJUK designates two government selected project supervisors who are to supervise the construction process and ensure adherence to regulations during the entire project lifecycle.

### **3:5 General Allocation Conditions**

a. Interested buyers must fill out the company's prescribed application form and attach:

- Two (02) passport-sized photographs of the buyer.
- A photocopy of the buyer's National ID (NID).

Additionally, two (02) passport-sized photographs and a photocopy of the nominee's NID must also be attached to the application form.

At the time of booking, a **down payment of BDT 50,000 per katha** must be deposited in **cash or by bank cheque**.

b. For **installment payments**, a **30% down payment** is required. For **one-time/full payments**, a **50% down payment** must be made by **cash or bank cheque**.

c. After the down payment is made (either via installment or full payment), a formal **agreement** will be signed with the buyer on a **non-judicial stamp worth BDT 300**.

d. All payments must be made in favor of **Dakhina Real Estate (Pvt.) Ltd.** via **cheque/cash/bank draft/pay order** into the company's official bank account.

e. Overseas (**expatriate**) buyers can make payments through **foreign currency cheques, TT (telegraphic transfer), bank drafts, money exchange, or Western Union**.

f. All costs related to **plot registration and deed transfer** will be borne by the buyer.

g. In case of **cancellation of the plot, 20% of the paid amount** will be deducted. Additionally, any applicable **service charges and document charges** will also be deducted before a refund is issued.

### **3:6 Installment Collection**

Customers of STH Group tend to buy property in installments in real estate deals. It must be fully paid before the ownership is transferred and prompt payments must be done to ensure the process is on schedule. There are cases where buyers have difficulties of following the agreed schedules. In response to this, STH Group has ensured that it proactively reminds the clients on the due payments dates and ensures that they constantly are in touch with them to ensure they pay at the instalment rate as agreed by the clients. There are strong company personnel who are determined to make sure the installments plans are observed, contributing to a clear and transparent payment procedure.

### **3:7 Customer Service**

STH Group regards the customer service as one of the pillars of its work, providing various types of support services during the process of buying property:

**Supportive Response:** Client requests and complaints are recorded and tracked by the customer service team, and the appropriate individuals are allocated to the task of investigating and fixing the technical or contractual problem as soon as possible.

**Utility Management** - the company liaises with the government officials to facilitate the provision of utility connection within the government (power, gas, water and telecommunication) to property owners after payment is confirmed by the property owners.

**Project Handover:** Once the development work is complete, elaborate inspection is carried out to ascertain that all the specifications have been fulfilled by the client and subsequently handover of the property is done. The deficiencies are remedied by the concerned team before delivery.

**Legal support:** STH Group supports the registration of property and the required changes and enables the clients with legal rights and documents to their real estate property. Registration expenses are communicated to the owners.

## **3:8 Marketing Department Activities**

### **3.8.1 Key Marketing Functions**

The role of marketing department of STH Group is to conduct identification of potential clients, maintaining frequent contact with potential clients, presenting the benefits of the property, producing effective sales resources, advertising in print and online media, attending industry events, providing complete project information, and conducting informative briefings to the clients.

### **3.8.2 Target Market**

The primary customers of the company consist of the business workers, expatriates, wealthy Bangladeshis, as well as social classes that require high-quality housing to stay in the high-quality areas with the best amenities and security.

### **3.8.3 Market Segmentation**

The main segmentation criteria applied by STH Group include income level as it targets upper-class and middle-class customers with tailor-made property options.

### **3.8.4 Segmentation Strategy**

The advertisement and the outreach operations focus on the advantages of the project, including its unparalleled quality, convenient location, and current comfort. Several modes of communication such as newspapers, presentations in offices, and online platforms are employed to connect with the prospects, address their concerns and respond to their demands.

### **3.8.5 Understanding Market Needs**

In Dakhina City, the buyers emphasize on quality, safety, comfort, convenience, and high-tech facilities in their properties. STH Group is committed to ensuring that it meets these needs through provision of serene and secure environments in the places that one would want.

### **3.8.6 Positioning Statement**

STH Group is bound to provide customers with high value properties that offer quality and comfort at the best locations at affordable prices. The company believes in responding effectively to the concerns of the clients in order to make sure that there is total satisfaction.

### **3.8.7 Product/Service Delivery**

As a real estate solutions developer in the different segments of the markets, STH Group takes advantage of experience and expertise to develop luxury but affordable homes. The company has a high level of concentration in improving customer service levels.

### **3.8.8 Competitive Evaluation**

STH Group is distinguishing by the quality of housing, direct marketing strategies, innovative communication and design, strict adherence to the regulations, and high safety standards. It has

other leading developers as its main competitors who are offering residential projects of the same nature.

### **3.8.9 Pricing Strategy**

Pricing is done keeping in view market competition and profit margins and is usually based on a standard mark up over the project costs. Location is a major factor in establishing end pricing and adaptable plans are provided to suit customer requirements.

### **3.8.10 Promotional Initiatives**

STH Group is involved in various marketing campaigns including the use of roadside billboards, print media campaigns (magazines, newspapers, brochures), video advertisements in broadcast and digital media to create more awareness and sales.

## **3.9 Marketing Plan Implementation:**

The marketing plan is set to be executed in the forthcoming years, with 2010 as the initial year and 2014 as the final year. The marketing plan will be implemented during the upcoming years 2010 being the first year and 2014 being the last year.

After all the approvals have been obtained by the real estate project, STH Group embarks on a multi stage marketing plan that aims at maximizing exposure of the project, appeal to various classes of buyers and carve a strong brand image. This is pursued in a way that makes use of both the classic and modern marketing strategies, depending on the peculiarities of each development.

### **The Brand Positioning and Messaging:**

The first step undertaken by STH Group includes creating clear and persuasive messages that will emphasize the unique selling factors of each project, whether it is the location, design

sophistication, amenities, price flexibility, or community benefits. All these major aspects are conveyed throughout the marketing channels, and the branding is consistent and resonant.

### **Digital Outreach:**

Strong online marketing strategies are triggered, which include social media ads, search engine optimization, targeted email campaigns and relevant web contents. Potential buyers and investors get easily attracted to the online shopping experience due to high-quality images, virtual tours, interactive maps, and testimonials of customers.

### **Event-Based Promotions:**

STH Group is also involved in real estate expos, community events and open-house days where the prospects are given the opportunity to have first-hand experience of the project. Buyers can enjoy face to face interaction with the staff, the architects of the projects and the existing residents through on site events, guided tours and demonstration units leading to trust and credibility.

### **Strategic Partnerships:**

Together with mortgage providers, interior designers, local businesses, and real estate agents, the company extends more opportunities to get financial solutions, value-added offerings, and exclusive incentives. Such alliances facilitate the sales channel and make STH Group projects more desirable.

### **Referral & Loyalty Programs:**

Referral rewards, loyalty discounts on repeat purchases and early-bird promotions are used to engage past clients as well as current residents, building a vast chain of brand ambassadors and keeping the word of mouth going.

### **Integrated Communication:**

In the sales teams, there is direct contact by telemarketing, WhatsApp groups, SMS alerts, and personalized customer service. This keeps the prospects abreast of the new releases, booking prospects, construction and investment advantages.

### **Conventional Media and outdoor Advertising:**

The use of billboards, newspapers advertisements, radio advertising, and print brochures will still be essential to reach out to the investors and families not present online. These materials are located in good locations close to project sites and in busy urban areas.

### **Performance Monitoring:**

Key performance indicators used to evaluate the effectiveness of all marketing activities on a daily basis are the lead conversion rates, customer engagement and feedback surveys. STH Group tailors its strategies, going on this knowledge, and will continue to improve and succeed in the project.

## **3.10 Company SWOT analysis:**

The four use of acronym SWOT include Strength, Weakness, Opportunity and Threat. Under SWOT analysis, opportunities and threats are based on the external factors whereas the internal factors are based on the strengths and weaknesses.

### **Strengths:**

- Qualified, business-like personnel and very efficient management.
- Effective, proper record keeping and modern technology.
- Good relationships with clients and a high level of security.

Strategic office presence and performance of sales team: This is achieved through systematic sales team performance and presence.

### **Weaknesses:**

- Periodical failure to comply with rules.
- Low installation payment flexibility.
- Decentralized decision making can slack operations.

- Market coverage and external policy issues.

**Opportunities:**

- Increasing demand and new investment opportunities in the real estate.
- Possibility to outdo the competition with improved service and innovation.
- Client satisfaction and possible growth.

**Threats:**

- Increasing number of competitors in the real estate industry.
- Governments and regulation complexity.

However, it is getting more expensive to operate and the political challenges locally.

### **3.11 Risk Management Strategies**

STH Group also embraces a holistic risk management strategy in all its business areas. Key strategies include:

**Thorough Due Diligence:**

- Carries out thorough legal and regulatory due diligence prior to land purchase to avoid occurrence of disputes or challenges in future.
- Assures that all documentation is true, and that the property is not encumbered.

**Financial Controls:**

- Strictly practices budgeting and financial audits.
- Holds reserve funds to solve unforeseen expenses or setbacks in the execution of the project.
- Conducts a regular analysis of cash flow to ensure cash flow sustenance.

**Regulatory Compliance:**

- Hires legal experts to keep check with the building codes, environmental laws, and zoning laws.
- Keeps current records in order to react promptly to new policies of government.

**Diversification:**

Spreads out location of its projects, type of property and client base to limit reliance on one market.

**Supplier and Contractor Management:**

Carefully chooses and has good relationship with reliable suppliers and contractors. Has explicit contractual matters and performance guarantees to reduce chances of disruption.

**Quality Assurance:**

Adopts powerful monitoring and inspection measures at every stage of project implementation to maintain quality and reduce the risk of defects.

**Customer Risk Minimization:**

Provides liberal payment schemes, definite terms of the contract, and open communication to gain the trust of clients and minimize conflict situations.

**Market Monitoring:**

This is done by regularly evaluating economic indicators, property demand and industry trends in order to predict and adjust to market volatility.

**Crisis: Contingency Planning:**

Formulates backup strategies in case of other unforeseen issues like disruption of the supply chain, lack of workforce, or administrative hold-ups.

**Insurance Coverage:**

Provides proper insurance against projects, assets, and liabilities in case of undue loss of money due to unforeseen circumstances.

### **3.12 Problems and Future Prospects.**

As any other large contender in the real estate industry, STH Group is challenged by various issues that need to be addressed continuously and creatively. Some of the external forces that have affected the business include regulatory changes, intensified competition, high cost of materials and changing market preferences. Complexity of the approval processes, changes in governmental policy, and changes in the climate of investments can also become an obstacle to the execution of the project and its marketing efficiency. Internally, it is a continuous concern to ensure that the quality of products is constant, that the operations are executed at an optimum, and that the staff hired are skilled professionals.

In the future, STH Group strives to take advantage of the technological progress, sustainable development, and further investing in digital marketing and customer interaction. The company intends to grow to new destinations, launch products that meet the new market segment needs, and position itself as the company that offers high-quality real estate solutions at affordable rates. With its agility, databased, and quality-focused approach, STH Group is poised to overcome the changes and exploit new opportunities in the dynamic property market.

# **Chapter Four**

## **Findings & Analysis**

## **4.1 Knowledge on Property Owner Satisfaction.**

In the course of my internship, I had to engage with various clients either face to face or over the phone, and the experience provided me with multiple comments that were useful in understanding their experience with STH Group. The principal results of the landlord and property owner satisfaction are presented below:

### **Installment Payment Problems:**

The lack of availability during normal working hours poses a challenge to many clients especially business professionals who would be unable to make timely installments payments. This may be a tedious process of visiting the office physically to pay.

### **Concerns over Privacy:**

The clients of the government stated that they highly prefer confidentiality in the payment information due to the possible legal consequences in case of information leakage.

### **Problems with Property Registration:**

The problems that may occur are when clients want to have the land registered in the name of their family members or when they want to make alterations regarding the ownership of land particularly when it comes to inheritance or will.

### **Hand over of property:**

There is a lack of certainty. Clients often demand set deadlines on when they can get possession of the property, and they are anxious till the formality of handing over is done.

### **First-Time Owners:**

Being a client of STH Group, many of them do not possess other buildings, so the experience is an particularly important element, and they expect transparency and support to be enhanced.

### **Late Money back on canceled reservations:**

Some customers complained that they had to wait a long time before they got refunds when they had to cancel property bookings which casts doubt on the efficiency of the processes.

**Plot Misallocation:**

There were isolated situations when clients wanted to buy a land in one block but were allocated to another, which means that there is a necessity to improve the accuracy of the administration.

**4.2 Response and Satisfaction Enhancement Analysis of STH Group.****Influence of Political and Regulatory Problems:**

Political influences can slow down the transfer of the plot and affect the customer satisfaction leading to the unexpected change in the project timelines.

**Adaptive Layout Changes:**

When the government authorities recognize the problem on the project land like flood areas, STH Group takes initiative in revising layouts and informing those customers who are affected by the development like providing them with new allocation charts.

**Pros of IT and Customer Relations Enhancements:**

The IT and Customer Relations (CR) divisions upgrades at the company have led to the increased availability of client data and more versatile payment arrangements that has improved customer experience and satisfaction in general.

# **Chapter Five**

## **Recommendation & Conclusion**

## **5.1 Recommendations:**

Following the client feedback and the essential problems observed in the course of the internship, the following action recommendations can be offered that may assist STH Group to improve further customer satisfaction and operational performance:

### **Offer Electronic Payments:**

Provide installment payment systems or mobile banking solutions online to ease payment methods to busy clients who do not want to travel a long distance to the office.

### **Enforcement of Confidentiality Policies:**

Adopt safe data processing and disclosure of privacy issues to clients who are government employees so as to gain trust and confidence.

### **Make Processes of Transferring Registrations and Ownership Simpler:**

streamline and facilitate property registration processes, particularly when it comes to transfer of ownership of property or handling matters related to administration of inheritance of land, to avoid administrative delays and hustles.

### **Offer Provided Clear Handover Schedules:**

Develop clear schedules of property ownership, communicating to clients constantly regarding progress and causes of any delays.

### **Increase Customer Service to First-Time Buyers:**

Provide special assistance tools, either educational materials or individual guidance to clients who have not previously had any experience in owning property.

### **Quicken Refund Operations:**

Restructure and refine refund policies to provide refunds on canceled booking fee, which will keep customers in goodwill.

## **5.2 Conclusion:**

The discussion on the real estate marketing strategy of STH Group shows that the firm is committed to integrating industry best practice with new strategies in order to drive significant value to the property buyers in Bangladesh. STH Group has acquired a reputation as a reliable and visionary developer through proper land acquisition, sound project planning, adherence to the law, and effective marketing campaigns.

Results show that the organization has been performing well in terms of customer oriented service delivery, risk management and responsiveness to market and other regulatory challenges. Nevertheless, as clients indicate, there is still a chance to optimize payment processes as well as provide a greater level of privacy, address the efficiency of the administration, and focus on communication, particularly with new customers.

The competitor analysis indicates that the differentiation of the STH Group is based on its quality, transparency, and technological development. Through continuous evaluation of rival actions, adoption of the digital revolution, and client reflections, STH Group is positioned to streamline its services and be on top in the competitive market.

In the future perspective, it will be a good initiative of the company to invest more in customer satisfaction programs, risk management, and sustainable growth. With the reinforcement of the best practices and the reaction to the recommendations of this report, the STH Group will be able to cement its image, increase its clientele, and contribute to the future of the urban development of the real estate sector of Bangladesh.

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## **Documents/Reports/Manuals**

- Annual Reports of STH Group (latest available years)
- Brochures and marketing manuals of STH Group
- Project documentation and legal circulars from STH Group
- Real estate fair/exhibition reports (REHAB fairs)
- Circulars from relevant government authorities (RAJUK, Ministry of Home Affairs, etc.)
- Company policy manuals (procurement, administration, etc.)

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