



Daffodil
International
University

An Analysis of Customer Satisfaction in Bangladesh's Real Estate Sector: Focus on Landing Address Ltd

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Program: Bachelor of Real Estate (BRE)

Department of Real Estate

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Date of Submission:

23 January, 2025

Letter of Transmittal

Mr. Shakil Ahmed

Lecturer

Department of Real Estate

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship report.

Dear Sir,

I respectfully tell you that I have submitted my internship report titled: “An Analysis of Customer Satisfaction in Bangladesh's Real Estate Sector: Focus on Landing Address Ltd.” I sincerely appreciate the opportunity to collaborate on this study. I am assured that possessing this practical knowledge of the real estate sector will significantly enhance my life. I have endeavored to create this report in alignment with the DIU Internship Report standards.

I earnestly anticipate your approval of my report and your favorable consideration of its acceptance.

Yours sincerely

Swazan

.....

Sirajune Hassan Swazan

ID# 201-27-350

Department of Real Estate

Faculty of Business & Entrepreneurship

Student Declaration

This is, **Sirajune Hassan Swazan** ID: 201-27-350 respectfully asserts that the internship report titled " **An Analysis of Customer Satisfaction in Bangladesh's Real Estate Sector: Focus on Landing Address Ltd** " has been entirely authored by me following the completion of my internship at Landing Address Ltd. I hereby certify that this paper has been composed expressly to meet an academic requirement. The papers have not been published in any journal or magazine, nor have they been approved by any university or institution for any degree apprenticeship or student fellowship.

Sincerely

Swazan

.....
Sirajune Hassan Swazan
ID# 201-27-350
Department of Real Estate
Faculty of Business & Entrepreneurship
Daffodil International University

Letter of Approval

This is to certify that **Sirajune Hassan Swazan**, ID: 201-27-353, a student in the bachelor's program at Daffodil International University, has successfully completed his internship report entitled " **An Analysis of Customer Satisfaction in Bangladesh's Real Estate Sector: Focus on Landing Address Ltd** " under my supervision and guidance.

He completed his internship at Landing Address Ltd. I am pleased to confirm that he has fulfilled all requisite requirements for the report, which contains comprehensive data, information, analysis, and results from credible sources. The report seems to have concluded positively.

I wish him all the best in life.



.....
Shakil Ahmed

Lecturer

Department of Real Estate

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

I would like to express my profound gratitude to Almighty Allah for granting me the chance, bravery, and strength to complete my internship report.

I extend my profound gratitude to Lecturer **Mr. Shakil Ahmed** of the Department of Real Estate for his enthusiastic assistance and significant insights throughout the research, which enabled me to compile this report.

I extend my sincere gratitude to **Mr. Md. Ruhul Amin Jony**, Managing Director of Landing Address Ltd, for providing me with their expertise and the opportunity to gain practical experience through this internship program.

Finally, I would like to express my gratitude to my family, friends, and others who offered their assistance in the preparation of this report.

Gratitude to all who tread upon the core of my being.

Sl	Content	Page
	Cover Page	
	Letter of Transmittal	
	Student Declaration	
	Letter of Approval	
	Acknowledgement	
	Executive Summary	
	Table of Contents	
	Chapter 01: Introduction	
1.1	Introduction	
1.2	Background of the Study	
1.3	Scope of the Study	

1.4	Objectives of the Study	
1.5	Methodology of the Study	

1.6	Limitations of the Study	
	Chapter 2 Organization Overview	
2.1	History of Landing Address Ltd	
2.2	Vision	
2.3	Mission	
2.4	Code of Conduct	
2.5	Services of Landing Address Ltd.	
	Chapter 3 Discussion and Analysis	
3.1	Key Customer Services in the Real Estate Sector:	
3.2	Data Analysis of the Survey	
	Chapter 4 - Problems and Recommendation	
4.1	Some problems in the Real Estate Business	
4.2	Recommendations	
4.3	Conclusion	
	Appendix.	

Chapter1

Introduction

1.1 Introduction

The real estate industry holds a significant position in Bangladesh, employing approximately 5 million individuals, both skilled and unskilled. Historically, the public sector struggled to meet the country's housing demands. In response, private real estate companies began developing housing projects in the early 1980s. Initially, fewer than ten developers operated in this sector, but by 1988, the number had grown to 42. Over time, the demand for apartment housing steadily increased, attracting more developers. By the year 2000, approximately 200 companies were active in the industry, and by 2017, this number had surpassed 1,500.

The Real Estate and Housing Association of Bangladesh (REHAB) was established in 1991 with just 11 members. By 2013, the membership had grown to 1,226, as noted in the REHAB annual report. Unlike manufacturing and certain service sectors, the real estate industry involves more than just the sale of goods and services. It is characterized by long-term contracts, diverse service relationships, and the need to establish a strong reputation among potential buyers and clients. A focus on retaining existing clients often takes precedence over acquiring new ones, as addressing the needs of current customers tends to yield better outcomes. Furthermore, as the industry has grown, so have customer expectations regarding the quality of services provided.

Landing Address Ltd, a leading private real estate company in Bangladesh, was established in 2017 with the mission of providing exceptional real estate services to its clients. From the outset, the company has adhered to Bangladesh's real estate regulations in its operations.

Landing Address Ltd. takes great pride in its work and values the strong relationships it has built with partners and clients. Its achievements stem from a steadfast commitment to excellence, earning the company a well-deserved reputation for delivering exceptional customer service and consistently meeting client expectations.

1.2 Background of the Study

The Bachelor of Real Estate (BRE) internship program allowed me to bridge the gap between academic learning and practical experience, while also enhancing essential soft skills such as problem-solving, leadership, teamwork, and adaptability.

During my internship with Landing Address Ltd., my supervisor offered valuable guidance throughout the process of preparing this report. I gathered information through my work with the company, interactions with its diverse client base, and by referencing details from their official website. This internship experience not only helped me refine my abilities but also boosted my confidence in a professional setting.

The report is titled “**An Analysis of Customer Satisfaction in Bangladesh's Real Estate Sector: Focus on Landing Address Ltd.**”

1.3 Scope of the Study

Real estate companies rely heavily on their customers for survival. Without customer engagement—whether through time, financial investment, or property purchases—a company risks collapse. Therefore, ensuring customer satisfaction is of utmost importance in the real estate business. Understanding and prioritizing customer service and satisfaction are crucial for any company in this industry.

Delivering superior service quality compared to competitors and providing exceptional customer experiences help a company stand out in a crowded market. These efforts not only foster strong customer relationships but also establish the company as a preferred choice. Since many companies offer similar services and products, factors such as customer feedback and experiences play a critical role in distinguishing one company from the rest and showcasing its effectiveness.

The report covers:

- ❖ Customer Satisfaction of **Landing Address Ltd.**
- ❖ Services offered by the **Landing Address Ltd.**

1.4 Objectives of the Study

The objectives of the study are the following:

Broad Objective:

The primary goal of this study is to assess customer satisfaction within the real estate industry in Bangladesh, focusing specifically on Landing Address Ltd.

Specific Objective:

1. To identify customer perceptions and demands regarding real estate services..
2. To analyze the impact of service quality on customer satisfaction.
3. To provide actionable recommendations based on the findings to address identified issues.

1.5 Methodology of the Study

To conduct the analysis presented in the report, both primary and secondary data sources were utilized. Initial insights into the company's general operations and customer satisfaction were gathered from **Landing Address Ltd's** employees and its customers. Secondary data was obtained from various sources, including websites, annual reports, industry-related publications, and other relevant materials.

Primary Data:

- ✓ Data has been collected from the customers of **Landing Address Ltd.**
- ✓ Face-to-face conversation with customers.
- ✓ Observation from internship period.

Secondary Data:

- **Landing Address Ltd** annual report of 2020-2022.
- **Landing Address Ltd** investment manual of 2020.
- **Online Sources:** Website of **Landing Address Ltd.**
- Articles, various books, and journals which are related to this report topic.

Target Population:

The target population of the study is the customers of **Landing Address Ltd.**

Sample Size

To conduct the research the total sample size was 50.

Sampling Techniques

To carry out this study, convenience sampling, a non-probability sampling method, was used.

Method of Data Collection

Questionnaire Survey: Data collection was conducted through a questionnaire survey designed to gather insights from a specific population or sample regarding their opinions, behaviors, attitudes, and other relevant information. For this report, a structured yet open-ended questionnaire was developed specifically for the customers of **Landing Address Ltd.**

1.6 Limitations of the Study

The following restrictions arose when the research was conducted:

- A lack of sufficient data, which limited the scope of analysis for the study.
- Insufficient time to thoroughly cover all aspects of the research.
- Difficulty obtaining responses from clients, as approximately 90% of them are business owners with demanding schedules.
- Challenges in accessing certain information, as organizations typically safeguard the confidentiality of their internal data..

Chapter 2

Organization Overview

2.1 History of Landing Address Ltd

Landing Address Ltd. has a rich history rooted in quality, passion, and commitment. Founded in 2017, the company set out with the goal of delivering top-notch real estate services to its clients. The foundation of its journey lay in a simple yet powerful idea: to create a real estate firm that prioritizes customer needs. Its mission was to build a client-focused business offering tailored solutions designed to meet individual requirements.

Since its inception, Landing Address Ltd. has worked tirelessly to position itself as a leader in the real estate industry. With a dedicated team of experienced professionals, the company stays ahead by embracing the latest trends and innovations in the sector, bringing valuable expertise to its operations.

Landing Address Ltd. takes great pride in its work and the relationships it has cultivated with both partners and clients. Its achievements stem directly from an unwavering commitment to excellence, earning it a reputation for exceptional customer service and consistently surpassing client expectations. Looking ahead, the management is excited about the company's future, including plans to expand its services and offerings. Its focus on customer satisfaction remains steadfast, ensuring every client receives outstanding results.

2.2 Vision

The vision of Landing Address Ltd. Is:

- To establish itself as a leading real estate firm, setting the benchmark for quality and industry standards.
- To become the preferred choice for real estate services, recognized for its professionalism, expertise, and unwavering commitment to clients, whether they are buying or selling properties.
- To embrace innovation and continuous improvement by leveraging the latest trends and technologies to deliver exceptional outcomes for clients.
- To support clients in achieving their real estate aspirations and creating brighter futures..

2.3 Mission

The mission of Landing Address Ltd. is as follows:

1. To offer outstanding real estate services that prioritize customer satisfaction, integrity, and professionalism.
2. To foster strong, long-lasting relationships with both clients and partners.
3. To deliver customized solutions tailored to meet the specific needs of clients while exceeding their expectations.
4. To become the most trusted and respected real estate company in the market by consistently delivering results that empower clients to reach their goals and contribute to the company's growth and success.

2.4 Code of Conduct

Landing Address Ltd. is dedicated to upholding the highest standards of ethics, professionalism, and customer care. Its **Code of Standards** serves as a guiding framework, ensuring that the company consistently delivers outstanding results for its clients. Key principles include:

- **Professionalism:** The company adheres to the highest levels of professionalism in all its activities, from client interactions to internal operations. Integrity, honesty, and transparency are the cornerstones of its approach.
- **Customer Service:** Landing Address Ltd. places the utmost importance on delivering exceptional customer service by prioritizing client needs. It strives to understand the unique goals and preferences of each client, enabling the creation of customized solutions that meet their requirements.
- **Clear Communication:** Open and transparent communication is a fundamental value. Clients and partners are kept informed at every step of the process, with timely responses to inquiries and regular updates on real estate transactions.
- **Knowledge and Expertise:** Drawing on extensive industry experience, Landing Address Ltd. ensures the best outcomes for its clients. Its team of experts stays updated on the latest trends and advancements to deliver informed and effective solutions.
- **Respect and Confidentiality:** The company treats all clients and partners with respect, safeguarding their privacy and ensuring the security of sensitive information.
- **Accountability:** Landing Address Ltd. stands by its commitments, taking full responsibility for its decisions and actions. The company is steadfast in maintaining professionalism, ethics, and accountability in all its endeavors.

2.5 Services of Landing Address Ltd.

Landing Address Ltd. offers three primary services:

- 1. Building Development**
- 2. Apartment Buying and Selling**
- 3. Interior Design**

As a prominent building developer in Bangladesh, Landing Address Ltd. has successfully executed several projects. It collaborates with reputable developers such as DOREEN Development Ltd., The Purba Ltd., Somerset Properties Ltd., Edison Real Estate Ltd., and Seraj Properties Ltd., forming contracts to sell both ready and under-construction flats or offices within 6 to 12 months.

The company's primary focus lies in developing buildings, facilitating apartment sales, and providing interior design services. It offers cost-effective solutions tailored to meet customer preferences, allowing clients to choose between ready-to-move-in or unfurnished apartments and offices.

Additionally, Landing Address Ltd. caters to clients who wish to customize their spaces, offering professional interior design services delivered by skilled designers at affordable prices. By creating stunning and elegant interiors, the company has earned the trust of its customers and become a preferred choice in the real estate sector.

Looking ahead, Landing Address Ltd. is focused on expanding its operations and developing more projects. The company remains dedicated to apartment sales and interior design, striving to meet evolving customer needs and maintain its reputation for excellence.

Chapter 3

Discussion and Analysis

3.1 Key Customer Services in the Real Estate Sector:

A. Resolving Customer Complaints

Real estate companies prioritize addressing customer complaints to maintain satisfaction. For instance, when project handover dates are delayed, companies strive to minimize these occurrences and aim to complete projects on schedule. If customers raise concerns about pricing, companies often adjust the price to ensure customer retention, even if it results in minimal profit. Location preferences can also pose challenges; if a customer feels the chosen location is unsuitable, the company offers alternative options based on their requirements. Additionally, dissatisfaction with apartment layouts or interior designs is resolved by customizing the design to the customer's preferences. For issues related to fittings, the company deploys skilled professionals to resolve the problems promptly, ensuring customers feel secure and enjoy a premium living experience.

B. Utility Connections

Due to restrictions on new gas connections by Titas, companies build dedicated underground rooms in buildings for LPG gas storage. Electricity is supplied through Desco, and water is provided by WASA, ensuring essential utilities are available for residents.

C. Project Handover

Companies generally aim to complete and hand over projects within the expected timeframe. However, the duration may vary depending on the scale and nature of the project. For example, commercial and residential buildings may require additional time to finalize all necessary processes.

D. Registration Process

To facilitate smooth registration, companies prepare agreements with customers, committing to deliver apartments along with all required documents obtained from Rajuk. By collecting necessary documents from multiple customers simultaneously, the company can process

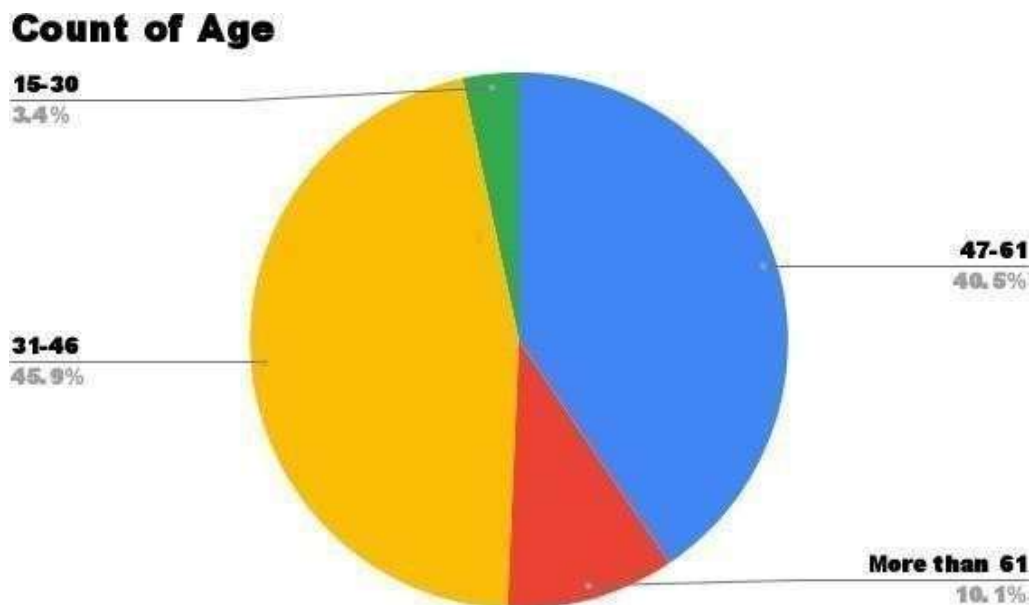
registration in bulk with Rajuk. This efficient approach allows the company to hand over several projects at once, ensuring customer satisfaction and timely delivery of apartments.

3.2 Data Analysis of the Survey

The survey analysis highlighted several key factors, providing insights into customer sentiments about the company overall and their perspectives on various issues. A total of 100 participants, primarily clients of Landing Address Ltd., were surveyed. The findings for each question were presented, with most questions being straightforward and close-ended.

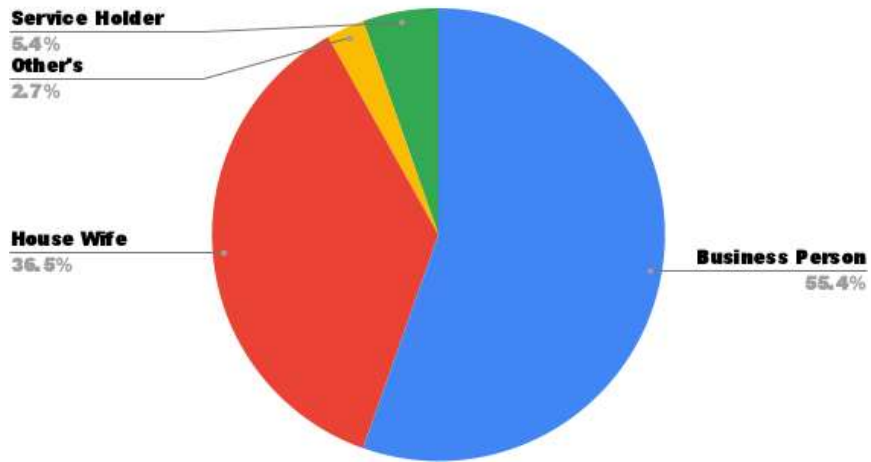
Graphical representations and clarification are displayed for each response:

Statement no 1:



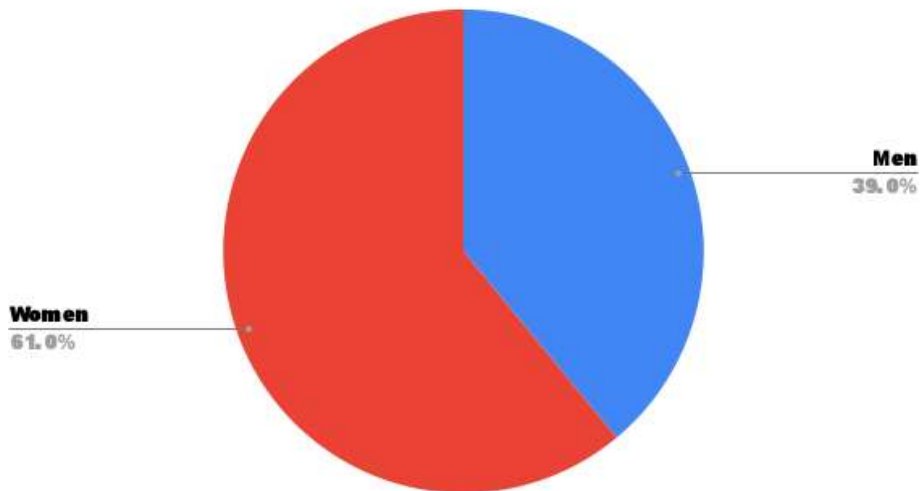
The pie chart shows that the majority of respondents 45.9% are between 31-46 years. About 40.5% of the respondents are 47-61 years old, 3.4% of the respondents are 15-30 years old and 10.1% are more than 61.

Count of Occupation



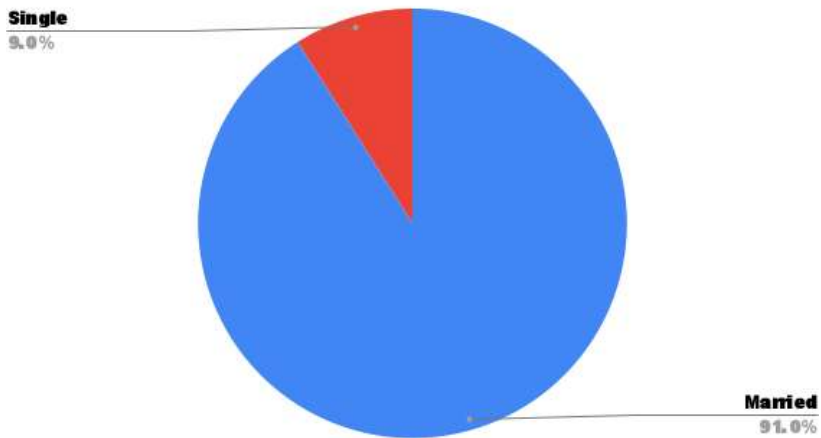
The pie chart shows that the majority of respondents 55.4% are business people. About 6.4.0% of the respondents are service holders, 36.6% are housewives and 2.7.0% of the respondents are doing other types of responsibility.

Count of Gender



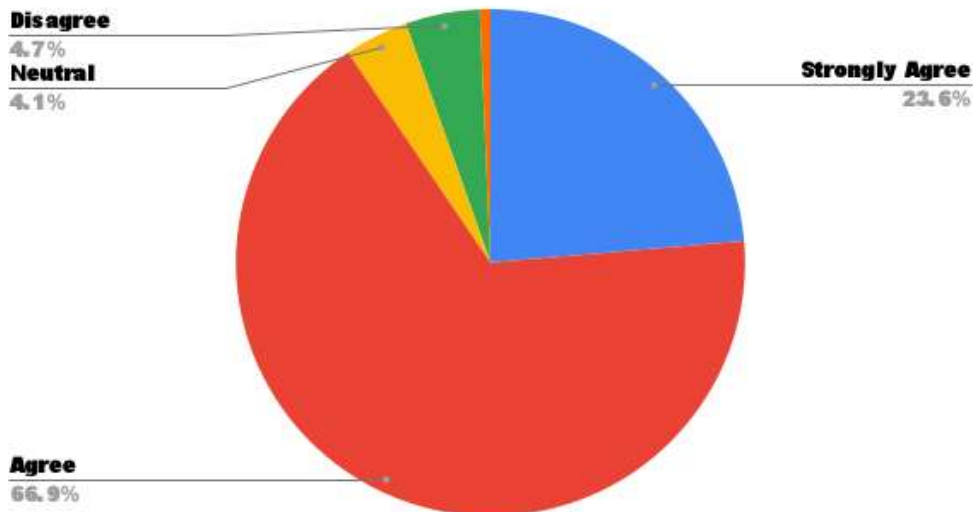
The pie chart shows that the majority of respondents 39.0% are male. About 61.0% of the respondents are female.

Count of Marital Status



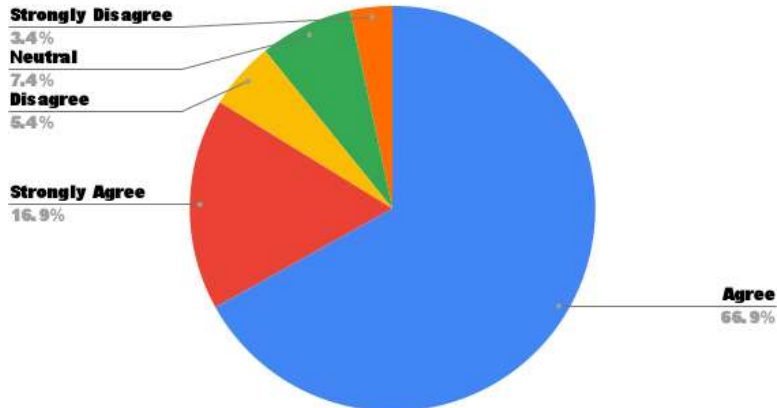
The pie chart shows that the majority of respondents 91.0% are married. About 9.0% of the respondents are single.

Count of Project's are approve by Rajuk.



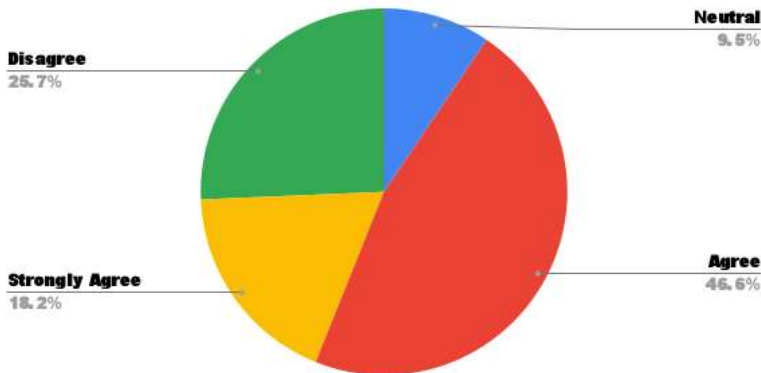
The pie chart shows that the majority of these surveyed 66.9% chose to “agree” in this case, 23.6% chose to strongly agree and 4.1% are neutral which results give a positive vibe towards customer satisfaction. Only 4.7% of respondents strongly disagreed with the statement and some of few respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Count of Land's are available for every class.



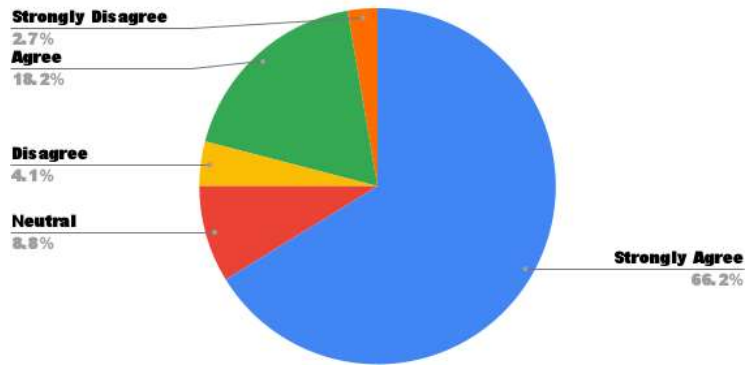
The pie chart shows that the majority of these surveyed 66.9% chose to “agree” in this case, 16.9% chose to strongly agree and 7.4% are neutral which results give a positive vibe towards customer satisfaction. Only 5.4% of respondents disagreed with the statement and 3.4% of respondents chose to strongly disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Count of Land's are offered in a reasonable price.



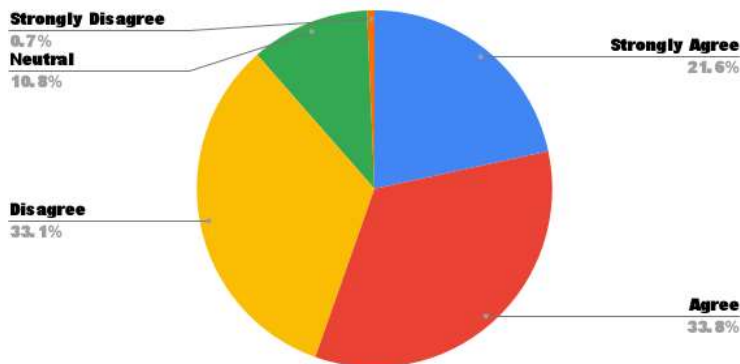
The pie chart shows that the majority of these surveyed 46.9% chose to “agree” in this case, 18.2% chose to strongly agree and 9.5% are neutral which results give a positive vibe towards customer satisfaction. Only 25.7% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Count of Landing Address Ltd make all legal document properly.



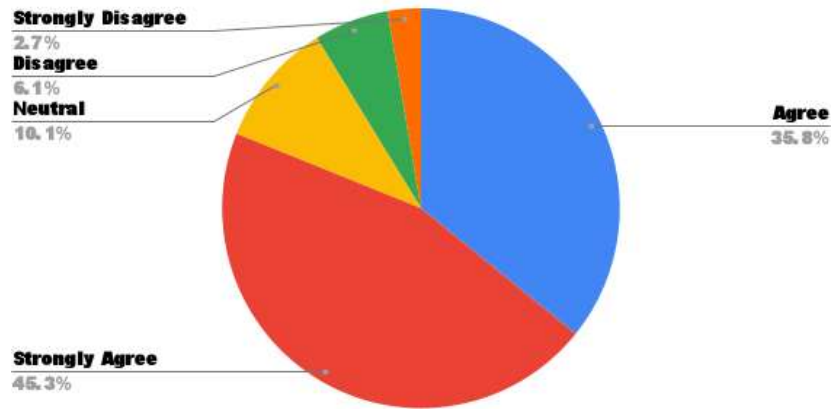
The pie chart shows that the majority of these surveyed 66.2% chose to “agree” in this case, 2.7% chose to strongly agree and 8.8% are neutral which results give a positive vibe towards customer satisfaction. Only 2.7% of respondents strongly disagreed with the statement and 4.1% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Count of Landing Address Ltd offer their land's which is out of flood flow zone.



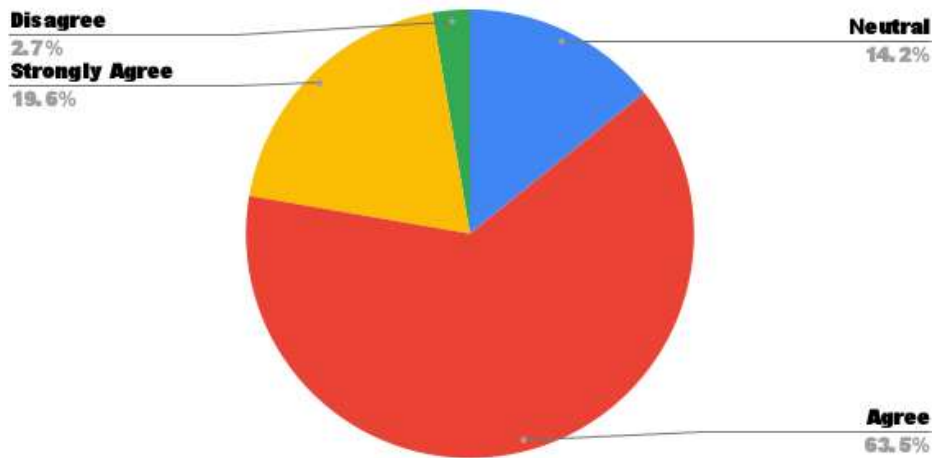
The pie chart shows that the majority of these surveyed 33.8% chose to “agree” in this case, 21.6% chose to strongly agree and 10.8% are neutral which results give a positive vibe towards customer satisfaction. Only 0.7% of respondents strongly disagreed with the statement and 33.1% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Count of Commercial bank and hospital are located near customer's project.



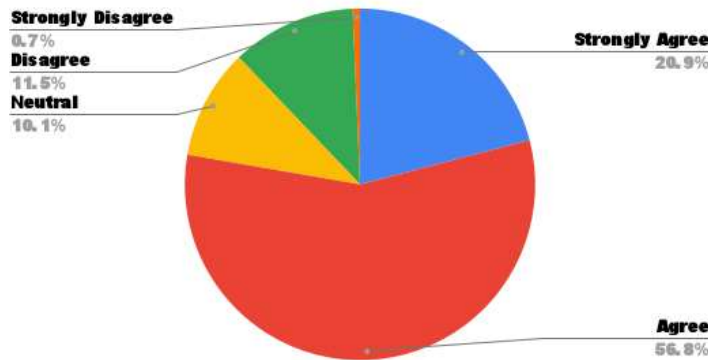
The pie chart shows that the majority of these surveyed 35.8% chose to “agree” in this case, 45.3% chose to strongly agree and 10.1% are neutral which results give a positive vibe towards customer satisfaction. Only 2.7% of respondents strongly disagreed with the statement and 6.1% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Count of Landing Address Ltd project's are located in a ecological balancing place.



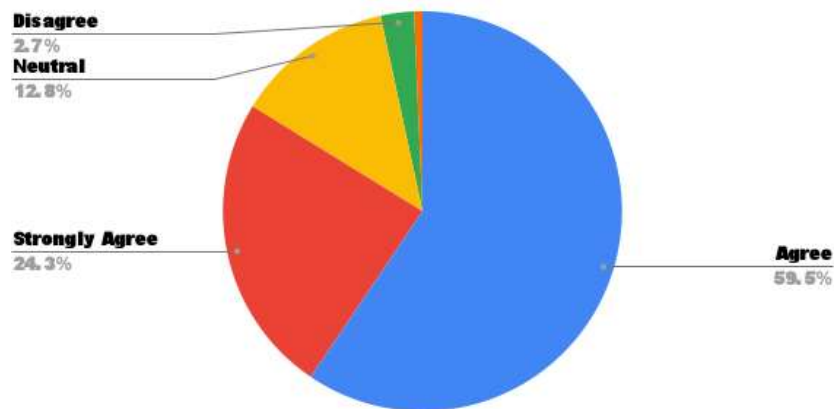
The pie chart shows that the majority of these surveyed 63.6% chose to “agree” in this case, 19.6% chose to strongly agree and 14.2% are neutral which results give a positive vibe towards customer satisfaction. Only 2.7% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Count of The location of your plot is designed by professional city planners, architects & environments.



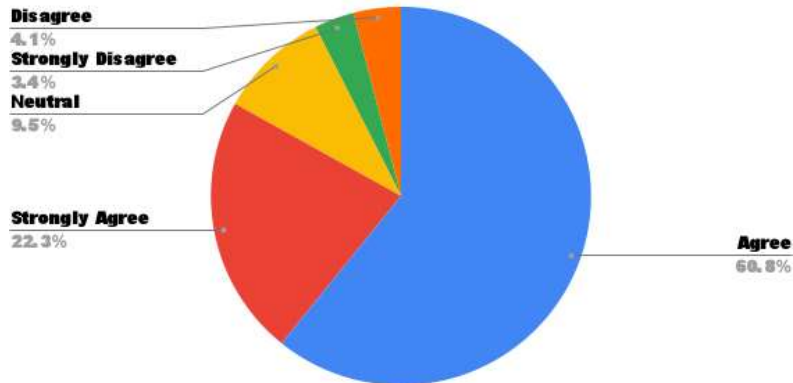
The pie chart shows that the majority of these surveyed 56.8% chose to “agree” in this case, 20.9% chose to strongly agree and 10.1% are neutral which results give a positive vibe towards customer satisfaction. Only 0.7% of respondents strongly disagreed with the statement and 11.5% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Count of Landing Address Ltd project's has strong administration & security facilities.



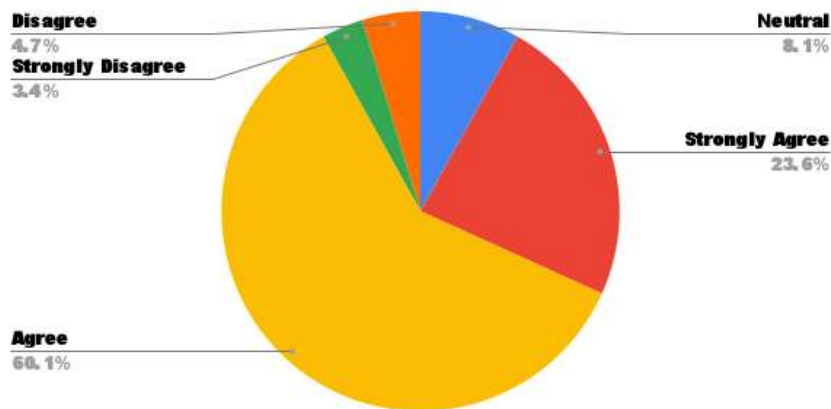
The pie chart shows that the majority of these surveyed 59.5% chose to “agree” in this case, 24.3% chose to strongly agree and 12.8% are neutral which results give a positive vibe towards customer satisfaction. Only 2.7% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Count of The design of project's attracts customer.



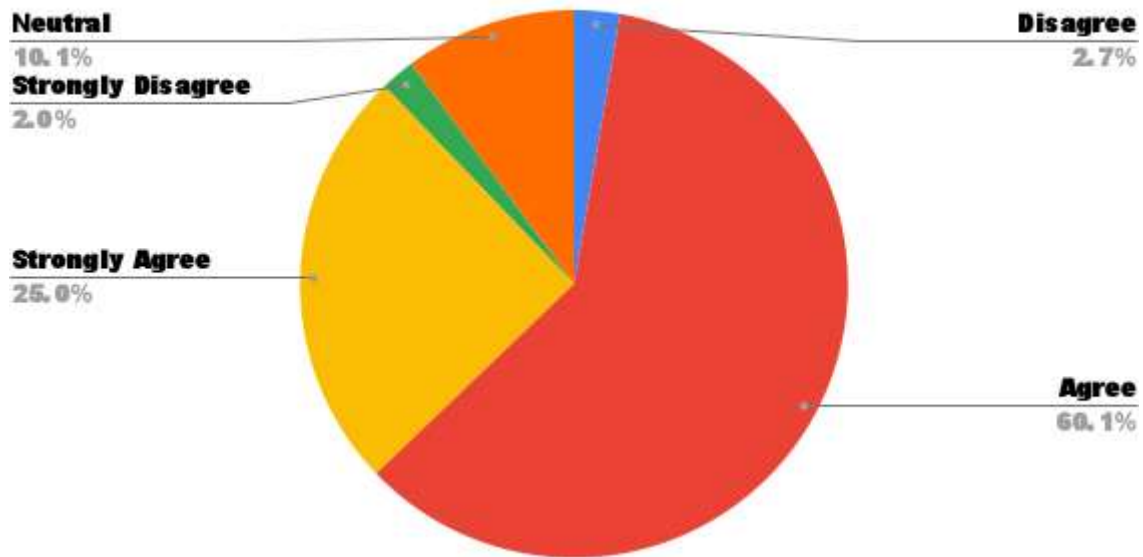
The pie chart shows that the majority of these surveyed 60.8% chose to “agree” in this case, 22.3% chose to strongly agree and 9.5% are neutral which results give a positive vibe towards customer satisfaction. Only 3.4% of respondents strongly disagreed with the statement and 4.1% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree then it is clear that most of the customers agree with that and they are satisfied.

Count of Electricity , gas & water connections are available on-site as commit.



The pie chart shows that the majority of these surveyed 60.1% chose to “agree” in this case, 23.6% chose to strongly agree and 8.1% are neutral which results give a positive vibe towards customer satisfaction. Only 3.4% of respondents strongly disagreed with the statement and 4.7% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Count of Always tries to provide better services to it's customer's.



The pie chart shows that the majority of these surveyed 60.1% chose to “agree” in this case, 25.0% chose to strongly agree and 10.1% are neutral which results give a positive vibe towards customer satisfaction. Only 2.0% of respondents strongly disagreed with the statement and 2.7% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Chapter 4

Problems and Recommendation

4.1 Some problems in the Real Estate Business:

- The value of land is continuously rising year after year across different areas, pushing it beyond the standard price range.
- The prices of essential construction materials such as bricks, sand, cement, and rods are increasing steadily without any justifiable reasons.
- The cost of purchasing apartments is also becoming significantly higher.
- Due to the steep house rents, low-income and middle-income groups are forced to live in modest or ordinary homes.
- The high interest rates on home loans make it unaffordable for people from low- and middle-income groups to purchase houses.
- At times, incorrect or misleading information about a flat's location creates confusion among clients.
- In some cases, customers either fail to provide the required documents or submit false papers during the registration process.
- Over 80% of clients do not acknowledge that the rising costs of raw materials directly contribute to the increasing price of flats.
- Customers often face delays in securing electricity connections for new apartments, as completing the electrical setup is a time-consuming process, especially when rushed.
- A significant proportion of clients, more than 65%, are aged between 55 and 60, which makes managing their specific needs and expectations quite challenging.

4.2 Recommendations:

To prevent the loss of market share and significant revenue, **Landing Address Ltd.** must take immediate and strategic actions as outlined below:

1. Maintain Standard Land Values:

The company should work towards stabilizing land prices to ensure affordability for all groups, enabling people across various income levels to purchase land.

2. Address Rising Construction Material Costs:

The rising prices of construction materials like bricks, sand, cement, and rods must be controlled. If these costs continue to increase, even individuals with sufficient funds will struggle to build homes or buy land. Collaboration with suppliers or government intervention may help stabilize these prices.

3. Make Apartments Affordable:

Owning an apartment is a basic necessity in urban areas. Therefore, apartment prices should be adjusted to a more reasonable range, ensuring access for all socio-economic groups.

4. Reduce House Rent:

To alleviate financial pressure on low- and middle-income groups, house rents should be made affordable. This will allow families to manage their living expenses effectively.

5. Lower Home Loan Interest Rates:

High-interest rates on house loans can lead to severe financial difficulties, especially for low- and middle- income groups. Lowering these rates is essential to make home ownership feasible and prevent financial distress.

6. Improve Accuracy in Location Presentation:

The company must ensure accurate and transparent presentations regarding the location of flats to avoid confusing or misleading clients.

7. Verify Customer Documentation:

Strict verification processes must be implemented to ensure that customers provide proper and valid documents during the registration phase, minimizing risks associated with false paperwork.

8. Government Action on Raw Material Prices:

The government should play a proactive role in monitoring and reducing the prices of raw materials. Steps must be taken to make construction materials more affordable for builders and homeowners.

9. Ensure Timely Electricity Setup Before Handover:

The company should only provide handover dates after completing all electrical installations. This will prevent delays and enhance customer satisfaction.

10. Develop Guidelines for Senior Clients:

For clients aged between 55 and 60, the company should create clear, simplified guidelines to ensure they fully understand the services and processes involved in purchasing or registering properties.

4.3 Conclusion

Landing Address Ltd. has brought innovative ideas to the real estate sector, revolutionizing the industry in Bangladesh. Over the past eight years, the company has made a significant and positive impact on the national economy. Its consistent profit growth has enabled the business to provide financial support to a variety of entrepreneurs, facilitating microbusiness ventures, international trade, and other critical undertakings.

The company not only delivers exceptional services but also offers valuable assets to its clientele. Through dedication and strategic planning, **Landing Address Ltd.** has established a strong and trustworthy reputation within the industry. Moving forward, the company aims to intensify its efforts to adapt to the dynamic and unpredictable domestic business environment.

In light of the challenges posed by the current global economic climate, **Landing Address Ltd.** must prioritize enhancing its productivity to maintain its leadership position, both locally and internationally. The company's commitment to delivering top-notch services has garnered overwhelmingly positive feedback, reflecting high levels of customer satisfaction, as confirmed by recent survey results.

However, there are still areas for improvement that could further elevate the overall client experience. By addressing these aspects, **Landing Address Ltd.** can solidify its standing as a leader in the real estate industry while continuing to meet and exceed customer expectations.

Appendix.

Dear Participants,

My Name is Sirajune Hassan Swazan, I am a student at Daffodil International University I am conducting research titled “An Analysis of Customer Satisfaction in Bangladesh's Real Estate Sector: Focus on Landing Address Ltd”. and the current questionnaire is designed for data collection purposes. You are warmly invited to take part in this research study by completing the enclosed questionnaire. Participation is entirely voluntary, and if you choose not to participate, you may disregard the questionnaire. However, your assistance in completing it would be greatly appreciated. The questionnaire is designed to take roughly 10 minutes to finish, and there are no right or wrong answers to the questions. Thank you for your time and cooperation. If you have any questions or require additional information about this study, please feel free to contact me.

Best regards,

Sirajune Hassan Swazan

ID # 201-27-350

Program: Bachelor of Real Estate (BRE)

Department of Real Estate

Faculty of Business & Entrepreneurship

Daffodil International University

Questions:

General Question :

**Your Name
(Optional)**

Information About Yourself:

1.Age(years) 15-30

31-46

47-61

More than 61

2. Occupation Service Holder Housewife Business Person Others

3. Gender Male Female Others

4. Marital Status Single Married

5. Projects are approved by

rajuk Strongly Disagree

Disagree

Neutral

Agree Strongly

Agree

The questionnaire survey:

Strongly Disagree

Disagree

Neutral

Agree Strongly

Agree

6. Lands are available for every class.

Land is reasonable.

Strongly Disagree

Disagree

Neutral

Agree Strongly
Agree

7. Landing Address Ltd makes all legal documents properly. Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

Landing Address Ltd. Offer their land which is out of the flood zone. Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

Commercial banks & hospitals are located near customer's projects. Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

Landing Address Ltd. Project's are located in an ecological balancing place. Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

The location of your plot is designed by professional city planners, architects & environments. Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

Landing Address Ltd projects have strong administration & security facilities. Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

The design of project's attracts customers.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Electricity, gas & water connections are available on site as a commitment.

Always tries to provide better services to Its customers.

Strongly Disagree

Disagree

Neutra

I Agree

Strongly Agree

References

- ✓ Alam, S. S., & Islam, M. N. (2018). Measuring customers' satisfaction towards the real estate company in Bangladesh: a study on a real estate company in Dhaka city. *Journal of Primeasia University*, 17(1), 1-24.
- ✓ <https://www.landingaddressltd.com/>
- ✓ Landing Address Ltd annual report