



Daffodil
International
University

Internship Report

On

Marketing Strategies of BH Builders Ltd.

Submitted To:

Shakil Ahmed

Lecturer

Department of Real State

Faculty of Business & Entrepreneurship

Daffodil International University

Submitted By:

Mehedi Al Hossain

ID: 201-27-346

Student

Department of Real Estate

Faculty of Business & Entrepreneurship

Daffodil International University

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Letter of Transmittal

December, 2024

To
Shakil Ahmed
Lecturer
Department of Real State
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “Marketing Strategies of BH Builders Ltd.”

Dear Sir,

It is a great pleasure and privilege to present the internship report titled "**Marketing Strategies of BH Builders Ltd.**" the path to reach the good position in real estate sector which was assigned to me as an important requirement for the completion of Department of Business Administration, Throughout the study I have tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as much informative as possible.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall remain deeply grateful if you kindly take some pen to go through the report and evaluate my performance.

Thank you



Mehedi Al Hossain
ID: 201-27-346
Student
Dept. of Real Estate
Faculty of Business & Entrepreneurship
Daffodil International University

Student's Declaration

I do here by declare that the presented of internship titled "**Marketing Strategies of BH Builders Ltd.**" Submitted to the Department of Real State of Daffodil International University partial fulfillment of the degree of Bachelor of Real Estate. It is record of original and independent work done by me under the supervision of **Shakil Ahmed**, Lecturer, Department of Real State, Faculty of Business & Entrepreneurship, Daffodil International University in fulfillment of the requirement of Bachelor of Real State degree.



Mehedi Al Hossain

ID: 201-27-346

Student

Dept. of Real Estate

Faculty of Business & Entrepreneurship

Daffodil International University

Approval Certificate

This is to certify that **Mehedi Al Hossain**, ID: 201-27-346 a student of BRE program, Major in Marketing, Department of Real State, Daffodil International University has successfully completed the internship report titled "**Marketing Strategies of BH Builders Ltd.**" under my guidance.

I extend my best wishes for his continued success in life.



Shakil Ahmed

Lecturer

Department of Real State

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

First and foremost, I would like to express my heartfelt gratitude to the Almighty Allah, whose unseen guidance enabled me to successfully complete this report.

This report has not only provided me with invaluable experience but has also made me deeply appreciative of the support and insights I received from several knowledgeable and generous individuals. My internship at BH Builders Ltd. has been an enriching journey, equipping me with skills and lessons that will be immensely beneficial in my future career.

To begin with, I would like to extend my sincere thanks to Mr. Reza Ahmed, the esteemed Owner and Managing Director of BH Builders Ltd., for providing me with the opportunity to intern at the organization. My deepest appreciation also goes to Mr. Shahinuzzaman, my organizational supervisor, from whom I have learned numerous valuable lessons. His mentorship, guidance, and training have been instrumental in shaping my professional understanding. Additionally, I am grateful to Mr. Rayban Gazi, the Director of Sales and Marketing, whose support, along with that of the entire Sales and Marketing team, has been truly invaluable throughout my internship.

Lastly, I am profoundly thankful to my academic supervisor, Shakil Ahmed, without whose constant support and guidance, this report would not have been possible. I feel privileged to have had such an inspiring mentor, who not only taught me professional skills but also instilled in me the values of empathy and integrity—both essential for corporate success.

The entire journey, from my internship experience to the preparation of this report, has been truly rewarding. I hope that the knowledge and skills gained during this time will contribute significantly to my future professional endeavors. I would also like to extend my appreciation to everyone who has assisted me in completing this report.

Executive Summary

BH Builders Ltd. is the famous real estate company among all real estate companies. It starts its journey since 2018. Its main products are flats and commercial space. It has two categories of products. One is Premium collection which is segmented for upper class people. Another is classic collection segmented for upper middle class and middle class people. There is also an option for investors. Those who want to invest they can take the GO (Group Ownership) service.

Since 2020 **B.H Builders Ltd.** is relentlessly in top position for their all amenities and features. The most important thing is the commitment with their customers and landowners. They always try to keep the promise once they grant.

They have every separate department for different division of work to support the whole organization. Their construction department is very effective and every employee are experienced and trained.

Their Customer Service Department is 24 hours available for their every customer for any kind of service. Sales department is also very strong. Marketing and Brand department is like the heart of **B.H. Builders**. They are responsible for the publicity of **B.H. Builders Ltd.** towards the mass media. They arrange all the events like Art Competition, Treasure Hunt quiz contest, Corporate Central meeting, Grand Apartment Fair etc.

They have come with a very innovative service for their customers from Customer Club and Corporate Marketing.

With the products beyond imagination and the ground-breaking services **B.H. Builders Ltd.** is always one step ahead and be one of the most unique among the real estate company.

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CHAPTER- ONE

INTRODUCTION

MATERIALS OF CHAPTER ONE

- 1.1 Introduction of the Report
- 1.2 Origin of the Report
- 1.3 Intention of the Study
- 1.4 Objective of the Report
- 1.5 Scope of the Report
- 1.6 Methodology of the Report
- 1.7 Limitation of the report

1.1 Introduction of the Report:

B.H. Builders Ltd. has demonstrated consistent growth, client satisfaction, and innovation for more than 4 years. The construction of residential, commercial, and five-star hotels is the main activity of B.H. Builders Ltd. The company's revenues from development and rents provide it a distinctive business strategy. Its exposure to many industries, markets, and regions lessens the impact of any market downturns.

One of Bangladesh's top development firms is B.H. Builders Ltd. By offering their clients not only cutting-edge architectural structures but also exquisite interior design, it is steadily establishing its brand image. B.H Builders Ltd. never skimps on the quality of its building and design goods. Their clients' safety is always their first priority.

Clients rely heavily on their services, allowing them to foster strong relationships with their customers. The industry is highly competitive, with numerous emerging companies offering sophisticated designs. Every firm strives to minimize costs while aggressively competing for a larger market share.

In this competitive landscape, **B.H. Builders Ltd.** has secured a strong market position based on an informal survey they conducted. They have earned a reputation for delivering modern, aesthetically pleasing, and structurally safe designs, gaining both trust and recognition from their clients.

1.2 Origin of the Report:

Daffodil International University's internship program is a crucial prerequisite for BRE students to graduate. Exposure to the working world is the primary goal of internships, and this study is a prerequisite for the DIU internship program for the BRE curriculum. The biggest obstacle for an intern was putting the theoretical ideas into practice. The following are the goals of the study and the internship program:

1. To get a taste of the actual business world.
2. To gather and arrange specific information on the duties of the work.
3. To contrast the information acquired at DIU with the actual situation.
4. To complete the BRE Program's requirements.

This report was created as a prerequisite for finishing DIU's BRE degree and is the outcome of a three-month internship program at B.H. Builders Ltd.

Consequently, I was required to present this research, which was based on the marketing strategies of Dhaka's BH Builders Ltd. The services provided by B.H. Builders Ltd. are also covered in this report. Again, the organization's overview and the amenities they provide to meet the needs of its customers.

1.3 Objective of the Report:

The objective of the report can be viewed in two forms:

- 1. Primary Objective**
- 2. Specific Objective**

Primary Objective:

This internship report is prepared primarily to Determining the Client Satisfaction of B.H Builders Ltd. in Dhaka.

Specific Objective:

More specifically, this study entails the following aspects:

- To give an overview of B.H Builders Ltd.
- To focus on the products and services, facilities provided to clients of B.H Builders Ltd.
- To discuss the impacts of their policies.

The primary objective of the report is:

- 1) To know about the B.H Builders Ltd., main branch.
- 2) Find out customer satisfaction about B.H Builders Ltd., main branch.
- 3) To find out the consumer behavior of B.H Builders Ltd., main branch.
- 4) To identify the customer's expectation & perception from B.H Builders Ltd., main branch.
- 5) How the B.H Builders Ltd. new service.
- 6) Find out the service recovery process of B.H Builders Ltd., main branch.

The secondary objectives of the report are as follows:

1. To identify whether all process are perfectly and effectively practiced or not.
2. Know about the objectives and planning of B.H Builders Ltd., main branch.
3. To know how the branches are efficiently controlled.
4. To recommend some measures for the development of the real estate activities of B.H Builders Ltd.

1.4 Scope of the Report:

In order to complete the requirements of the 12-week internship program, all Bachelor of Business Administration (BRE) students must complete a practical orientation in any business. The program's primary goal is to expose students to the actual corporate world. During my 12-week internship, I worked in the sales and marketing department of "B.H Builders Ltd.", one of Bangladesh's top development businesses.

The study's primary goal is to determine the standards and impacts of client happiness in order to comprehend and record the procedures and activities that B.H. Builders Ltd. engages in and to correlate them in order to obtain a clear image of the degree of overall customer contentment. The report includes information on the product, a business overview, and the amenities the firm offers to meet customer needs. The analysis of the degree of client satisfaction is the primary emphasis. All of the data is gathered from B.H. Builders Ltd.'s clients and workers at every level. I hope this report includes all the material required to finish an internship report successfully.

1.5 Methodology of the Report:

A variety of data were gathered from many sources over the course of the investigation. The gathered data is categorized based on its many sources and types. The following information is used in the study:

Nature of Data

Both primary and secondary sources of information are used in this study. In essence, the study was carried out by conducting sporadic interviews to get information. Additionally, information was obtained by studying the client's demeanor and conduct. Lastly, I used an observational approach to identify the variables that may influence HRM policies and procedures.

Primary Source:	Secondary Source:
Personal Observation. Face to Face Interviews. Practical deskwork.	<ul style="list-style-type: none"> • Annual report of B.H Builders Ltd. 2022, 2023 • Statement affairs • B.H Builders Ltd. rate sheets • Websites • Different circulars sent by Head Office of B.H Builders Ltd.

Source: Annual report

Figure: 1.1 Nature of Data

Primary Data Collection

The main data are those that are newly gathered, unique in character, and collected for the first time.

I have used three techniques of Primary Resources for my research and they are as followed:

- Personal Observation.
- Face to Face Interviews.
- Practical deskwork.

Personal Observation

Instead of requesting information, observation is the practice of identifying and recording individuals, things, and events. Informal observations about the components of bias and the impact of study reactions by B.H. Builders Ltd.

Face to face Interview

Since B.H. Builders Ltd. has a small research area, it was determined that in-person interviews would be the primary method of gathering data. Some clients, as well as the heads of HR, sales, and marketing, and the chief architect, were interviewed in person. They have all been very helpful to me in compiling data on B.H. Builders Ltd. client satisfaction.

Practical Desk work

When I was working at B.H Builders Ltd., I have worked in different desk. While working for the Company I have collected the data which I needed to accomplish the report. At end I can say that for collecting primary information, regular diary and the training session of my internship period help me a lot.

Secondary data collection:

To gather pertinent information, a thorough literature review was necessary. To broaden understanding of the topic, pertinent literature has been studied, including books, reports, and both published and unpublished theses. In addition to the information base, "the internet" will play a significant role in the literature review. The process of gathering, evaluating, and interpreting data is also covered by this technique.

Finding and gathering data was essential; the key points were then determined by classifying, analyzing, interpreting, and presenting the data in a methodical way.

Research design:

Because the goal of the project paper is to determine whether or not the clients are pleased with B.H. Builders Ltd.'s service, the study is exploratory in nature.

Population: All of the customers who receive services from B.H. Builders Ltd. make up the population of the study paper. The clientele of B.H. Builders Ltd. make up my research population; there are about 200 of them.

Element: The study paper's sample element consists of each person receiving various goods and survives from B.H. Builders Ltd.

Sampling Unit: There are several personnel in various management levels in every firm. Thus, each client level serves as the study paper's sample unit. Builders B.H. Ltd.

Extent: A research paper's scope is the range of topics it covers in order to achieve its goals. These are the Dhaka projects of B.H. Builders Ltd.

The list of every sample element that is accessible for selection is known as a sampling frame.

The list of customers who get various services from B.H. Builders Ltd. serves as the sample frame for this study.

Sample size: For the project paper, census research is done. The total number of sample elements chosen from the population that reflects the entire population under study is known as the sample size.

I conducted interviews with 20 of the 50 (approximately) clients who purchased flats and business space from B.H. Builders Ltd.

1.6 Limitations of the Report:

I encountered some restrictions when producing the report, which are listed below:

- Except from the market leaders within the Industry, very few companies were found to have very specific strategic planning and initiatives. They take action on an ad hoc basis.
- This reactive approach actually made our data collection procedure more difficult, as, in most of the cases, the organization owners and managers have no idea about the proactive planning for strategic moves.
- They simply do what becomes necessary. We have tried our best to bring the information in lines where we could analyze them using the theories, but, the reality is that, these strategies are taken by the owners and managers without much knowledge of the theory. So, what we decide on their intention about their organization may differ from their original one.
- Another limitation of our research has been our inability to combine the strategies of the forward and backward linkages of the Industry.
- For a successful overall strategy, it is very important that the strategies of forward linkage units and the backward linkage units must be harmonized and synchronized properly. So, to get a complete view of the strategic issues of the Apartment industry of Bangladesh, it is very necessary to cover the forward and backward linkages thoroughly from their strategic perspectives. Due to the

constraint of resources, we could not cover the strategies of the forward and backward linkage units.

- Decisions are made here quite quickly. I had to switch desks many times because of this, which made it difficult for me to focus on my job and prepare my reports.
- Theories served as the foundation for our marketing courses. It was occasionally challenging to connect the operational procedures to the ideas.
- According to the respondents, they did not comply as amiably as was anticipated, and the designated authorities were likewise hesitant to provide the information due to policies and authority.
- Prejudice of the respondent toward particular real estate firms.

CHAPTER- TWO
COMPANY PROFILE
MATERIALS OF CHAPTER TWO

- 2.1 Background of B.H. Builders
- 2.2 Foundation and Growth
- 2.3 National/International Network:
- 2.4: Corporate Profile
- 2.5 Vision
- 2.6 Mission
- 2.7 Objective
- 2.8 Goal
- 2.9 Principle
- 2.10 Core Concept
- 2.11 Values
- 2.12 Products & Services of B.H Builders Ltd.
- 2.13 Organization Structure
- 2.14 Department of B.H Builders Ltd.
- 2.15 SWOT Analysis

2.1 Background of B.H Builders Ltd.:

B H B Builders Limited was born out of the desire to create apartment buildings in order to improve people's quality of life and help alleviate the urban population's housing issue.

One of Bangladesh's top development firms is B.H. Builders Ltd. By offering their clients not only cutting-edge architectural structures but also exquisite interior design, it is steadily establishing its brand image. B.H Builders Ltd. never skimps on the quality of its building and design goods. Their clients' safety is always their first priority.

As a result, clients rely heavily on them as well. As a result, they are able to establish excellent relationships with their clientele. In this sector, a large number of emerging businesses provide advanced design services. B.H. The businesses are attempting to maintain cheap prices while fiercely vying for larger market shares. Based on their informal study, B.H. Builders Ltd. has established a strong market position in this industry. Their reputation and trust have grown as a result of their ability to provide their clients with safe and sophisticated designs.

2.2 Foundation and Growth:

In August 2017, B.H Builders Ltd. began operations with the goal of designing and building high-end apartments, duplexes, and commercial buildings of superior quality by developing property in Dhaka's Gulshan, Baridhara, Banani, and Panthapath neighborhoods.

This business has gained the trust and reputation of all parties involved after undergoing a great deal of study and development. The company is now able to design and develop large, expensive, ultramodern high-rise residences as well as commercial structures. In order to provide the best possible customer service, the firm constructs the sculptures with the newest elevators and facilities and works with the most skilled personnel.

2.3 National/International Network:

One local development business that operates locally is B.H. Builders Ltd. Thus, it has a robust business network across the nation and a strong brand image. B.H. Builders Ltd. contracts out the interior and exterior design and consulting for their buildings.

However, they do not yet begin working abroad. However, they intend to work both internationally and worldwide in the future.

2.4 : Corporate Profile:

Name of the Company:	B.H Builders Ltd.
Founded:	August 2017
Founder:	Engr. Mohammad Shahinuzzaman
Managing Director:	Engr. Mohammad Shahinuzzaman
Directors	Engr. Mohammad Shahinuzzaman
Location	547/2 ECB Chottor, Cantonment, Dhaka
Products	Five star hotels (The Westin Dhaka Luxurious apartments, Duplexes, Condominium, Office spaces, Shops/ Outlets, Satellite city, Resort city, parking lot etc.
Phone:	8801712665267
Email:	B.H Builders Ltd.com.bd@gmail.com
. Website:	http://www.bhbuildersltd.com.bd
Facebook:	@b.hbuildersltd.com.bd

**Source: Annual report Figure:
2.1 Corporate Profile**

2.5 Vision:

Our Vision is to become the finest lifestyle developer of Bangladesh

2.6 Mission:

Our Mission is to present iconic real estate development and construction projects to lead Bangladesh market to the world.

2.7 Objective:

Within a constrained, realistic investment, B.H. Builders Ltd. aims to offer very safe, pleasant, and luxurious living conditions and security. The following are some of B.H. Builders Ltd.'s goals:

- Create a Clear Market Position
- Build a Strong Property List
- Attract Buyers

- Build Professional Referrals
- Develop All-inclusive Services

2.8 Objective: By sustaining positive relationships with their esteemed clientele, B.H. Builders Ltd. seeks to enhance the standard of living in the areas they serve.

2.9 Principles: The main idea is to provide our suggested plot owners with the design, quality, and affordable pricing they desire.

2.10 Core competence:

The business excels in fostering positive relationships with its clients and has a robust networking infrastructure. They can produce high-quality goods quickly and at a very affordable price thanks to their diligent staff. They have partnerships with reputable companies and a strong distribution network to distribute their pride with ease.

2.11 Values:

B.H Builders Ltd's core values are: Personal, Instinctive and Renewal.

Core Values:

Personal, Instinctive, and Renewal are the three categories into which B.H. Builders Ltd.'s basic values fall.

Personal: B.H Builders Ltd. understands that each design is the result of a person with a distinct set of demands. To provide a personal and intimate encounter, they tailor their care and attention to each customer.

Instinctive: Rather than only responding to the demands of its clients, B.H. Builders Ltd. proactively anticipates them. Their culture encourages employees to use their own discretion and interact with clients in order to proactively and intuitively identify and address their varied requirements.

Renewal: B.H. Builders Ltd. is constantly concerned about the safety and quality of its products. The goal is for customers to leave feeling refreshed and enhanced.

Company Values:

The common values of B.H. Builders Ltd. are referred to as "promises." These commitments provide a shared knowledge of what is expected of one another and serve as a guide for daily activities. The values of B.H. Builders Ltd. are:

1. Go above and above by doing things that foster enduring relationships and loyalty.
2. Participate as a team in all corporate teams.
3. Act morally by using sound judgment and showing consideration for their communities, coworkers, owners, partners, and the environment.

2.12 Products of B.H Builders Ltd.:

1. Product:

The most crucial component for B.H. Builders Ltd. to achieve customer satisfaction is its product. B.H. Builders Ltd. is a business that develops. Thus, residential buildings, commercial complexes, and five-star hotels are among its offerings. Additionally, B.H. Builders Ltd. always provides its customers with high-quality items.

The Homes business serves three key segments of the residential market:

- **Luxury**
- **Super Luxury**
- **Premium**

Its diverse product portfolio includes a variety of housing options, such as:

- **Condominiums**
- **Duplexes**
- **Row Houses**
- **Apartments in various sizes**

The most crucial component for B.H. Builders Ltd. to achieve customer satisfaction is its product. B.H. Builders Ltd. is a business that develops. Thus, residential buildings, commercial complexes, and five-star hotels are among its offerings. Additionally, B.H. Builders Ltd. always provides its customers with high-quality items.

The opulent Westin hotel in Gulshan, Dhaka, is owned by B.H. Builders Ltd., which also has a partnership with Starwood & IGH Group for the construction and operation of hotels in Bangladesh. The firm is presently doing a thorough examination of the

hotel industry with respect to its future ambitions, resource commitment, and the level of scale and size that the company hopes to attain in this market.

2.13 Services of B.H Builders Ltd.:

B.H Builders Ltd. is providing three types of services that's given below:

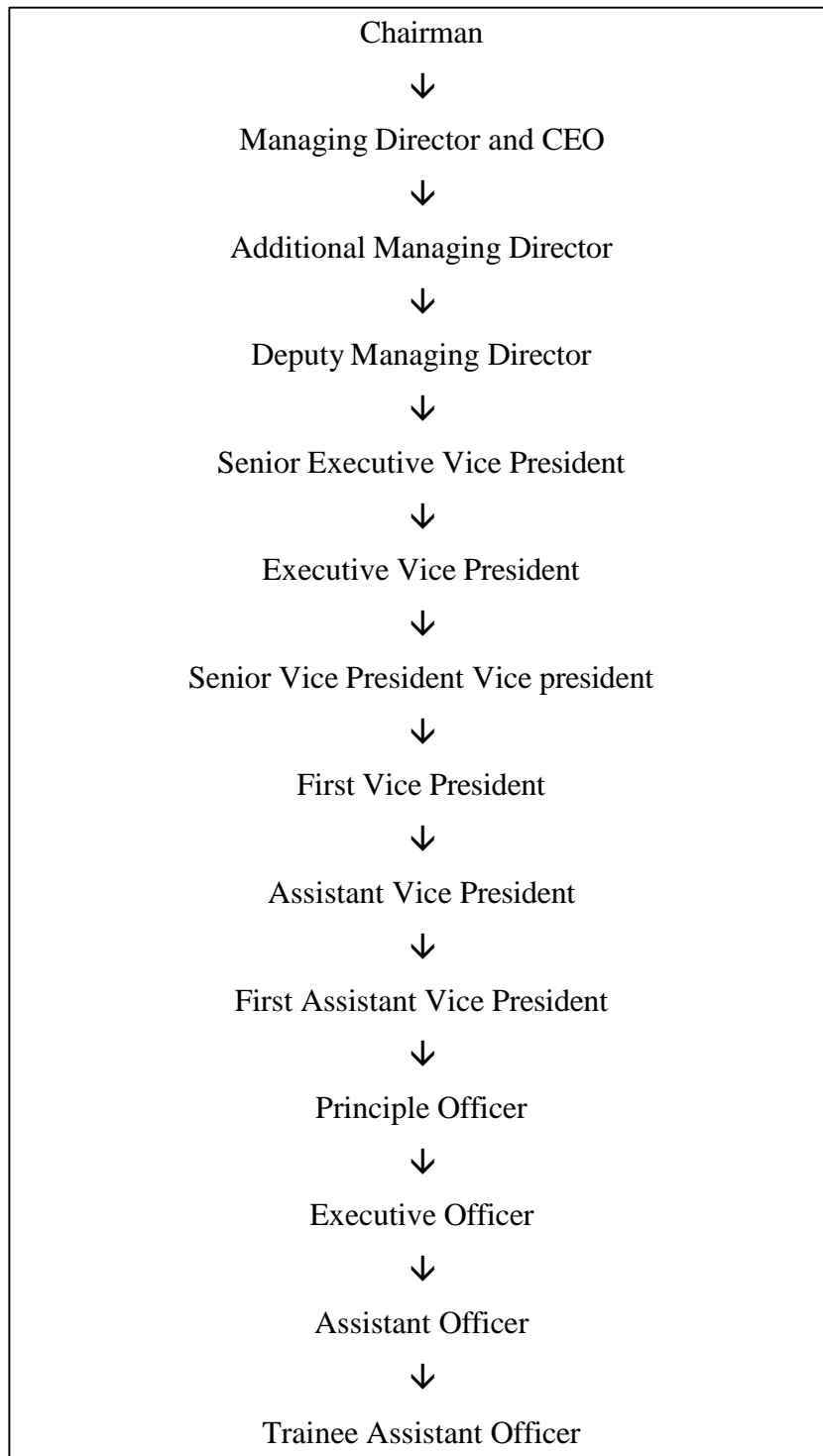
1. Property management
2. Property brokerage
3. Tenant service

Property Management: If you have a house to rent or are searching for a reputable business to manage your property for you, you've come to the correct spot. Tenant searches, rent collection, bill payment, routine property inspections, and repairs are among our offerings. We currently only offer our services in Dhaka, but we want to soon extend our reach throughout the entire nation. Finding a decent and reasonably priced place to live is the first and most challenging challenge you face as a newcomer to the city. This is when our work began; we will use your information to locate you the ideal residence.

Real estate brokerage: What could be better than having your home sold quickly and hassle-free at a fair price? In the shortest amount of time, we can offer you the greatest price for your home. You will be prepared for a successful transaction with us if you take a time to read the following recommendations before accepting our service. Giving your house a larger, lighter appearance will make it seem more appealing to potential purchasers. We do provide advice on how to simplify, depersonalize, and rearrange your house to attract a buyer.

Tenant service: Do you want to rent or sell your home? Do you require expert assistance in order to sell your property? You can get the greatest answer to these issues with B.H. Builders Ltd. Here at B.H. Builders Ltd., we provide the most economical prices for selling or renting your home in one of the nation's largest and most distinctive markets. Visit our knowledgeable, committed staff, who are ready to help you with property management. Our representatives are prepared to meet with you in person and offer help based on your specific needs. B.H. Builders Ltd. is always available to help with your real estate needs.

2.14 Organization Structure



Source: Annual report
Figure: 2.2 Organization structure

2.15 Department of B.H Builders Ltd.:

Effective system control would be extremely challenging if jobs were not assigned to certain departments and were not arranged according to their relationships with one another. There would be a hazardous scenario and the performance of a certain department would not be measured if the departments were not equipped for the specific tasks. This was expertly completed by B.H. Builders Ltd. These departments are:

1. Human Resource Department.
2. Financial and Administration Department.
3. Marketing Department.
4. Personal Relation.
5. International division.
6. General Service division.
7. Online marketing division.
8. Credit Division.
9. Board Audit Cell.

2.16 SWOT Analysis:

With the use of SWOT analysis, a company may gain a thorough understanding of its place in the market in relation to its rivals. It gives the company the opportunity to strategically strengthen its place in the market. Here, I talk about B.H. Builders Ltd.'s external prospects and dangers in addition to its internal strengths and weaknesses.

SWOT Analysis



Source: Internet
Figure: 2.1 SWOT analysis.

Strength	Weakness
<p>Well known Brand</p> <p>Long experienced service system</p> <p>Dedicated and experienced associates</p> <p>Strong distribution channel</p> <p>Young and hardworking workforce</p> <p>Strong relationship with customers</p> <p>Safety assurance</p> <p>Maintaining good relationship with the new and old clients</p> <p>Their products quality</p>	<p>Lack of service experience</p> <p>Lack of efficiency in employees</p> <p>Rapid decision change for both design and administration</p> <p>Rules and regulations are not followed properly</p> <p>Less number of associate in the sales department with lot of pressure.</p>
Opportunity	Threats
<p>Growing market</p> <p>Located in the business area</p> <p>More penetration into new markets with existing products</p> <p>Introduce new high quality products and market with the help of their strong networks.</p>	<p>Growing competition in the market</p> <p>Political instability</p> <p>Rising price of dollar</p> <p>High Price of their products</p>

CHAPTER- THREE

MARKETING AND FINANCIAL OBJECTIVE

MATERIALS OF CHAPTER FOUR

3.1 Marketing Objectives

3.2 Sales Objectives for B.H. Builders Ltd.

3.3 Financial Forecast for B.H. Builders Ltd.

3.4 Resource Requirements for B.H. Builders Ltd.

3.5 Marketing mix:

3.1 Marketing Objectives

1. Brand Awareness:

Enhance brand visibility by leveraging digital marketing platforms, print media, and participation in trade fairs to position B.H. Builders Ltd. as a reliable and innovative real estate company.

2. Customer Acquisition:

Increase the customer base by 20% within the next fiscal year by offering competitive pricing, attractive financing options, and personalized marketing campaigns.

3. Market Penetration:

Strengthen market presence in untapped regions by introducing location-specific marketing strategies tailored to the needs of targeted customer demographics.

4. Customer Retention:

Boost customer retention by 15% through loyalty programs, enhanced customer support services, and maintaining transparency in project execution.

5. Digital Transformation:

Expand digital presence with an optimized website, virtual property tours, and active engagement on social media to cater to tech-savvy clients.

3.2 Sales Objectives for B.H. Builders Ltd.

1. Increase Annual Sales Volume:

Achieve a 30% growth in annual sales by implementing targeted promotional campaigns and strengthening partnerships with real estate agents.

2. Improve Conversion Rates:

Enhance lead-to-sale conversion rates by 20% through personalized follow-ups, better client engagement, and efficient sales funnel management.

3. **Expand Market Reach:**

Enter two new regional markets by the end of the fiscal year, focusing on high-growth urban and suburban areas.

4. **Boost Sales of Premium Projects:**

Increase the sales of premium and luxury real estate projects by 25% through exclusive marketing efforts and partnerships with luxury lifestyle brands.

5. **Enhance Channel Sales:**

Increase sales through digital platforms by 15% by optimizing online sales channels and improving the customer's digital experience.

6. **Accelerate Pre-Sales Revenue:**

Secure pre-sales revenue of at least 40% of total project costs before project completion to ensure financial stability.

7. **Strengthen B2B Sales:**

Grow business-to-business sales by 10% through corporate collaborations, offering custom solutions to institutional buyers, and establishing long-term relationships with corporate clients.

8. **Customer Satisfaction and Referral Growth:**

Achieve 90% customer satisfaction rates, encouraging at least 15% of new sales through customer referrals and testimonials.

3.3 Financial Forecast for B.H. Builders Ltd.

1. **Year 1:**

- Projected Revenue: \$10 million
- Growth Driver: Sales from ongoing projects and increased digital marketing efforts.

2. **Year 2:**

- Projected Revenue: \$13 million (30% growth)

- Growth Driver: Launch of two premium projects targeting high-income groups and expanded market reach.

3. Year 3:

- Projected Revenue: \$16.5 million (27% growth)
- Growth Driver: Repeat customers, enhanced brand reputation, and sales in new regional markets.

Expense Forecast

1. Construction Costs:

- Year 1: \$6 million
 - Year 2: \$7.5 million
 - Year 3: \$8.8 million
- Growth due to increased projects and adoption of sustainable materials.

2. Marketing Expenses:

- Year 1: \$1 million
 - Year 2: \$1.3 million
 - Year 3: \$1.5 million
- Focus on digital campaigns and market penetration strategies.

3. Operational Costs:

- Year 1: \$1.5 million
 - Year 2: \$1.8 million
 - Year 3: \$2 million
- Growth aligned with staffing and administrative support for expansion.

Profit Forecast

1. Net Profit Margin:

- Year 1: 15% (\$1.5 million)
- Year 2: 18% (\$2.34 million)
- Year 3: 20% (\$3.3 million)

Margin improvements driven by operational efficiency and economies of scale.

Cash Flow Projection

1. Positive Cash Flow:

- Year 1: \$500,000 surplus from pre-sales.
- Year 2: \$700,000 reinvested in new projects.
- Year 3: \$1 million surplus allocated for innovation and technology upgrades.

Key Assumptions

1. Steady demand in the real estate market with no significant economic downturn.
2. Successful implementation of marketing and sales strategies.
3. Controlled inflation rate impacting raw material and labor costs.
4. Timely project completion to maintain cash flow and customer trust.

3.4 Resource Requirements for B.H. Builders Ltd.

Human Resources

1. Sales and Marketing Team:

- 5 marketing specialists for digital campaigns, branding, and regional promotions.
- 10 sales representatives focusing on client acquisition and relationship management.

2. Construction Team:

- 2 project managers for overseeing ongoing projects.
- 15 site supervisors and skilled laborers for quality execution.
- 5 architects and engineers for design and technical support.

3. Administrative Staff:

- 5 professionals for accounting, legal compliance, and office management.
- 3 IT personnel for managing CRM systems and digital platforms.

Technological Resources

1. Software and Tools:

- Customer Relationship Management (CRM) software for managing client interactions.
- Building Information Modeling (BIM) software for efficient project planning and design.
- Digital marketing tools (e.g., Google Ads, social media platforms) for campaigns.

2. Hardware:

- High-performance computers and servers for data management and design.
- Tablets and smartphones for on-site communication and coordination.

Financial Resources

1. Capital Investment:

- Initial capital of \$5 million for project development, marketing, and operational expenses.

2. Working Capital:

- \$1 million allocated for monthly expenses like salaries, utilities, and raw materials.
3. **Contingency Fund:**
- \$500,000 reserved for unexpected delays or cost overruns.

Physical Resources

1. **Office Space:**
- Corporate headquarters for administrative operations and client meetings.
 - Regional offices in expansion areas for local customer support.
2. **Equipment and Vehicles:**
- Construction machinery (e.g., excavators, concrete mixers) for on-site work.
 - Company vehicles for transportation of staff and materials.

Material Resources

1. **Raw Materials:**
- Cement, steel, bricks, and sustainable building materials for ongoing and future projects.
 - Interior design materials (e.g., tiles, paints, fixtures) for premium projects.
2. **Suppliers and Vendors:**
- Long-term partnerships with reliable suppliers to ensure timely and cost-effective material delivery.

3.5 Marketing mix:

Before releasing a new product, four considerations must be made about the marketing mix. The four Ps of marketing are another name for these factors. These four factors assist the company in making the strategic choices required for any product or organization to operate well.

Then in summary these 4 variables comprise the Marketing mix.

- Product - What the company is manufacturing?
- Price - What is the pricing strategy used by the company?
- Place — Where is the company selling?
- Promotions - How is the company promoting the product?

Product marketing mix - Comprised of

1. Product,
2. Price,
3. Place and
4. Promotions.

Service marketing mix-The service marketing mix has three further variables included which are-

1. People-
2. Physical Evidence-
3. Process-

When Neil H. Borden wrote his essay "The concept of marketing mix" in 1964, he first used the word. The marketing mix, according to a number of strategic strategists over the years, has the power to make or break a company. It is imperative that the marketing plan begin with the appropriate marketing mix. The idea of the marketing mix has steadily supported the introduction of new goods and services over time.

CHAPTER-FOUR

SERVICE MARKETING ANALYSIS OF B.H BUILDERS LTD.

MATERIALS OF CHAPTERS FIVE

5.1 Market Segmentation

5.2 Types of Market Segmentation

5.3 Analysis of real estate business

5.4 Target Market

5.5 Marketing Program

4.1 Market Segmentation:

Market segmentation is the process of identifying and targeting specific groups of people who share similar characteristics. This can be done through various methods, such as categorizing consumers based on their product or service needs, price sensitivity, geographic location, demographic traits, or psychographic and lifestyle preferences.

The analysis that determines how a company divides its customer base into smaller segments based on factors like age, income, personality, or behavior is known as market segmentation. These segmented groups can later be utilized to tailor marketing campaigns and product offerings more effectively.

A successful segmentation strategy depends on understanding customer needs, recognizing the differences between consumer groups, and analyzing how they make purchasing decisions.

Market segmentation is essentially the process of breaking down your target market into manageable sections. In order to better understand the target audience, market segmentation divides a market into subgroups according to demographics, requirements, priorities, shared interests, and other behavioral or psychographic factors. The technique of splitting the market of possible clients into several groups and segments according to specific attributes is known as market segmentation. The members of these groups often have one or more things in common and have comparable traits. The process of segmenting a market into distinct, actionable, lucrative, and potentially growing pieces is known as segmentation.

In other words, due to constraints on time, money, and effort, a business would not be able to target the whole market. It must have a "definable" section, or a large population that can be located and targeted with a fair amount of time, money, and effort.

Marketers may more easily customize their efforts thanks to market segmentation. Marketers can save time, money, and other resources by grouping their company's target market into segmented groups instead of focusing on each potential client exclusively. By assembling comparable customers into groups, marketers may more efficiently target particular populations.

Additionally, market segmentation lowers the chance of a failed or ineffectual marketing strategy. There is a far greater probability of success when marketers segment a market according to important attributes and then tailor their strategies accordingly, as opposed to trying to execute a generic campaign across all groups.

With hundreds of items, media proliferation, ad fatigue, and general economic issues in global marketplaces, segmentation becomes extremely important in today's crowded marketplace. Proper market segmentation can be the difference between a company's success and demise.

Through segmentation, a seller may precisely customize his product to meet the demands, preferences, applications, and financial capabilities of his clientele. It enables sellers to focus their time, money, resources, and effort on a lucrative market that will increase in size, value, and utilization. B.H. Builders Ltd. may use this targeting in product, sales, and marketing strategies by knowing their market segments. Better response rates and less acquisition costs may be achieved by leveraging your segmentation to create marketing communications in ad message and sophisticated targeting on digital platforms like Facebook and Google. By guiding the creation of product offers for distinct market segments, such as men vs women or high income against low income, market segments may drive your product development cycles.

4.1.1 Bases of Market Segmentation:

Market segmentation involves dividing a broad audience into smaller, more defined groups based on specific criteria. These criteria can include **demographic factors** such as **age and gender**, as well as **psychographic attributes** like **attitudes, interests, and values**. By segmenting the market effectively, businesses can tailor their marketing strategies to better meet the needs of different customer groups.

4.1.2 Gender

One of the most basic yet significant market segmentation basis is gender. Males and females have different needs, goals, and interests on many levels. As a result, marketers concentrate on distinct communication and marketing tactics for each. There is no gender discrimination at B.H. Builders Ltd. They prioritize both men and women.

4.1.3 Age group

One excellent tactic for individualized marketing is to divide the market based on the audience's age group. The majority of items on the market are not suitable for usage by all age groups. Therefore, B.H. Builders Ltd. develops stronger marketing and communication strategies and achieves higher conversion rates by segmenting the market based on the target age range.

4.1.4 Income

The target audience's purchasing power is determined by their income. It is also a crucial consideration when determining whether to pitch the product as a luxury, need, or want. Based on their income, marketers typically divide the market into three groups.

They are:

- High Income Group
- Mid Income Group
- Low Income Group

4.1.5 Place

The target audience's residence has the most influence on their purchasing choice. Compared to someone who lives in a desert, someone who lives on a mountain will have less or no appetite for ice cream. When constructing their commercial building, B.H. Builders Ltd. choose a location that is in high demand.

4.1.6 Occupation

Similar to wealth, occupation affects the audience's choice to buy. An employee in the government sector may consider an entrepreneur a luxury. There are also a lot of items that target people in a certain profession.

4.1.7 Usage

Product utilization serves as a foundation for segmentation as well. A user of a product may be classified as heavy, medium, or light. Another way to divide up the audience is by how well-informed they are about the product.

4.1.8 Lifestyle

In addition to physical characteristics, B.H. Builders Ltd. divides the market according to lifestyle. Subsets of lifestyle include things like marital status, interests, hobbies,

religion, values, and other psychographic elements that influence a person's decision-making.

4.2 Types of Market Segmentation:

Understanding how your market would react in a certain scenario, such as buying your items, is what segmentation and targeting are all about. In many instances, the research may include a prediction model that allows participants to be categorized into defined groups according to certain responses to survey questions. The target market of B.H. Builders Ltd. has been divided into many segments. They divided their market into demographic, psychographic, and geographic segments. The following lists the many forms of market segmentation:

1. Geographic segmentation
2. Demographic segmentation
3. Behavioral Segmentation
4. Psychographic Segmentation

4.2.1 Geographic segmentation

Geographic segmentation is usually the most straightforward, even though it is usually a subset of demographics. Based on geographic limits, geographic segmentation generates distinct target consumer groups. Understanding the climates and geographic locations of consumer groups may help you decide where to sell and promote as well as where to grow your business since potential customers have demands, preferences, and interests that vary according on their geographic location. Geographically, Borak Real Estate has divided its market into areas such as Gulshan, Bannani, Panthapath, Eskaton, Uttara, Baridhara, and so on. They charge varying prices for projects in various locations. Certain prices are relatively cheaper than others, while others are expensive. This truly forms the foundation of the location. This tactic is created by B.H. Builders Ltd. in order to satisfy their clients.

4.2.2 Demographic segmentation

By using demographic factors including age, education, income, family size, race, gender, occupation, nationality, and more, a market may be sorted using demographic segmentation. Because demographic characteristics most typically determine the goods and services we purchase, how we use them, and how much we are prepared to pay on them, demographic segmentation is one of the most straightforward and often utilized

types of segmentation. People who have a solid income throughout their lives make up the demographic segmentation that B.H. Builders Ltd. has used to divide its market. The upper middle and high class members of society are the target market for B.H. Builders Ltd.

4.2.3 Behavioral Segmentation

Behavioral segmentation separates markets based on patterns of behavior and decision-making, including usage, lifestyle, consumption, and purchasing. For example, younger consumers are more likely to buy body wash, but older customer groups are more likely to buy soap bars. Marketers may create a more focused strategy by dividing markets according to consumer purchasing patterns. In order to market their goods, B.H. Builders Ltd. analyzes consumer attributes and surveys their customers. When they constructed commercial and apartment buildings, they put the demands of their customers first in order to satisfy their desires.

4.2.4 Psychographic Segmentation

By segmenting markets based on customer attitudes, values, lifestyle, personality traits, and interests, psychographic segmentation considers the psychological components of consumer behavior. Psychographic segmentation is used by large markets, such as the fitness industry, to group their clients into groups of individuals who are interested in exercise and good living. In order to add value to their product, B.H. Builders Ltd. considers the lifestyle, values, and views of its customers.

The market is categorized based on the marketing department's observation and analysis of several elements. Market segmentation is determined by analyzing the market based on internal strengths and weaknesses, as well as external threats and opportunities.

4.3 Analysis of real Estate business process:

The real estate sector plays a crucial role in a nation's economic and social development, significantly influencing various forms of capital—**physical, human, natural, and social**—as identified by Pearce in 2009. The economic impact of construction activities varies across countries; for instance, in **2004**, the sector contributed **4% to the UK's economy** and **7% to that of the United Arab Emirates**. These figures are based on a narrow definition of construction, focusing only on on-site activities.

Definition: Real estate refers to a **plot of land**, including any **buildings or structures** erected on it, as well as the **air above and the ground below**. It encompasses both **residential and commercial properties**, which may be sold directly by the owner or facilitated through a **real estate agent**.

Category of market segmentation of Real estate:

• Residential Real Estate	• Commercial Building
• Industrial real estate	• Hotel management

4.3.1 Residential Real Estate:

Both new and resale residences are included in residential real estate. Single-family dwellings are the most prevalent type. Condos, cooperatives, townhouses, duplexes, triple-deckers, quad-plexes, high-end residences, multigenerational homes, and vacation properties are also available.

There are no particular target marketers in the apartment industry. The target marketers are those who can afford the flat. However, the location of the site determines the target marketers for each given project. For instance, the Gulshan initiative has to attract high-income individuals as its marketers. The target marketers might be anyone if the project is located on Elephant Road, which is not a very significant site.

Types of residential Real Estate

Student housing

Multi-Family housing

i) Student housing: Due to housing careers, single people and students are more likely to live in inner-city and central districts where social activities and employment are easily accessible. At this point, income is probably the limiting constraint. When building homes, B.H. Builders Ltd. concentrates on inner and central city neighborhoods like Banani.

ii) Multi-family dwelling: This type of housing highlights the country's central location where individuals can obtain the necessities. A structure or building intended to accommodate many families in distinct living quarters. Apartment buildings are the most prevalent kind of multifamily housing. Multifamily housing also includes townhomes, duplexes, and quadruplexes. An individual, an organization, or, as in the case of condos, the owners of the individual units may own the whole building or structure.

4.3.2 Commercial Building:

Simply said, a commercial building is real estate used for business purposes. Based on the particular business activity carried out on it, commercial property can be further classified into six subcategories. Securing a residential lease for an apartment is typically more easier than renting commercial space for your company.

Similar to the residential industry, the project's site or location is crucial in the commercial sector. In general, commercial zones like Tejgaon and Motijheel are where commercial buildings are constructed. In order to sell the project as soon as possible. Higher income individuals and well-known corporations like Uttara Motors and Nitol Motors are often the target marketers for the business sector.

In practically every way, commercial real estate is enormous. Investors benefit from this as it offers a wide range of investment opportunities and makes it simple for them to diversify their expanding real estate holdings. Most people consider office, industrial, retail, and multifamily to be the "four basic food groups" of real estate. There are subcategories within each category of real estate property (referred to as "asset classes" in the business). Retail investment assets, for instance, come in over half a dozen varieties. Commercial real estate investments are the least dangerous option, but there are many other kinds of properties as well. They frequently need little to no substantial upgrades, offer stable returns, and are completely leased to solid tenants. These buildings have long-term leases with excellent credit tenants and are frequently in very desirable locations in big markets. These structures need minimal to no renovations since they are well-maintained. Additional four include, among other things, land, hotels, self-storage, medical offices, elder housing, and student housing. Lastly, almost all property types may be categorized as Class A, B, or C based on their quality. Below is a description of some of the most common types of real estate

properties.

Family: Families can find homes with B.H. Builders Ltd. Family offices find B.H. Builders Ltd. to be an intriguing long-term investment option, and they are progressively shifting their allocation to this alternative asset class. For many families, it's frequently their biggest source of savings and wealth. The primary goal of a family office's real estate strategy is usually to preserve wealth over the long term. For this reason, offices in the city, upscale stores, and some of the capital's most opulent hotels have historically been reserved for extremely wealthy investors.

Office buildings: An office building, often referred to as an office block or business center, is a type of commercial structure that mostly consists of areas intended for use as offices. An office building's main function is to house and offer a working environment for management and administrative staff.

4.3.3 Industrial Real Estate:

Warehouses and other manufacturing facilities are included in industrial real estate. The structures can be used for product development, manufacturing, distribution, and storage. Commercial real estate includes certain structures used for the distribution of commodities. Because zoning, building, and sales are handled differently, the categorization is significant. A vital link in the global supply chain that transports commodities from producers to consumers is industrial real estate. Industrial real estate demand is mostly driven by rising consumption, trade, supply chain reconfiguration, and e-commerce. For stable cash flow and robust prices, investors look to industrial real estate.

In general, there are three sizes of industrial properties: small, big, and huge.

Single- or two-story structures designated for industrial use are examples of small industrial sites. These frequently have adaptable interior space, typically a combination of office and warehouse space. Small enterprises like mechanics, research labs, and start-ups employ "flex" spaces.

Medium-sized to big factories and warehouses used for the production or storage of commodities are examples of large industrial facilities. Among them are distribution firms like third-party logistics (3PLs). The following lists the several types of industrial real estate.

1. Manufacturing

2. Storage and distribution

3. Flex space

1. Manufacturing

These features are all about how items are transported and eventually delivered to an end customer, even if manufacturing locations are where products are manufactured. Depending on the type of property, the size might vary greatly, although these facilities typically include no more than 20% office space. Here are three typical kinds:

These features are all about how items are transported and eventually delivered to an end customer, even if manufacturing locations are where products are manufactured. Depending on the type of property, the size might vary greatly, although these facilities typically include no more than 20% office space. Here are three typical kinds:

Although manufacturing facilities are where goods are created, these features are all about how goods are transported and eventually delivered to a customer. Although the size of these facilities might vary greatly according on the kind of property, they typically comprise no more than 20% office space. These are three typical kinds:

Heavy manufacturing: These massive facilities often produce materials and products that require a lot of strength. They often have sophisticated machinery, three-phase electrical power, tens or even hundreds of thousands of square feet of useable area, and lots of room for trucks to load goods. When large manufacturing facilities acquire new owners or tenants, they must undergo renovations since the machinery therein is often tailored to the ultimate customer. Take Austral USA, the enormous shipbuilding plant located in Mobile, Alabama. The equipment would need to be changed if someone else wanted to take over that facility and utilize it to make, say, automobiles.

Heavy manufacturing: Heavy manufacturing facilities are **large-scale industrial plants** that produce **durable goods and materials**. These factories typically span **tens to hundreds of thousands of square feet**, equipped with **high-powered machinery, three-phase electrical systems, and ample loading space** for transportation.

Since the machinery inside is often **customized for specific production needs**, these facilities generally require **extensive renovations** when transitioning to new ownership or a different manufacturing process. For example, **Austral USA**, a massive **shipbuilding** facility in **Mobile, AL**, would need significant modifications if repurposed for **automobile production** due to the specialized equipment required for each industry.

Light assembly: Compared to their heavier equivalents, these areas are often more smaller and more straightforward. This is because they are often where goods are put together from component components, kept in storage, and then sent out to be sold to customers. They are therefore considerably easier to reorganize for various renters.

2. Storage and distribution

Distribution warehouse: As the name suggests, the main function of these warehouses is to ship products, hence location is important. You should be in the heart of the country, ideally close to an airport, if you want to deliver your goods anywhere in the nation fast. However, the size of the occupying corporation has the power to alter that and have an effect on design. For instance, Amazon operates a number of specially designed, state-of-the-art fulfillment facilities around the nation, some of which are larger than one million square feet, which explains why it provides same-day delivery in so many locations.

General-purpose warehouses: These facilities are designed primarily for storage rather than delivery. That distinction may manifest itself in a number of ways. For instance, because goods aren't being transported in and out as frequently, general purpose warehouses typically have a lower door to square footage ratio. Additionally, it implies that the majority of the variance in these places is driven by what is being held there rather than location. For example, cold storage facilities, which have freezers and are typically used to keep perishable food products, are a subset of general purpose warehouses.

Truck terminal: Completely focused on transportation, truck terminals are at the opposite end of the spectrum from general purpose warehouses. They have little to no storage capacity and are only intermediary locations where commodities are carried from one vehicle to another.

3. Flex space

Flex properties are designed to provide **versatile usage options** for tenants, typically consisting of at least **30% office space**. However, there are specialized types of flex buildings tailored to specific industrial needs:

5. **R&D (Research & Development):** These facilities support companies in creating and enhancing products. The layout varies depending on tenant needs. For instance, Google's **self-driving car project** facility, spanning **53,000 square feet**, features open indoor spaces for testing, strategically located near Detroit—home to top automotive talent.
6. **Data Centers:** These facilities house **IT infrastructure, cloud storage, and internet services**. They typically cover **100,000+ square feet**, though some are significantly larger—such as the **6.3 million square foot** data center in **Langfang, China**. Many companies lease third-party data center space, making this one of the fastest-growing sectors in commercial real estate.
7. **Showrooms:** A combination of **office, warehouse, and display space**, with over **50% dedicated to showcasing products**. Car dealerships are the most well-known example, though various industries utilize showroom spaces.

7.1.1 Hotel Management:

Managing hotel real estate is a **complex process**, requiring strategic decisions on daily operations and brand affiliations. These choices significantly impact a hotel's **performance and profitability**.

Classification of Hotels by Size

Hotels are categorized based on the number of rooms, allowing similar-sized properties to compare operational efficiencies and financial performance:

- **Under 200 rooms**
- **200 to 399 rooms**
- **400 to 700 rooms**
- **More than 700 rooms**

Target Markets in Hotel Management

Hotels cater to various markets based on their guest demographics and purpose of stay. Some of the most common types include:

- **Business Hotels:** The largest category, primarily serving business travelers. Typically located in **downtown areas** or **business districts**, these hotels also attract tourists and small conference groups. Common amenities include **complimentary newspapers, morning coffee, free local calls, and breakfast**.
- **Airport Hotels:** Designed for **business travelers, airline passengers on layovers, and airline crews**, these hotels are located near airports and often provide **free shuttle services**. Some offer hourly rates instead of standard overnight charges, catering to short-stay guests.

Suite Hotels: These hotels represent the newest trend and are among the fastest-growing sectors in the hospitality industry. They typically feature a living area and a separate bedroom, making them especially appealing to professionals like accountants, lawyers, businesspeople, and executives. The additional space allows them to work and host guests without using the bedroom area.

Extended Stay Hotels: Similar to suite hotels, extended stay hotels often include kitchen facilities within the rooms. They cater to guests planning to stay for more than a week, offering a cost-effective alternative for those who prefer not to rely on traditional hotel services.

7.2 Target market:

8. The target market consists of individuals most likely to purchase a product or service. Target marketing involves dividing a market into segments and focusing efforts on those segments whose needs align closely with the offerings. This strategy is crucial for attracting new customers, boosting sales, and ensuring business success.
9. B.H Builders Ltd. targets various groups, including business entities seeking commercial spaces and upper-class or upper-middle-class individuals looking for residential properties. Their primary focus is on customers from higher income brackets, including the working class, who are educated and willing to invest in lifestyle-enhancing products and services. These individuals often seek to elevate their social status. B.H Builders Ltd. prioritizes customer satisfaction and tailors its offerings to meet the needs of its target audience.
10. In theory, anyone interested in purchasing an apartment is a potential client. VBL aims to provide financial solutions to those who prefer private-sector financing over public options, wish to minimize their tax liabilities, or seek to allocate their resources toward more profitable ventures. Their target clients include business owners, Bangladeshi expatriates, high-ranking government officials, and executives employed by multinational corporations.

11. B) Apartment Developers:

The focus is on emerging developers with a proven track record of success.

other group of potential initial clients. Financing these developers will have the added ad of cutting u. it the term of lending.

Positioning:

Positioning refers to the strategy marketers use to establish a specific image or identity in the minds of their target audience. B.H Builders Ltd. has already established itself as a trusted brand, known for its quality services. Customers who have engaged with the company are well aware of its reputation. To strengthen its positioning, B.H Builders Ltd. employs the **7Ps of marketing**: product, price, place, promotion, people, process, and physical evidence. By leveraging these elements, the company ensures it delivers exceptional service and maintains high levels of customer satisfaction.

11.1 Marketing Program:

The **marketing mix** consists of product, price, communication, distribution, and services offered to the target market. It is the strategic combination of these elements that fulfills customer needs and delivers value. Traditionally referred to as the **Four P's** (price, place, product, and promotion), the marketing mix has been expanded by some experts to include three additional elements: **physical evidence, process, and people**, making it the **Seven P's**.

Product:

For B.H Builders Ltd., the product is the cornerstone of achieving customer satisfaction. As a real estate development company, its offerings include **residential buildings, commercial complexes, and five-star hotels**. The company is committed to delivering high-quality products to its clients at all times.

B.H Builders Ltd. serves three key segments of the residential market:

- **Luxury,**
- **Super Luxury,** and
- **Premium.**

Its product portfolio features a diverse range of options, such as:

- **Condominiums,**
- **Duplexes,**
- **Row houses,** and
- **Apartments** in various sizes.

B.H Builders Ltd. is recognized for introducing and pioneering the innovative concept of developing commercial complexes near residential areas. The company has successfully launched several commercial projects and is expanding its presence across multiple locations in Bangladesh.

B.H Builders Ltd. owns the luxurious **Westin Hotel** in Gulshan, Dhaka, and has formed strategic alliances with **Starwood** and **IGH Group** for the development and management of hotels in Bangladesh. The company is currently evaluating its hotel business to determine future plans, resource allocation, and the scale of operations it aims to achieve in this sector.

In the real estate segment, B.H Builders Ltd. offers a variety of features and amenities for apartment buyers, including affordable housing in prime locations, health clubs, rooftop gardens, children’s play areas, European-style elevators, backup generators, prayer rooms, loan facilities, 24/7 security, and after-sales services.

Place:

Distribution plays a critical role in ensuring the right product reaches the right place at the right time. On average, about 20% of a product’s cost is attributed to distribution, though this varies by product. B.H Builders Ltd. strategically selects locations for its projects based on customer preferences and convenience. Some of its key locations include:

1. Banani
2. Gulshan
3. Panthopath
4. Uttara
5. Baridhara
6. Nababgonj
7. Eskaton
8. Kazi Nazrul Islam Avenue
9. Islampur Kumartoli
10. Kawran Bazar
11. Boro Magbazar

Through extensive research and development, B.H Builders Ltd. has built a strong reputation and credibility in the industry. The company now has the expertise to design and construct high-rise, ultra-modern residential and commercial buildings. With experienced professionals and modern facilities, B.H Builders Ltd. aims to deliver exceptional service and meet the diverse needs of its clients.

The company’s **Property Management Service (Pvt) Ltd.** is highly strategic about its placement decisions. It targets middle- and upper-class clients who prefer mid-sized flats

in residential areas. Most of its projects are located in prime areas such as Gulshan, Mohammadpur, Uttara, Kalabagan, Kathalbagan, Pallabi, and Dhanmondi.

Price:

Pricing is a crucial element of the marketing mix, as it directly impacts revenue generation. Setting the right price involves balancing production, design, distribution, and promotion costs while considering supply and demand dynamics. Incorrect pricing—either too high or too low—can lead to lost sales.

B.H Builders Ltd. considers several factors when determining its pricing strategy:

- Fixed and variable costs
- Competitive pricing
- Company objectives
- Positioning strategies
- Target audience and their willingness to pay

The company stands out in its pricing approach, which is influenced by location and area. While its prices are higher due to the premium quality of its products, this aligns with its target market of upper-class and upper-middle-class individuals. B.H Builders Ltd. believes its superior quality justifies its pricing, setting it apart from competitors.

B.H Builders Ltd. determines its pricing strategy after completing the design phase with the assistance of a reputable architect. The pricing is based on several key factors, including the cost of land development, raw materials, and payments to landowners. Once these expenses are calculated, the company sets a final price for its flats.

The company offers two payment options to its clients:

1. **Lump-sum payment:** Clients who choose to pay the full amount upfront receive a **10% discount** on the total price.
2. **Installment plan:** For clients opting for installments, **30% of the payment is due within 30 days**, with the remaining balance divided into **18 installments**.

This flexible installment approach is widely adopted by real estate companies to accommodate the financial preferences of a diverse client base.

Skimming Pricing Strategy:

B.H Builders Ltd. employs a **skimming pricing strategy**, charging premium prices for its high-end products. The company believes that higher prices reflect superior quality and ensure customer satisfaction. Despite the premium pricing, the company strives to keep its offerings accessible to its target market of upper-class and upper-middle-class clients. This strategy helps maintain the brand's reputation for quality while attracting new customers.

Promotion:

Promotion, also known as communication, encompasses various strategies such as advertising, public relations, sales promotions, direct marketing, and personal selling. B.H Builders Ltd. uses a mix of promotional tactics to stand out in the competitive real estate market.

Advertising:

- **Print Media:** The company advertises in newspapers like *Ittefaq*, *Prothom Alo*, and *Jugantor* to reach a broad audience. Ads are published for at least 10 days each month.
- **Billboards:** Large billboards are placed at key locations in Dhaka, such as near the Sheraton Hotel, to increase visibility.
- **Festoons:** Festoons are displayed along major roads, highlighting special offers and project details.
- **Hand Notes:** The company distributes hand notes to targeted clients, providing information about their projects and locations.

Digital Marketing:

- **Website:** B.H Builders Ltd. maintains a detailed website to showcase its projects, attracting both local and international clients, including expatriates.
- **Email Marketing:** The company uses email campaigns to reach potential clients and upsell to existing ones, offering a cost-effective and efficient communication channel.

Personal Selling:

Personal selling involves direct interaction with potential clients to build relationships and close deals. This approach allows B.H Builders Ltd. to explain complex product details and establish trust with buyers.

Rehab Fair and Sales Promotions:

The company participates in the annual **Rehab Fair** and runs sales promotions to attract new and existing clients. These short-term tactical strategies help boost sales and reinforce brand positioning.

Customer Satisfaction:

In the real estate industry, customer satisfaction is paramount. B.H Builders Ltd. prioritizes client happiness by delivering high-quality products and services. By maintaining strong relationships with customers and ensuring their needs are met, the company has successfully increased its sales and strengthened its market position.

another quick, simple, and affordable option for B.H. Builders Ltd. to connect with potential customers or upsell to existing ones. **Individual Selling:**

Spoken interaction with prospective customers with the goal of closing a deal. The goal of personal selling is to build a connection with the potential customer first, but the final goal is always to clinch the deal.

The relationship between the buyer and seller has grown as a result of B.H. Builders Ltd.'s personal selling strategy, which has produced a great deal of interactive contact that is great for conveying intricate product details and characteristics.

B.H. Builders Ltd. is extremely mindful of how they market their goods. The corporation uses some media to promote its goods.

News media: They promote their apartments for sale in different locations with varied offers in the newspaper for at least 10 days out of 30 days. Their primary media sources are the Ittefaq, Prothom Alo, Jugantor daily paper, and others.

Hand note: They utilize the hand note approach to advertise their goods. To promote their goods and its location, they pass out notes to a number of targeted clients.

Festoon: Festoon is a promotional tactic used by B.H. Builders Ltd. The company offers a great deal that is mentioned there and displayed on the side of the major road.

Billboard: B.H. Builders Ltd. advertises their business on billboards as well. There are billboards at Dhaka's main intersection. like the Sheraton hotel's front side.

Website: BRE's website with more details. Many Probashi learned about BRE's initiative and business, and ultimately they bought their apartment.

Rehab Fair and Sales Promotion: To draw in new, current, and prospective customers, B.H. Builders Ltd. participates in the rehab fair every year and runs sales promotions. They may swiftly increase sales by concentrating promotional incentives on particular goods, which is a helpful short-term tactical strategy. Through the repetition of important brand and product positions, advertising helps firms raise

awareness, reach a wide audience, and build customer trust. In the real estate industry, customer happiness is the most important component. Every real estate owner wants their customers to be satisfied, and in the real estate sector, making sure customers are pleased is the best way to increase sales. By keeping customers happy, B.H. Builders Ltd. is boosting sales.

CHAPTER- FIVE

FINDINGS, RECOMMENDATION'S AND CONCLUSION

MATERIALS OE CHAPTER FIVE

5.1 Findings

5.2 Recommendations

5.3 Conclusion

5.1 Findings:

The gathered information was thoroughly examined, highlighted, and presented as conclusions at the conclusion. Following the statistical analysis, the following conclusions may be drawn from the analytical process:-

- The average score of 34.5 out of 50 is adequate and falls into the category of moderately decent. Therefore, B.H. Builders Ltd. is in an excellent situation overall.
- The median number, which falls within the relatively good range, is 31.85. This means that B.H. Builders Ltd. is in an excellent situation.
- The majority of consumers fall into the moderately good category, as shown by the modal value of 35. The majority of B.H. Builders Ltd.'s clientele are mediocly happy.
- Client satisfaction ranges from 26.18 to 42.82, meaning that the majority of clients fall into the neutral and slightly satisfied category. B.H. Builders Ltd. is in an excellent position right now, and if they continue to work to satisfy their clients, they will undoubtedly succeed very quickly.

At the same time, the score over 80% equals 30% and the score below 20% equals 10%. The greatest score is 47, or 94%, and the lowest is 19, or 38%. As a result, we can observe that a proportion of unhappy consumers is also manageable to recover from, while some clients are really content. Therefore, B.H. Builders Ltd. may get a very high degree of pleasure if they gave it their all.

- B.H Builders Ltd.'s key competency is quality, and in this instance, they are receiving satisfaction from their clients, as evidenced by the fact that 65% of their clients are happy with the flats' and commercial spaces' features.
- However, 45% of customers express extreme dissatisfaction with B.H. Builders Ltd.'s apartment and business property costs. In that situation, companies must endeavor to lower the pricing.

5.2 Recommendations:

In recommendations, certain suggestions can be followed. They are given below:

- Employees require additional training and development programs in order to increase their skill sets and assist the organization in growing.
- Associates ought to take their responsibilities more seriously.
- Associates ought to use greater caution when performing their jobs. While customer happiness is important, they should also consider additional efforts to prevent operational failures.
- They can employ appropriate software for improved customer communication in order to decrease the quantity of outstanding emails.
- They can hire more sales department associates to lessen the workload.
- They ought to make decisions steadily.
- They can take sponsorship for socializing and plan additional CSR events.
- Most significantly, they need to improve the costs of their residences and commercial spaces and lower them in order to increase customer satisfaction.
- They must be extra mindful to ensure that their clients receive their items on schedule.
- They use foreign designers, sometimes from outside the nation. However, I believe that the architectural staff here is highly skilled in design. Therefore, the in-house architects may complete the projects or concepts that they outsource.

If B.H Builders Ltd. follows these recommendations, I believe they can do better in future.

5.3 Conclusion:

In our nation, B.H. Builders Ltd. is a well-known business. It now does business in the cutthroat industry of offering more complex interior design. Every business wants to run its operations efficiently in the long run. Customer happiness determines an organization's overall performance. Therefore, the business should think of each customer as happy with their improved offerings.

B.H. Builders Ltd. is a well-known business in our nation. In order to provide more complex interior design, it is now conducting its operations in the competitive market. Every business aspires to run its operations with high performance over the long run. Client happiness is the foundation of every organization's overall performance. The corporation should thus think of each client as happy with their improved services.

B.H. Builders Ltd. has maintained its ranking as one of the top 10 firms for both interior design and the development of contemporary buildings. They have a high chance of growing their company and entering new markets. Their biggest asset is their diligent and productive crew, which has helped them get to where they are now.

Although the consumers are generally satisfied, there are several factors that might hinder the business's future growth and contribute to their discontent. According to the company's expectations, customer satisfaction would rise if they updated its safety, perks, and incentive policies.

The company's investigation and conclusions about satisfying customers with various difficulties are then summed up. Lastly, recommendations have been produced to address the issues and satisfy the clients depending on the challenges.

It is anticipated that by implementing the produced suggestions, the company would be able to satisfy its clients, establish itself as a competitive business, and soon rank among the top five in the market.

B.H. Builders Ltd. is a name linked with next generation workspaces, lifestyles, and worldwide standards after more than 20 years of excellence. It stands out for creating both residential and commercial constructions.

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Appendix
Appendix: 1

Project Picture :



