



Daffodil
International
University

An Internship Report
On
An Analysis of Marketing Activities of Ms Prasanne Enterprise

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Letter of Submission

Date:00 December 2024

To

Dr Amir Ahamed

Head, Real Estate Department
Department of Real Estate
Daffodil International University

Subject: Submission of Internship Report.

Dear Sir,

With due respect I would like to inform you that, I have submitted my internship report entitled: “An Analysis of Marketing Activities of Prasanne Enterprice. my sincere gratitude for allowing me the chance to prepare this report together. I am confident that having this practical knowledge of the real estate industry will be a great benefit in my life. I have made every attempt to compile this report in accordance with the guidelines of the DIU Internship Report.

I sincerely hope that you will approve my report, and I will also get your kind consideration on its acceptance.

Sincerely yours ,



Pravakar Chakma
ID# 191-27-330
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Student's Declaration

This is **Pravakar Chakma**, ID: **191-27-330** hereby declares that the internship report title "**An Analysis of Marketing Activities of Prasanne Enterprice**" is fully prepared by me after completion of the internship at Prasanne Enterprice. I also declare that this report has been written specifically for the purpose of fulfilling an academic requirement. The papers have not been published in any journal or magazine, nor have they been accepted by any other university or institution for any degree apprenticeship or student fellowship..

Sincerely,

A handwritten signature in black ink, appearing to read 'Pravakar Chakma', with a long horizontal flourish extending to the right.

Pravakar Chakma
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Supervisor Approval

This is to confirm that Pravakar Chakma bearing ID: 191-27-330 a student of the bachelor's program of Daffodil International University has completed his internship report titled "An Analysis of Marketing Activities of Prasanne Enterprise Limited " under my supervision and His internship was at Prasanne Enterprise's Limited. I am glad to say that he has completed all of the necessary and required procedures to complete the report, and that the report contains all the data, information, analysis, and results from reliable sources.

I wish him every success in life



Dr. Amir Ahamen
Associate Professor of Head
Department of Real Estate
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgment

First of all, I would like to give a special thanks to Almighty Allah who gives me the opportunity, courage and strength to complete my internship report. I express my deep sense of gratitude to Associate Professor of Head **Dr Amir Ahamed, Department** of Real Estate for his enthusiastic guidance and important observations during the entire phase of the study made it possible for me to prepare this report. It is my pleasure for them and my grateful appreciation goes to **Prasanne Enterprise**, Term Leader of the Brand & Marketing for rendering me their expertise, knowledge and giving me the opportunity of having a practical experience through this internship program. Last but not least, I would like to thank my family, friends and others who extended their helping hands to prepare this report.

Thanks to all who trump the center of my eart.

Executive Summary

Then establishes a set of guidelines for the intended users of the items it offers. The overall marketing activities of Prasanne Enterprise are detailed in this report. Prasanne Enterprise is the undisputed leader in luxury construction. Our projects are characterized by innovative planning strategies and design elements. Our talented design team completes each project with precision and attention to detail. We work only with the best consultants in the industry.

The final section of the report contains the main conclusions regarding Prasanne Enterprise. Possible analyzes the marketing initiatives of Prasanne Enterprise. It shows how and where Prasanne Enterprise.

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Chapter-1

1.1 Introduction:

Prasanne Enterprise Ltd Marketing Analytics is a process that helps you understand different demographics and segments of your target audience, effective engagement strategies, customer journeys, and how to improve conversions. By conducting marketing analytics, you can improve your marketing campaigns, increase the margins of your marketing budget, build brand awareness and customer loyalty, and increase lead generation. Marketing analytics determine the success or failure of marketing campaigns. A major benefit of real estate marketing analysis is that it shows how to allocate the marketing budget in a more targeted and efficient way and reveals weaknesses in current marketing initiatives. Leads and converting prospects into paying customers are probably the most common example, but marketing efforts can also target conversions beyond sales. Think about goals and key performance indicators (KPIs), and also analyze people's behavior after interacting with the material.

Marketing analysis must also identify potential audience members that have not been considered before. These may be people who need products or services that are directly related to your product or service offering, or people who need existing products.

The undisputed leader in luxury real estate is Prasanne Enterprise Ltd. Our projects are characterized by creative planning strategies and design elements. Our excellent design team executes each project with extreme precision and attention to detail. We work with only the best consultants in the industry.

We stay original by involving people with fresh concepts and unconventional ways of thinking. With a great deal of flexibility, we offer our clients the opportunity to personalize their homes and always keep environmental and social responsibility in mind when working on projects. This gives us an edge over other companies and makes Prasanne Enterprise Ltd the obvious choice to build your solution.

Since its inception, Prasanne Enterprise Ltd has completed projects leading the industry to higher planning standards for a better quality of life. This has allowed the company to secure a leading position in the construction industry. The foundation of the company is a constantly

growing staff of dedicated professionals with many years of industry experience. If a design consultant is required, it will be selected from among the best domestic consultants. Prasanne Enterprise Ltd operates on the principle of innovation and the constant pursuit of perfection. First, the best project for the structure you're making. Then intertwined is training for excellence, careful planning, and attention to detail. Taking a professional approach to every task, no matter how small, can take care of other tasks.

1.2 Background of the Study

Prasanne Enterprise's marketing strategy plays a crucial role in promoting its products and services to its target customers. The effectiveness of this strategy is guided by the company's long-term objectives, including goals such as boosting sales, encouraging repeat purchases from existing customers, and expanding market share. Business development, a key driver of growth, is central to the daily operations of every employee at Prasanne Enterprise.

The Bachelor of Real Estate (BRE) is a specialized degree aimed at preparing students for success in the real estate sector. Daffodil International University's four-year professional curriculum is designed to equip students with the necessary knowledge and skills, blending academic learning with practical exposure through activities like trade fairs, company visits, and internship opportunities.

As part of the BRE program, students are required to complete a report based on their experiences during a four-month internship at a real estate organization. I was fortunate to undertake my internship at Prasanne Enterprise, which offered a unique opportunity to delve deeper into the workings of the real estate industry.

Prasanne Enterprise, as a service-based organization, relies heavily on the synergy between employees at various levels, including officers, managers, and mentors, to achieve its marketing objectives. This report is a result of the collaborative efforts within the company and reflects both my academic training and the valuable insights I gained during my time there. My

internship experience allowed me to deepen my understanding of real estate marketing and integrate practical knowledge with the theoretical foundation I have gained throughout my studies.

A real estate company is a service-oriented company. The outcome of this report is the result of significant collaboration between many people within the organization, including officers, managers, and my respective supervisory trainers. The preparation of this internship report reflects my educational background and professional experience in real estate marketing. I used this opportunity to broaden my understanding of the real estate industry and do my best to integrate it into my academic training.

1.3 Purpose of the Survey

Identifying and analyzing the marketing activities of Prasanne Enterprise.

Findin issues related to marketing activities of Prasanne Enterprise.

Finally, providing recommendations to improve marketing activities at Prasanne Enterprise.

1.4 Methodology of the Study

Various primary and secondary data sources were used in the preparation of this report. Data was gathered from a variety of sources, including interviews with key personnel and brochures provided by Prasanne Enterprise. Additionally, relevant organizational documents and industry reports were analyzed to support the findings and recommendations

1.5 Data sources

Both primary and secondary data have been used to make this report as effective as possible.

Primary Sources:

The primary data was collected through direct interactions with the managers at Prasanne Enterprise, using a combination of interviews, surveys, and physical monitoring. In addition to one-on-one interviews with various managers, observations and detailed surveys were conducted to gather insights into the company's marketing activities and strategies.

Secondary Sources:

Secondary data was sourced from a range of documents, including Prasanne Enterprise's annual reports, official website, and marketing policy documents. Additionally, industry-related magazines, newspapers, and other relevant publications were reviewed to gain further insights into the company's market positioning and activities.

1.6 Limitations of the Study

Several limitations were encountered while preparing this report, which impacted the thoroughness and scope of the study:

Time Constraints:

The primary limitation was the limited time available to conduct an in-depth investigation, which restricted the ability to fully explore all aspects of the company's marketing strategies.

Secondary Information:

Information obtained from secondary sources, such as company documents and external reports, was insufficient to meet the full requirements of the project. This gap in data hindered the comprehensive analysis of Prasanne Enterprise's marketing efforts.

Access to Internal Information:

Certain sensitive or confidential information was not readily shared by employees across different departments. The company's policy regarding the sharing of internal data posed challenges in gathering detailed insights.

Employee Availability:

While the real estate agent at Prasanne Enterprise was supportive, they were often occupied with other responsibilities, limiting the time available for detailed discussions and data collection.

Up-to-date Data:

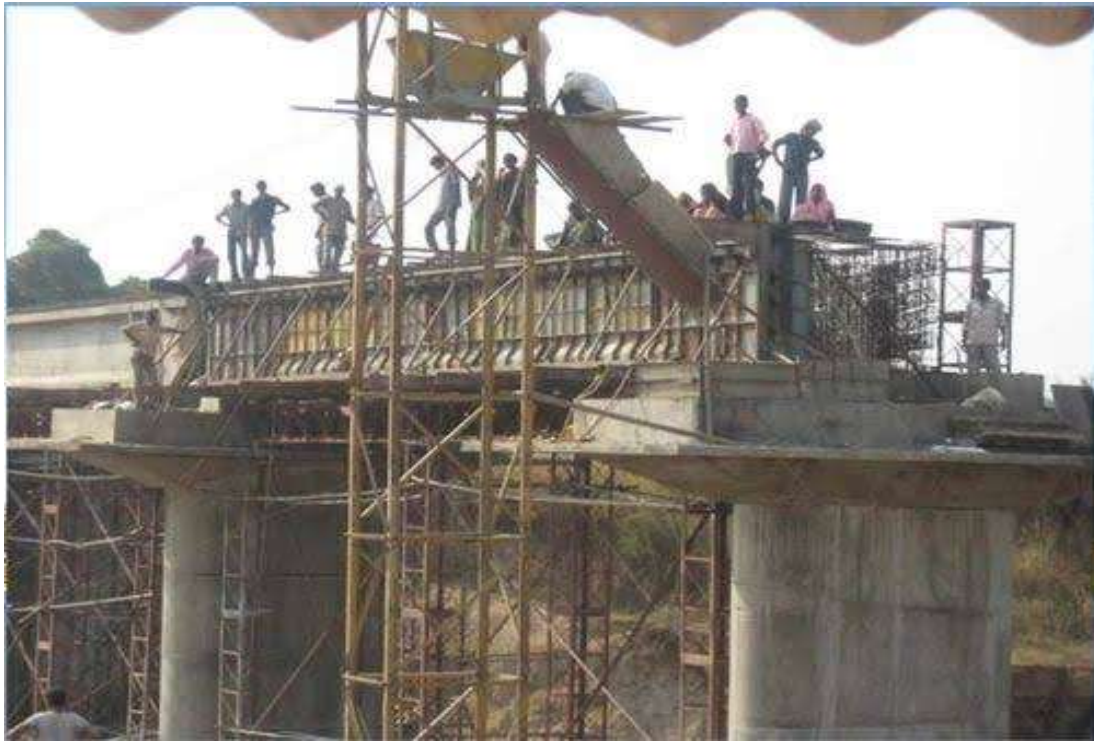
A significant challenge was the lack of up-to-date and relevant information. Some necessary research-related data was outdated, making it difficult to present a complete and current analysis.

Time for Research and Analysis: The researcher faced time constraints in conducting thorough research and performing accurate calculations, limiting the depth of the analysis.

Chapter 02

Overview of Prasanne Enterprise Construction Company Limited:

2.1 A Government-Aided Concern.



Prasanne Enterprise Construction Company Limited is a well-established entity in the construction industry, known for its expertise in delivering large-scale residential and commercial projects. The company plays a vital role in collaborating with government bodies, helping to realize public infrastructure development across the country. Their commitment to quality, sustainability, and safety ensures successful project completion, meeting both governmental and societal needs.

2.2 A Key Government Partner.



As a prominent construction company, Prasanne Enterprise Construction Company Limited has been instrumental in the growth and development of the nation's infrastructure. The company has successfully undertaken multiple public projects, establishing itself as a reliable partner for government initiatives. From residential developments to civic infrastructure, Prasanne Enterprise consistently delivers high-quality construction solutions while adhering to stringent safety and sustainability standards.

2.3 A Government-Supported Construction Leader.

Prasanne Enterprise Construction Company Limited is a recognized leader in the construction industry, specializing in the development of commercial and residential properties. The company's strong relationship with government agencies has allowed it to participate in numerous significant projects aimed at improving public infrastructure. With a reputation for

excellence and a focus on quality, Prasanne Enterprise contributes significantly to national construction efforts.

2.4 A Strategic Government Collaborator

Prasanne Enterprise Construction Company Limited is a major player in the construction sector, known for its involvement in both private and public projects. The company's partnership with government organizations has enabled it to contribute to various infrastructure developments, ranging from urban planning to essential civic construction. Prasanne Enterprise's focus on efficiency, quality, and safety has made it a trusted partner in fulfilling the government's construction needs.

Chapter 3

(Theoretical Frame work)

3.1 Marketing Concepts of Prasanne Enterprise as a Construction Company.

Option 1:

Prasanne Enterprise applies several key marketing concepts to enhance its position in the competitive construction industry. The company focuses on customer-centric marketing, where understanding the unique needs of clients—whether for residential, commercial, or infrastructure projects—is a priority. Brand positioning is another crucial concept, with Prasanne Enterprise emphasizing its commitment to quality, reliability, and timely project delivery. The company also adopts relationship marketing, aiming to build long-term relationships with clients, suppliers, and government partners, ensuring repeat business and trust.

Option 2:

Prasanne Enterprise's marketing strategy is built around a few foundational concepts. Target market segmentation plays a key role in the company's approach, with the business segmenting its market based on the type of construction projects (residential, commercial, or public infrastructure). The company also utilizes differentiation by emphasizing its strengths such as safety standards, high-quality materials, and efficient project management. Additionally, value-based marketing is a central concept, where Prasanne Enterprise ensures that the value it provides through its construction services aligns with the expectations and needs of its clients.

Option 3:

At Prasanne Enterprise, marketing revolves around a clear understanding of the service-based nature of the construction industry. The company emphasizes the importance of relationship marketing, focusing on nurturing long-term partnerships with clients, suppliers, and contractors. Prasanne Enterprise also applies market positioning strategies, highlighting its ability to deliver large-scale, high-quality projects on time. The company engages in brand

development, showcasing its commitment to innovation, quality, and sustainability in all its construction projects.

Option 4:

Prasanne Enterprise's marketing efforts focus on building brand credibility through strong customer relationships and transparent communication. The company embraces targeted marketing, focusing its efforts on different market segments such as residential, commercial, and government projects. A key concept for Prasanne Enterprise is quality assurance marketing, where the company promotes its use of high-quality materials, skilled labor, and adherence to safety standards. By consistently meeting the needs of its clients, Prasanne Enterprise aims to create a lasting reputation in the construction sector.

Option 2:

Overview of Prasanne Enterprise Construction Company Limited: A Key Government Partner
As a prominent construction company, Prasanne Enterprise Construction Company Limited has been instrumental in the growth and development of the nation's infrastructure. The company has successfully undertaken multiple public projects, establishing itself as a reliable partner for government initiatives. From residential developments to civic infrastructure, Prasanne Enterprise consistently delivers high-quality construction solutions while adhering to stringent safety and sustainability standards.

Option 3:

Overview of Prasanne Enterprise Construction Company Limited: A Government-Supported Construction Leader
Prasanne Enterprise Construction Company Limited is a recognized leader in the construction industry, specializing in the development of commercial and residential properties. The company's strong relationship with government agencies has allowed it to participate in numerous significant projects aimed at improving public infrastructure. With a reputation for excellence and a focus on quality, Prasanne Enterprise contributes significantly to national construction efforts.

Option 4:

Overview of Prasanne Enterprise Construction Company Limited: A Strategic Government Collaborator Prasanne Enterprise Construction Company Limited is a major player in the construction sector, known for its involvement in both private and public projects. The company's partnership with government organizations has enabled it to contribute to various infrastructure developments, ranging from urban planning to essential civic construction. Prasanne Enterprise's focus on efficiency, quality, and safety has made it a trusted partner in fulfilling the government's construction needs.

Option 1:

Theoretical Framework:

Marketing Strategies in the Construction Industry In this chapter, we explore the theoretical concepts behind marketing strategies that can be applied to the construction industry, with a specific focus on Prasanne Enterprise. The construction sector requires unique marketing approaches due to its project-based nature, long sales cycles, and reliance on word-of-mouth and reputation. The chapter examines theories such as the Relationship Marketing Theory, Brand Equity Theory, and Service Marketing Theory, which are applicable to Prasanne Enterprise's operations. These frameworks help explain how the company can build lasting relationships with clients, create a strong brand presence, and offer customer-focused solutions.

Option 2:

Chapter 03 - Theoretical Framework: Strategic Marketing Management for Construction Companies This chapter introduces the theoretical concepts of strategic marketing management, focusing on their application in the construction industry, particularly for Prasanne Enterprise. The chapter explores concepts such as SWOT Analysis, Porter's Five Forces, and Market Segmentation, which provide valuable insights for understanding the competitive environment, identifying opportunities, and positioning Prasanne Enterprise effectively in the market. By applying these theories, Prasanne Enterprise can create targeted marketing strategies that align with its goals and address industry-specific challenges.

Option 3:

Theoretical Framework: Understanding Marketing Dynamics in the Construction Sector This chapter delves into the theoretical frameworks that govern marketing dynamics within the construction industry, with a focus on Prasanne Enterprise. The construction industry is characterized by high competition, project complexity, and long-term client relationships. The chapter draws on theories such as Consumer Behavior Theory, Integrated Marketing Communications (IMC), and B2B Marketing Strategies to analyze how Prasanne Enterprise can enhance its marketing effectiveness, develop competitive strategies, and strengthen its position in the construction market.

Option 4:

Theoretical Framework: Marketing in the Context of Construction Services In this chapter, we examine the theoretical aspects of marketing within the context of construction services, with a particular focus on Prasanne Enterprise. The chapter covers the Service-Dominant Logic Theory and Value Proposition Theory, which emphasize the importance of service quality, customer satisfaction, and delivering value through construction projects. These theories provide a foundation for understanding how Prasanne Enterprise can leverage its service offerings to meet client needs, improve satisfaction, and differentiate itself in a competitive market.

3.2 Importance of Marketing for Prasanne Enterprise Construction

Company.

Marketing plays a critical role in the success of Prasanne Enterprise Construction Company. As a construction firm, Prasanne Enterprise operates in a competitive market where building strong relationships and maintaining a solid reputation are key to long-term success. Effective marketing allows the company to differentiate itself from competitors by highlighting its strengths, such as its commitment to high-quality construction, adherence to timelines, and customer satisfaction.

Marketing also helps Prasanne Enterprise identify new opportunities, whether in the residential, commercial, or public infrastructure sectors. Through targeted marketing efforts, the company can better understand the needs of potential clients and tailor its offerings to meet

specific market demands. In an industry where word-of-mouth and trust are vital, marketing serves as a tool to build credibility and establish the company as a reliable partner for large-scale construction projects. Additionally, marketing enables Prasanne Enterprise to align its brand with industry trends, such as sustainability and innovation in construction. Promoting these values through effective communication allows the company to appeal to modern clients who prioritize environmental responsibility and cutting-edge technology. Ultimately, marketing is a strategic asset for Prasanne Enterprise, providing a competitive edge in an ever-evolving industry by ensuring that the company stays visible, relevant, and top-of-mind for potential clients.

3.3 Marketing Strategy for Prasanne Enterprise

1. Study the Industry and Choose a Path to Success: To successfully market Prasanne Enterprise, we must first analyze the construction industry and identify the most lucrative opportunities. Understanding market trends, customer needs, and competitor activities will help position the company in a way that stands out. With this research, Prasanne can develop a unique value proposition and a brand identity that resonates with the target market.

2. Evolve Ideas and Develop a Striking Web App Name: Creating a user-friendly and innovative web application will enhance customer engagement and streamline service access. A unique and memorable name for the web app is key to establishing brand recognition. The app will feature project showcases, service offerings, customer testimonials, and easy contact options for potential clients.

3. Monetization Strategy for Social Media: Social media is an invaluable tool for construction companies to connect with a broader audience. A strong strategy would include sponsored content showcasing completed projects, promotions, and partnerships with influencers or real estate agents. Additionally, creating premium content such as exclusive construction tips or behind-the-scenes insights can generate revenue through ad placements or subscription-based content.

4. Building the Website and Social Media

1. Identify Your Target Market:

Understanding the target audience is essential for tailoring the marketing strategy. For Prasanne Enterprise, the target market may include individuals and businesses looking for residential or commercial construction services. Segments can be further defined by age (young professionals or retirees), income levels (middle-class or high-net-worth individuals), location (urban or suburban), and lifestyle (eco-conscious consumers, first-time homebuyers, etc.). Defining these segments ensures the marketing efforts are directed effectively.

2. Marketing Budget:

Setting a clear and realistic marketing budget is critical. It should cover costs for paid advertising (such as Google Ads or Facebook campaigns), sponsored web content, content creation, social media management, and the development of the website and web app. This budget ensures that funds are allocated wisely to maximize the impact of marketing efforts.

3. Encourage Referrals and Word of Mouth:

Referral marketing plays a crucial role in the construction industry. By creating a referral network consisting of satisfied customers, partners, and employees, Prasanne Enterprise can build trust through word-of-mouth. Offering incentives for successful referrals, such as discounts or rewards, will motivate clients to share their positive experiences with others.

4. Immediate Response to Inquiries:

Quick and efficient communication is essential for client satisfaction. Whether through email, chat on the website, or social media, responding promptly to inquiries is vital for maintaining a professional image and ensuring potential clients don't lose interest. Clear and concise responses help build trust and foster strong relationships.

5. Eliminate the Need for Realtors:

By providing an easy-to-navigate online platform, Prasanne Enterprise can eliminate the need for intermediaries such as realtors. The website and web app will allow potential buyers and investors to view properties, understand mortgage options, and even begin the buying process directly with the company, streamlining the customer journey.

6. Success Plan:

Success for Prasanne Enterprise requires a clear roadmap, outlining short-term and long-term goals, marketing strategies, and timelines. Planning ahead allows the company to anticipate challenges and stay focused on achieving objectives. A success plan will help align the efforts of the marketing team, guiding them toward key performance indicators and business milestones. This strategy aims to leverage both traditional and digital marketing methods to promote Prasanne Enterprise, build strong customer relationships, and generate sustainable growth in the construction industry.

3.4. Differences Between Construction Company Marketing and Traditional Marketing.

Construction company marketing and traditional marketing share some core principles, such as the importance of brand awareness and customer relationships. However, the approaches and tactics differ due to the unique characteristics of the construction industry. Here's how they differ:

1. Target Audience Focus:

Construction Company Marketing: The target audience is typically more specific and segmented, such as homebuyers, developers, real estate agents, or businesses needing commercial properties. These groups often have specific needs for construction services like residential homes, office buildings, or large infrastructure projects.

Traditional Marketing: Traditional marketing typically casts a wider net, targeting a broader audience across various industries, from retail to healthcare. It can focus on selling consumer products or services to the general public.

2. Marketing Channels:

Construction Company Marketing: The focus is heavily on local and niche channels. The company often relies on industry-specific platforms, such as real estate websites, construction trade shows, and local advertising. Digital tools like the company website, social media (LinkedIn, Facebook, Instagram), and email marketing play an increasing role in connecting with clients and stakeholders.

Traditional Marketing: Traditional marketing channels include TV, radio, newspapers, billboards, and print ads. These mass-market channels aim for broad visibility and can reach a larger, more generalized audience.

3. Sales Cycle:

Construction Company Marketing: The sales cycle in the construction industry tends to be longer, as clients typically make significant investments in projects that require more research, decision-making, and planning. Marketing efforts need to be nurtured over time, often through relationship-building, trust, and showcasing past work. **Traditional Marketing:** In traditional marketing, the sales cycle may be shorter, especially in consumer goods, where impulse buys are more common. The focus is often on converting leads quickly.

4. Customer Education:

Construction Company Marketing: A critical aspect of marketing for a construction company is educating clients about the building process, materials, regulations, and timelines. Clients often seek out expert advice and insights to make informed decisions about their investments. This requires detailed content, including case studies, testimonials, and informative resources. **Traditional Marketing:** While education may also be part of traditional marketing, it is generally less in-depth and more about product features or benefits. For instance, a company might highlight product uses or promotions rather than provide comprehensive educational content.

5. Brand Trust and Reputation:

Construction Company Marketing: Trust and reputation are critical in construction marketing, where the work is often high-investment and long-term. Demonstrating past projects, quality work, client testimonials, and adherence to safety and legal standards plays a major role in building credibility. **Traditional Marketing:** Traditional marketing also emphasizes brand trust, but in consumer-driven industries, branding is often more about image, lifestyle, and identity, rather than long-term relationships built on tangible outcomes like a completed building or home.

6. Use of Technology:

Construction Company Marketing: Construction companies are increasingly using digital tools to market their services. These include websites, mobile apps, virtual tours of past projects, and social media to showcase work, client stories, and innovations. The integration of project

management platforms or 3D modeling tools can also play a key role. **Traditional Marketing:** While traditional marketing is beginning to incorporate some digital tools, it has historically relied on offline methods, such as physical advertising materials, face-to-face meetings, and TV commercials. The marketing message is often static and less interactive.

7. Marketing Objectives:

Construction Company Marketing: The primary goal is typically to attract clients who need specific services, such as residential or commercial construction, remodeling, or infrastructure work. It's a highly project-based and service-oriented approach, often focusing on client retention and referrals. **Traditional Marketing:** The objective can be both product-driven (e.g., selling consumer goods) and service-driven (e.g., entertainment or food services), with a greater emphasis on increasing sales volume through brand visibility and recognition.

8. Customer Relationships:

Construction Company Marketing:

Relationship-building is key. Due to the long-term nature of construction projects, the marketing efforts need to focus on cultivating strong, ongoing relationships with clients, which may involve offering post-construction support, regular updates, or even future project opportunities.

Traditional Marketing:

While customer loyalty is important, many traditional marketing strategies aim at a more transactional relationship, where customer interaction is often brief, and repeat purchases are often driven by promotions or product satisfaction.

3.5 : Digital Marketing Strategy for Prasanne Enterprise Construction Company.

To effectively market Prasanne Enterprise online, here's a streamlined digital marketing strategy:

1. Website Development:

Showcase services like residential, commercial, and industrial projects. Include project portfolios, client testimonials, and contact forms for easy inquiries.

2. SEO (Search Engine Optimization):

Optimize the website for relevant local and industry keywords.

Use local SEO (Google My Business) to attract nearby clients.

Focus on on-page SEO and building quality backlinks.

3. Social Media Marketing:

Facebook, Instagram: Share project photos, behind-the-scenes content, and customer reviews.

LinkedIn: Share industry insights and project updates to network with businesses.

YouTube:

Post project walkthroughs and educational construction content.

4. PPC Advertising:

Run Google Ads and social media ads targeting high-intent keywords like "construction services" or "best construction company near me."

5. Content Marketing:

Publish blog posts on industry trends, tips, and case studies. Offer downloadable guides or ebooks to generate leads.

6. Email Marketing:

Send newsletters, project updates, and automated follow-up emails to nurture leads and maintain client relationships.

7. Online Reputation Management:

Encourage Google reviews and respond to feedback to build trust. Highlight positive testimonials on the website and social media.

8. Virtual Tours & Interactive Tools:

Provide virtual tours of completed projects and cost calculators for potential clients.

9. Influencer Marketing:

Collaborate with real estate agents and home design influencers to expand reach and promote the company's services.

10. Analytics and Monitoring:

Track website traffic, conversion rates, and social media engagement to refine and improve the marketing efforts. By leveraging these strategies, Prasanne Enterprise can enhance its online presence, attract more clients, and grow its brand in the competitive construction industry.

3.6 Construction Company Marketing Strategy for Prasanne Enterprise.

A strong marketing strategy is crucial for Prasanne Enterprise to stand out in the competitive construction industry. Here's a concise marketing strategy:

1. Identify Target Market:

Focus on specific groups like homebuyers, real estate developers, and businesses needing construction services.

2. Build a Strong Brand:

Create a memorable logo, clear messaging, and a unique selling proposition (USP) highlighting what sets Prasanne Enterprise apart.

3. Website and Online Presence:

Website: Showcase services, project portfolios, testimonials, and easy contact options.

SEO: Optimize for local search terms to attract local clients and enhance online visibility.

4. Social Media Marketing:

Platforms: Use Facebook, Instagram, LinkedIn, and YouTube to share project updates, behind-the-scenes content, and industry insights.

Engagement: Regularly post high-quality visuals and engage with followers.

5. Paid Advertising (PPC): Run Google Ads and social media ads to target local keywords and attract relevant clients.

3.8 Marketing Tools for Construction Real Estate.

Marketing tools are essential for construction and real estate companies to effectively reach and engage their target audience. Here's an overview of key marketing tools for Prasanne Enterprise in the construction and real estate sector:

1. Website Builders (e.g., WordPress, Wix):

Purpose: Helps create a professional, user-friendly website to showcase services, projects, and client testimonials.

Benefits: A well-designed website acts as the central hub for all marketing efforts, providing potential clients with essential information and a means of contact.

2. Search Engine Optimization (SEO) Tools (e.g., Google Analytics, SEMrush):

Purpose: Optimize the company website for search engines to ensure visibility when potential clients search for construction or real estate services.

Benefits: Helps drive organic traffic to the site, improving rankings for location-based and industry-specific keywords, making it easier for potential clients to find the company online.

3. Customer Relationship Management (CRM) Systems (e.g., HubSpot, Salesforce):

Purpose: Manage client relationships, track interactions, and streamline lead nurturing.

Benefits: CRM tools allow the company to keep track of potential clients, follow up on leads, schedule meetings, and maintain long-term relationships with customers.

4. Social Media Management Tools (e.g., Hootsuite, Buffer):

Purpose: Schedule and manage posts on platforms like Facebook, Instagram, LinkedIn, and Twitter.

Benefits: These tools help streamline social media marketing efforts, ensuring a consistent and engaging online presence. They also track performance and engagement metrics.

5. Email Marketing Platforms (e.g., Mailchimp, Constant Contact):

Purpose: Send targeted email campaigns to leads and clients, such as newsletters, project updates, and special promotions.

Benefits: Email marketing tools allow the company to maintain communication with clients and prospects, driving engagement and increasing conversion rates.

6. Virtual Tour Software (e.g., Matterport, 3D Vista):

Purpose: Create interactive, 3D virtual tours of completed or ongoing construction projects.

Benefits: Virtual tours help prospective clients explore properties remotely, making it easier for them to visualize the project and gain confidence in the company's capabilities.

7. Paid Advertising Platforms (e.g., Google Ads, Facebook Ads):

Purpose: Run paid search ads or social media ads targeting specific keywords and demographics to drive traffic to the website.

Benefits: Paid advertising ensures the company appears in front of relevant prospects who are actively searching for construction or real estate services.

8. Online Listing Services (e.g., Zillow, Realtor.com, Houzz):

Purpose: List completed construction projects or properties for sale on real estate listing platforms.

Benefits: These platforms attract high-intent buyers and investors actively looking for properties, increasing visibility and leads.

9. Project Management Software (e.g., Procore, Buildertrend):

Purpose: Manage construction projects, timelines, budgets, and client communications.

Benefits: Project management tools help maintain smooth operations, improve efficiency, and enhance client communication during the construction process.

10. Review and Reputation Management Tools (e.g., Trustpilot, Google My Business):

Purpose: Collect and manage online reviews from clients.

Benefits: Positive reviews boost credibility and trust with potential clients, while reputation management tools allow the company to respond to feedback and maintain a strong online presence.

11. Content Creation Tools (e.g., Canva, Adobe Creative Suite):

Purpose: Create visually appealing graphics, social media posts, presentations, and brochures.

Benefits: These tools help design marketing materials that attract attention and convey professionalism, crucial for promoting services and projects.

12. Analytics and Reporting Tools (e.g., Google Analytics, Hotjar):

Purpose: Track and analyze website traffic, user behavior, and conversion rates.

Benefits: Provides insights into how visitors are interacting with the website, helping to refine marketing strategies and improve performance. By utilizing these marketing tools, Prasanne Enterprise can streamline its marketing efforts, improve customer engagement, enhance online visibility, and ultimately generate more leads and sales in the construction real estate market.

6. Content Marketing: Create valuable content like blog posts, case studies, and videos on construction tips and project highlights to drive traffic and establish expertise.

7. Networking and Referrals:

Client Referrals: Encourage satisfied clients to refer others.

Industry Networking: Build partnerships with real estate agents and developers for mutual referrals.

8. Reputation Management: Actively manage online reviews and testimonials, responding to both positive and negative feedback to build trust.

9. Analytics and Monitoring: Track website traffic, social media engagement, and lead conversions to refine and optimize marketing efforts. By focusing on these areas, Prasanne Enterprise can increase its visibility, attract more clients, and build long-term relationships in the construction industry.

Chapter 04

Marketing Activity of Prasanne Enterprise Limited This chapter explains the marketing activities that Prasanne Enterprise Limited, a construction company, uses to promote its services and reach potential clients.

4.1 Overview of Marketing Activities

Prasanne Enterprise uses a combination of traditional and digital marketing methods to build its brand, attract clients, and strengthen relationships.

4.2 Digital Marketing Activities

1. Website: Prasanne Enterprise's website serves as the main platform for promoting its services, showcasing completed projects, and providing easy contact options.

2. Social Media: The company uses platforms like Facebook, Instagram, LinkedIn, and YouTube to share project updates, engage with followers, and promote services.

3. SEO (Search Engine Optimization): The website is optimized to appear in search results when potential clients look for construction services. This helps attract more visitors and clients.

4. Paid Advertising (PPC): The company runs ads on Google and social media to reach people actively looking for construction services.

5. Email Marketing: Prasanne Enterprise sends regular emails to clients and prospects with updates, news, and offers.

4.3 Traditional Marketing Activities

1. Networking: The company attends industry events, conferences, and trade shows to build relationships with potential clients and partners.

2. Referrals: Satisfied clients are encouraged to refer others. Referrals help bring in new business through word-of-mouth.

3. Print Advertising: Prasanne Enterprise uses newspapers and magazines to advertise its services to the local community.

4.4 Client Relationship Management

1. CRM System: The company uses a CRM system to manage leads, track client interactions, and follow up with prospects.

2. Client Feedback: Prasanne Enterprise asks for feedback and reviews from clients to improve services and build trust.

3. Post-Project Follow-Up: After completing projects, the company checks in with clients to ensure satisfaction and maintain a positive relationship.

4.5 Marketing Partnerships

Prasanne Enterprise works with real estate agents, architects, and other partners to promote its services and generate more business.

4.6 Monitoring and Analytics

The company uses tools like Google Analytics and social media insights to track the success of its marketing efforts and make improvements.

4.7 Conclusion

Prasanne Enterprise uses a mix of online and offline marketing methods to grow its brand and attract clients. By focusing on its website, social media, referrals, and strong client relationships, the company can stand out in the competitive construction industry. Monitoring these efforts ensures that marketing activities continue to be effective.

Chapter 5

5.1 Findings (Prasanne Enterprise Limited)

Lack of Effective Product Development Policies: Prasanne Enterprise lacks clear product development strategies, impacting the quality and promotion of its construction services. There is limited use of advanced promotional techniques, and the company primarily relies on traditional print and electronic media.

No Clear Pricing Strategy: The pricing for services is seen as too expensive compared to other construction companies, with an installment policy that is not customer-friendly. This has led to reluctance among potential clients to invest in the company's services.

Ineffective Advertising: There is a lack of strong advertising campaigns, both locally and internationally. Prasanne Enterprise has not used various promotional offers like seasonal, mega, or occasional discounts to attract clients, limiting its exposure.

Inefficient Distribution Channels: The distribution of services is often delayed, leading to dissatisfaction among dealers, customers, and suppliers. The company needs a smoother delivery process and better communication to build trust and ensure on-time service.

Shortage of Skilled Workers: Prasanne Enterprise faces challenges due to a lack of skilled workers with expertise in construction and real estate. This affects their ability to address client inquiries and provide detailed answers related to projects.

Lack of Advanced Technology: The company is not utilizing modern technology or machinery in its operations, which limits efficiency and competitiveness in the construction industry.

Complicated Marketing Approval Process: The marketing approval process is slow and involves too many stakeholders, causing delays in decision-making. A more streamlined approval process is needed to improve marketing campaign execution.

Calibration and Error Checking: The final stages of project documentation and communications lack proper proofreading and error-checking, leading to mistakes in client presentations and marketing materials. Improving quality control would ensure more accurate and professional documents.

5.2 Recommendations (Prasanne Enterprise Limited)

Develop an Effective Product Development Policy: Prasanne Enterprise should focus on using high-quality materials and strong technical management to enhance product offerings. Additionally, ensuring that the location and services are top-notch will help elevate customer satisfaction and service delivery.

Establish a Clear Pricing Strategy: The pricing strategy should be more competitive to attract a broader customer base. Offering flexible installment plans and ensuring that the price reflects the value of the services will help make the company more appealing to potential clients.

Create an Effective Advertising Policy: Prasanne Enterprise should expand its advertising efforts through international and local TV spots, billboards, and diverse promotional activities. Engaging in social causes can also improve the company's public image and attract more attention.

Optimize Sales Channels: Ensure that products and services are delivered on time, with clear and transparent terms for customers. Prasanne Enterprise can improve its distribution efficiency by better utilizing existing agents or expanding its network of agents.

Recruit Fully Qualified Workers: To address the shortage of skilled workers, Prasanne Enterprise should recruit from educational institutions and specialize in the construction industry to ensure that employees have the right skills and knowledge.

Adopt Advanced Technology: Prasanne Enterprise should invest in modern technology and machinery, such as soil testers, fire extinguishers, and other necessary construction tools. This will improve efficiency, safety, and competitiveness in the industry.

Conclusion

The construction sector in Bangladesh is rapidly growing, but it faces intense competition. To thrive in this market, it is crucial for companies like Prasanne Enterprise to set clear goals and work with effective strategies. While the industry is expanding, it remains largely dominated by higher social classes, with only a few middle-class buyers able to afford property through loans or pension funds. To make construction services more accessible, Prasanne Enterprise should consider lowering the prices of its products, which will not only benefit customers but also increase the company's sales volume. By making prices more affordable, both the company and its customers can experience mutual growth. Despite the challenges and

weaknesses in the industry, Prasanne Enterprise can maintain a strong market position by building trust, offering competitive prices, regulating installment plans, and focusing on innovation in new product development. These steps will help the company reach its goals and succeed in this dynamic and competitive sector.

Chapter 6

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