



Daffodil
International
University

**Sales & Marketing Strategies for Real Estate
Industry: A Study of BDDL Properties
Limited**

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Letter of submission

20 January 2025

Mr. Md. Rayhanul Islam

Assistant Professor

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Subject: Submission of Internship report.

Respected sir,

With all due respect, I would like to let you know that I have completed my internship report, which is titled “Sales & Marketing Strategies for Real Estate Industry: A Study of BDDL Properties Limited” I sincerely appreciate you giving me the opportunity to work with you to compile this report. I have no doubt that my life will be greatly improved by having this practical understanding of the real estate sector. I have tried my best to follow the DIU Internship Report criteria while compiling my report.

I sincerely hope that you will find my report acceptable and will give it your thoughtful consideration when it is accepted.

Sincerely yours



Akib Shariar Emon

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Student Declaration

This is **Akib Shariar Emon**, ID: **201-27-347** hereby declares that the internship report title “**Sales & Marketing Strategies for Real Estate Industry: A Study of BDDL Properties Limited**” is fully prepared by me after completion of the internship at BDDL Properties Limited. Furthermore, I attest that the goal of writing this report was to complete an academic assignment. The articles have not been accepted for publication in a journal or magazine, nor have they been approved by any other college or organization for a student fellowship or degree apprenticeship.

Sincerely,



Akib Shariar Emon

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Supervisor Approval

This is to confirm that, under my supervision and guidance, **Akib Shariar Emon**, ID:201-27-347, a student in Daffodil International University's bachelor's degree, has finished his internship report titled "**Sales & Marketing Strategies for Real Estate Industry: A Study of BDDL Properties Limited**"

BDDL Properties Limited was the place where he interned. I'm pleased to report that he has finished all the steps needed to finish the report and that it has all the data, information, analysis, and conclusions from reliable sources. As a result, the report seems to have been completed successfully as a consequence.

I hope he has the best possible life.



Md. Rayhanul Islam
Assistant Professor
Department of Real Estate
Faculty of Business & Entrepreneurship
Daffodil International University.

Acknowledgment

I want to start by expressing my gratitude to Almighty Allah, who has given me the opportunity, courage, and strength to finish my internship report.

I would like to extend my sincere gratitude to Assistant Professor **Mr. Md. Rayhanul Islam** of the Department of Real Estate for his enthusiastic leadership and insightful observations throughout the entire study phase, which enabled me to write this report.

Through this internship program, I have the opportunity to gain practical experience, grateful to Mr. M A Baten Khan (Managing Director of BDDL Properties Limited) for sharing expertise and knowledge with me. It is a pleasure to work with them.

Not to mention, I want to express my gratitude to my family, the faculty, the seniors, and everyone else who offered assistance in the preparation of this report.

I'm grateful to everyone who has influenced my heart.

Executive Summary

The real estate sector in Bangladesh is a dynamic and rapidly growing industry, playing a pivotal role in the country's economic development. To navigate this competitive landscape, real estate companies employ a diverse range of sales & marketing strategies to reach their target audience and achieve their business objectives. The report's title is **Sales & Marketing Strategies for Real Estate Industry: A Study of BDDL Properties Limited**. This internship report provides an in-depth analysis of the sales & marketing strategies employed by BDDL Properties Limited, a leading real estate company in Bangladesh. The study's foundation is qualitative data. The information was gathered from both primary and secondary sources. The study's main goal is to determine the sales & marketing techniques of BDDL Properties Limited. The company's sales strategies encompass direct sales, networking and referrals, online lead generation, partnerships and collaborations. Its marketing strategies include digital marketing, traditional media, public relations, targeted marketing campaigns, and customer relationship management. Despite facing challenges such as land scarcity, bureaucratic hurdles, and regulatory complexities, the Bangladeshi real estate sector presents significant opportunities due to the country's growing population, urbanization, and rising middle class. BDDL uses a mix of traditional and modern marketing tools but has not fully capitalized on emerging digital platforms or analytics-driven strategies. To further strengthen its sales and marketing strategies, BDDL Properties Limited is advised to continuously refine its digital marketing strategies, emphasize customer-centric marketing, leverage data analytics, and strengthen partnerships. The company does not fully leverage innovative industry practices, such as virtual tours, AI-driven insights, or immersive marketing, which have become standard among competitors. Additionally, adopting a data-driven approach to marketing, creating high-quality content, providing immersive customer experiences, leveraging social and influencer marketing, maintaining continuous innovation and adaptability will further enhance the company's success in the dynamic Bangladeshi real estate market. The real estate sector's rapid growth, combined with the evolving preferences of consumers, calls for a shift towards data-driven, customer-centric and technology-enabled marketing. By implementing the recommendations outlined in this report, BDDL can strengthen its market position, improve sales efficiency and enhance customer satisfaction. This report serves as a valuable resource for stakeholders seeking insights into effective sales & marketing strategies in Bangladesh's dynamic real estate sector.

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Chapter One

Introduction

1.1 Introduction of the Study

Bangladesh is among the world's most densely populated nations, with a small yet struggling economy. A significant portion of the population falls into the low-income bracket, making the fulfillment of basic necessities a major concern. Housing, one of the five fundamental needs, is a responsibility of the state. However, due to resource limitations, the government struggles to meet this obligation. This challenge is further compounded by the involvement of most professionals in the expansion of Bangladesh's real estate sector. While private investors significantly influence this industry, the government also participates through various housing projects. Although these private investors are often viewed as profit-driven, they play a crucial role in addressing the country's increasing housing demands.

The growth of Bangladesh's real estate industry, though gradual, has seen considerable progress since its inception in the late 1970s. The sector experienced rapid development in the late 1990s when major real estate developers entered the market. Currently, the country is governed by an interim administration, and the ongoing political instability has slowed the sector's progress. It is widely believed that growth will accelerate once stable political leadership is restored.

The evolution of societal dynamics whether creative, cultural, or social has introduced a standardized push toward improving living standards. Various innovative solutions have been developed to enable individuals to contribute meaningfully to their communities. Moreover, industries and manufacturing companies strive to adapt their products to align with these developments and trends. In our daily lives, real estate resources play a vital role in providing shelter, comfort, convenience, and privacy, as well as spaces for work, recreation, and related services.

Approximately 40% of the country's wealth is tied to real estate. Consequently, the success or failure of businesses in this sector directly impacts the welfare of the population and the nation's overall prosperity. Real estate is more than just land it represents human development as a whole. Companies involved in real estate transactions build reputations based on their brand names. Land, as the primary component of real estate, encompasses not only its historical significance but also property rights, mineral interests, and ownership stakes. Therefore, real estate refers to land and buildings, conferring inherent ownership rights.

Property rights are managed by owners, users, creators, financiers, and other stakeholders. As one of the country's most critical industries, the real estate sector plays a pivotal role in economic development. For the internship component of my BRE degree at Narcissus International University, I chose to work with BDDL Properties Limited, recognizing its significant contribution to addressing Dhaka's housing crisis.

1.2 Background of the study

In today's world, academic knowledge alone is insufficient to address real-life challenges. In the practical field, we encounter a variety of problems that require a combination of theoretical understanding and hands-on experience. Consequently, an internship program provides students with the opportunity to apply their academic knowledge in real-world scenarios. The primary objective of such a program is to enable participants to develop both academic and practical skills.

As a business student, I undertook an internship at BDDL Properties Limited as part of the undergraduate internship program at Daffodil International University (DIU). My internship topic was, **“Sales & Marketing Strategies for Real Estate Industry: A Study of BDDL Properties Limited.”** Completing a report on such a significant topic was challenging for me. However, with the guidance and support of my academic supervisor, Md. Rayhanul Islam, Assistant Professor in the Department of Real Estate, Faculty of Business & Entrepreneurship at DIU, I was able to complete the report successfully.

1.3 Scope of the Study

This report focuses on evaluating the sales and marketing activities of BDDL Properties Limited, specifically within the real estate sector. It includes an analysis of sales & marketing strategies designed to identify and engage target customers effectively. The report outlines key aspects such as target markets, product offerings, pricing strategies, offer letters, policy implementation, and sales planning. Relevant data has been collected and synthesized to provide a clear overview of BDDL Properties Limited's marketing efforts. This is essential for gaining a comprehensive

understanding of the company's goals and methods for reaching its target audience. The report serves as a vital tool for uncovering insights into BDDL Properties Limited's marketing operations.

The study's scope encompasses the following areas:

1. Fostering strong relationships between employees and management.
2. Enhancing workplace design for improved efficiency.
3. Optimizing marketing layout designs.
4. Managing employees effectively.
5. Recruiting and assigning employees based on their responsibilities.
6. Maintaining effective communication and connectivity.

1.4 Objectives of the study

1.4.1 Broad Objective

The broad objective of the study includes to investigate the sales & marketing strategies employed by real estate companies in Bangladesh, with a particular focus on the strategies of BDBBL Limited.

1.4.2 Specific Objectives

- To analyze and evaluate the sales & marketing strategies used by BDDL Properties Limited
- To identify and assess the challenges or shortcomings faced by the BDDL Properties Limited
- To identify and evaluate the strengths, weakness, opportunities and threats of BDDL
- To provide some recommendations applicable for the policy of sales & marketing strategy development

1.5 Methodology of the Study

1.5.1 Data Collection

To complete the study two types of data are used those are given bellow

Primary Data:

- Dialog, idea-sharing, and viewpoint-exchange with BDDL Properties Limited Limited's top executives.
- Face to face interview with the customers.
- Practical desk work.
- Observation from the internship period.

Secondary Data:

- Annual Report of BDDL Properties Limited.
- Previous internship report, Research paper, Journal, etc.
- Web page of BDDL Properties Limited.

1.6 Limitations of the Study

It has been an incredible experience for me to intern at BDDL Properties Limited and to write this report. While working on it, I encountered a few challenges, which are outlined below:

- The employees in each office were hesitant to share personal information, which limited the amount of data I could gather.
- My internship was primarily focused on the sales and marketing department, which restricted my ability to explore other areas of the business.

- There was a lack of sufficient optional data available for use.
- The information provided was not well-organized, which made it difficult for the Bangladesh Bureau of Statistics (BBS) to effectively utilize the data.
- Online resources, such as books or publications, discussing this topic were limited.

Despite my efforts, I was unable to locate certain information that could have further enhanced my report. Time constraints and limited opportunities were also factors that impacted the completion of the report. While I strived to present a comprehensive picture in this document, some key details may have been omitted. I apologize for any gaps and would appreciate any feedback or support to address these issues and improve my understanding moving forward.

Chapter Two

Overview of the Organization

2.1 Overview of Real Estate Industry in Bangladesh

Housing is a basic human need, and everyone deserves access to at least adequate shelter. However, in developing countries like Bangladesh, many people still struggle to access such housing. Real estate has always been a significant and costly sector to invest in, yet it plays a vital role in the country's economic development, employing thousands of people. In Dhaka, where the demand for real estate is high, the industry has experienced substantial growth in recent years, with numerous construction companies working to meet this demand. Urbanization in the country is growing at an annual rate of approximately 3.55 percent, and the main urban areas account for 34.3 percent of the country's total population. As of 2018, the population estimates in key cities are as follows: Dhaka (19.578 million), Chittagong (4.816 million), Khulna (975,000), Rajshahi (880,000), and Sylhet (776,000), according to the World Fact Book.

As urbanization continues to rise, the need for more housing presents significant opportunities for the real estate industry, potentially creating vast markets. With a GDP contribution of 6.37 percent and a sector growth rate of 4.47 percent, the real estate, rental, and commercial services sector in Bangladesh is valued at 562,968 million takas. This sector plays an essential role in the nation's broader socioeconomic growth, meeting the demand for housing, facilitating land development, stimulating the growth of other industries, attracting both local and foreign investments, and generating jobs, all of which contribute directly to the GDP.

The data collected for this research aims to evaluate and analyze the sales & marketing strategies used by real estate companies in Bangladesh. This study explores both internal and external factors that influence the marketing tactics within the industry. The research focuses on companies currently operating in the real estate sector and examines the marketing plans and strategies they have implemented to achieve their objectives.

2.2 About BDDL Properties Limited.

BDDL Properties Limited is a leading real estate company based in Dhaka, Bangladesh. It was founded to address the pressing housing challenges faced by middle-income groups in the country. The company focuses on providing affordable yet high-quality housing solutions, catering to families who otherwise live in rented accommodations despite having the financial capability to own Properties. BDDL Properties Limited was established in 2010. It was founded by M. A. Baten Khan, who serves as the Managing Director. The headquarters of Bddl Properties Limited is located at Dhanmondi in Dhaka, the capital city of Bangladesh. The company began with a vision to address housing challenges for middle-income families in Bangladesh by developing affordable multi-storied buildings. Since its inception, BDDL has provided homes to over 3,000 families, contributing significantly to solving housing challenges in Dhaka. Professionals of multi-various sectors like engineers, architects, labors and other technical and non-technical staffs have given adequate labor to materialize these projects. On the basis of the aforesaid services and planning the company has gained much profit, which is the output of the total endeavor of the company. In fine it may be defined as a dramatic change in the company's advancement to new planning.

2.3 Mission, Vision & Objective of BDDL Properties Limited

The mission and vision of BDDL Properties Limited are rooted in addressing the housing challenges in Bangladesh, particularly for the middle-income population.

Mission

BDDL aims to:

- Provide affordable and quality housing to middle-income groups in Dhaka and other regions.
- Build sustainable, multi-storied buildings with minimal profit margins to help people transition from rented accommodations to homeownership.

- Foster a sense of security and comfort for families by offering homes in well-planned, urban areas.

Vision

BDDL envisions:

- Becoming a leader in the real estate sector by solving the housing crisis for the average earning population.
- Delivering projects that balance quality, affordability, and sustainability.
- Contributing to urban development by creating livable communities for all classes of people.

Their approach combines economic scale with high standards of excellence, aiming to make homeownership more accessible to Bangladesh's growing population.

Objectives

By establishing a fruitful working relationship with clients at every stage, BDDL Properties Limited is dedicated to provide the most expert, educational, devoted, and loyal service in the sector. Our customers' best interests will always come first.

2.4 Quality Control

BDDL Properties Limited is dedicated to delivering products and services of exceptional quality. To ensure customer satisfaction, the company has focused on offering world-class, high-standard furnishings, supported by comprehensive sales-related services, to meet the diverse needs of its clients. The organization prioritizes providing top-tier goods and services that comply with local, national, and international standards and regulations.

2.5 Goal

BDDL Properties Limited aims to improve the quality of life and promote the sustainability of the built environment in the regions it operates. This is achieved by fostering strong, lasting relationships with its loyal customers.

2.6 Corporate Philosophy

- Profit maximizing
- Maximizing profit
- Reduction of expenses
- Enhancing the Company's Wealth
- Increase customer happiness and value.

2.7 Departments of BDDL Properties Limited

BDDL Properties Limited operates through seven main departments within its corporate structure. Below are the departments and their primary responsibilities:

i. Reception Desk

The reception desk handles the registration of both internal and external visitors, manages office operations, and answers incoming calls. They also maintain a daily record known as the Central Reconnaissance System.

ii. Marketing & Sales Department

The marketing and sales department at BDDL Properties Limited is highly developed, with a robust sales team and an effective marketing strategy. This combination has led to strong sales performance and a commanding share of the real estate market, establishing the company as a leading figure in the industry.

ii. Administration & Business Department

The administration department oversees the overall management of the company. They ensure fairness in all practices, address employee mistakes with appropriate measures, and recognize outstanding performance with company awards.

iv. Finance & Accounts Department

- Utilizes company-specific software for financial management.
- Reviews and finalizes bank reconciliations.
- Verifies bank debtor order vouchers.
- Monitors and checks the company's financial accounts.
- Provides approval for surrender and registration processes.

v. Procurement Department

- Oversees the purchasing of land.
- Manages the registration of sold land.

vi. Human Resources Management (HRM)

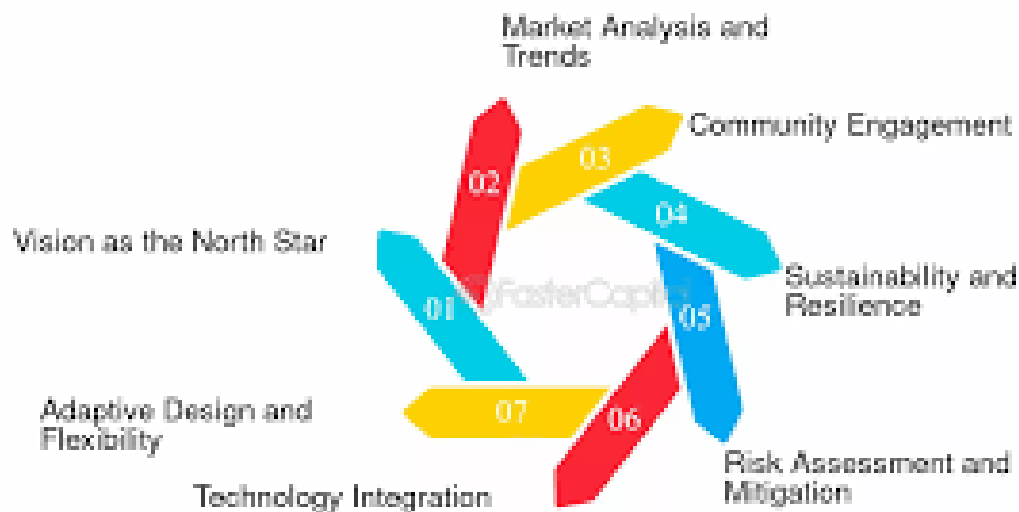
- Ensures clear communication between employment agencies and employees.
- Establishes policies to treat all staff members fairly and equally.
- Develops guidelines for supervisors and managers to follow.
- Creates and updates the employee handbook.
- Regularly reviews potential changes that may impact employees.
- Organizes training sessions for supervisors and orientation for new staff members.

vii. Documentation & Recovery

- In cases where customers miss a payment deadline, this department facilitates time extensions and handles client communication regarding payment responsibilities.
- They manage any necessary legal procedures to ensure no business disputes arise.
- If clients alter their payment schedules or change plots, this department assists in the process.
- They also handle the collection of registration fees and prepare the necessary documentation for registration.

2.8 The Strategic planning process of BDDL Properties Limited

Strategic Planning in Real Estate Development



2.9 Products or Services of BDDL Properties Limited

In Bangladesh, the real estate sector mainly revolves around commercial and residential properties, as well as mixed-use developments. A new trend in the market, introduced by a developer called "Model Town," has expanded the variety of products available.

This company primarily focuses on two categories of units: Residential

- Properties.
- Commercial Properties.

Given the value of their investment, clients naturally expect additional features or benefits. To cater to these expectations, BDDL Properties Limited offers a range of premium services to their customers. These services include:

- Payment Assistance
- Loan and Benefit Options
- Customer Support Services
- Property Maintenance
- Site Visits and Outdoor Consultations
- Opportunities for Resale
- Legal Advisory Services

1. BDDL Peace Park



- Project Name: BDDL Peace Park
- Project Location: House: 69/E, 6/A, Dhanmondi, Dhaka
- Facing: East
- Land Area: 9.7 Kathas

- Building Height: B+ G+ 9
- Building Type: Residential
- Total Apartment(s): 18 Nos.
- Lift: 2
- Apartments Size: Type A- 2537SFT, Type B- 2330SFT
- Asking price: 17500 – 18500 per sft
- Status: Ongoing

2. Shwapno bilash



- Project Name: Shwapno Bilash
- Project Location: Polt 267, Road-03, Block-K, Bashundhara R/A, Dhaka.
- Land Area: 05 Kathas (Approx)
- Building Height: G+09
- Building Type: Residential
- Apartment Size: 2170-2437 Sft
- Number Of Building: 01 Nos
- Total Apartment(s): 09 Nos
- Number Of Parking : 9 Nos
- Lift: 01
- Asking price: 10500 – 11500 per sft
- Status: Ongoing

3. BDDL Chaya Neer



- Project Name: BDDL Chaya Neer
- Project Location: Plot: 21, 21/1, Road: 06, North Adabor, Mohammadpur, Dhaka
- Facing: South
- Land Area: 17.25 Kathas
- Apartment Size: 2300-24361 Sft
- Building Height: G+9
- Building Type: Residential
- Total Apartment(s): 45 Nos.
- Lift: 2
- Asking price: 9000 – 10000 per sft
- **Status** : Ongoing

2.10 Features of every project of BDDL Properties Limited

- All projects by BDDL Properties Limited are approved by RAJUK.
- The project sites are located in areas that are safe from flood risks.
- Natural greenery is incorporated throughout the project.
- Each block within the development includes its own park and playground facilities.

- The overall environment is designed to be eco-friendly and sustainable.
- The project includes an administrative office and CCTV surveillance for enhanced security.
- A police outpost, traffic management system, and fire department are situated within the development area.
- Essential services such as electricity, gas, and water connections are available on-site as promised.
- The project also provides access to telephone and internet services.
- Property registration is processed only after the full payment has been completed.

2.11 WHAT MAKES BDDL Properties Limited. DIFFERENT?

Five key attributes form the basis of BDDL Properties Limited. success.

1. Quality:

The company has established stringent standards to ensure that every project reflects the highest level of professionalism. BDDL Properties Limited is dedicated to serving its clients, with managers and executives actively involved in quality assurance processes such as planning, setting goals, employee recognition, performance evaluations, and customer interactions. These efforts demonstrate the company's unwavering commitment to maintaining quality in every aspect of its work, ensuring that client needs are consistently met. The company's leadership is deeply involved in ensuring integrity and excellence in all operations, helping to reinforce its solid reputation for reliability and success.

2. Teamwork:

BDDL Properties Limited fosters a culture of collaboration, where individuals with shared technical, personal, and business goals work together to achieve the best outcomes. Employees are grouped based on complementary skills to meet client requirements and project objectives effectively. The company also values strong relationships both within the organization and with external partners, cultivating a collaborative spirit that enhances

technical abilities and leads to optimal project results. The founders of the company emphasized teamwork from the beginning, and this ethos remains central to the company's culture.

3. **Services:**

The leadership at BDDL Properties Limited is personally involved in every project, recognizing that every client's needs are important. The company adopts a customer-first approach, prioritizing availability, resource allocation, and delivering tailored solutions in a timely manner. By placing clients at the heart of its business operations, BDDL Properties Limited ensures it consistently meets customer expectations and remains competitive within the market.

4. **Efficiency:**

BDDL Properties Limited believes that improving productivity comes from empowering its employees to contribute to processes, learn, and gain a sense of achievement. The company's strength lies in its team of professionals and its vast experience in the real estate industry. Collaboration is key to the company's success, as experts work together to accomplish complex tasks. Their dedication to excellence and a passion for consulting are integral to the company's ongoing growth and success.

5. **Innovation:**

The long-term success of BDDL Properties Limited is built on nurturing fresh ideas and encouraging creative thinking. The company provides its employees with the opportunity to explore and implement innovative solutions, believing that fostering innovation is critical to future success.

Chapter Three
Theoretical study
Of
Real Estate Industry in Bangladesh

3.1 What is Marketing?

Marketing, as defined by "Investopedia," refers to the activities a company undertakes to promote and sell its products or services. This process includes the production, promotion, and advertisement of goods. The marketing department aims to attract the target audience through various strategies such as using catchy slogans, creative packaging, celebrity endorsements, and broad media coverage.

3.2 What is Marketing Methods?

Marketing strategies are long-term plans designed to achieve a sustainable competitive edge, as described by "Wikipedia." Before defining, assessing, and selecting market positions that align with a company's goals and marketing objectives, strategic planning involves analyzing the organization's current situation. In the past, strategic marketing was rooted in strategic management until it evolved into a separate discipline in the 1970s. Marketing methods emphasize the role of marketing in bridging the gap between a business and its customers. At its core, strategic marketing addresses three fundamental questions:

1. Where do we currently stand?
2. Where do we want to go?
3. How will we get there?

Answering these questions requires advanced research and analytical skills, which are crucial for strategic planners.

3.3 Marketing Method need for Real Estate company

Real estate businesses need marketing strategies for several key reasons, which are explained below:

1. Market Share Competition:

Markets are segmented into shares that various businesses compete for. The competition for market share is becoming increasingly intense, which drives the need for businesses to adopt effective marketing strategies. Gaining a larger market share provides leverage and

opportunities, making it crucial for real estate companies to utilize marketing methods that help them stand out and grow.

2. Business Expansion:

To effectively manage and grow their operations, real estate businesses must expand quickly. This involves introducing new product lines, improving service delivery, or acquiring new ventures, all of which require careful management. Companies aiming for growth must ensure that their marketing strategies keep pace with the expansion and are flexible enough to adapt to fast changes in the market.

3. Innovation:

Marketing strategies go beyond just advertising or selling—they must foster innovation across all areas of business. Whether in property design, customer service, or operational efficiency, innovation gives companies the competitive edge they need. Creativity and constant improvement are key to maintaining relevance and attracting clients in a dynamic market.

4. Customer Expectations:

The success of any business ultimately depends on meeting customer expectations. Today's consumers have high standards, and real estate businesses must keep up with these demands. Providing top-notch service is critical, and having a strong marketing strategy helps businesses understand and fulfill customer needs, which in turn drives loyalty and satisfaction.

3.4 Major Marketing Strategies of Real Estate

The real estate market is highly dynamic and influenced by several factors, including interest rates, economic conditions, and employment growth. Despite the market's fluctuations, both new and established business owners can adopt a range of strategies to navigate these challenges. These market conditions present both opportunities and obstacles, requiring real estate businesses to implement effective strategies for growth and expansion.

3.4.1 Identify the target market

As a real estate agent, this strategy proves to be highly effective. Many real estate companies and agents focus on a specific niche, positioning themselves as experts in that area. This approach provides valuable insights into current market trends, potential risks, and, most importantly, the factors driving the market in both the short and long term.

3.4.2 Marketing Expense Budget

One of the key factors in growing a successful real estate business is establishing and sticking to a well-planned marketing budget. There are countless ways to allocate funds, including investments in real estate websites, email campaigns, social media promotions, print advertising, and other marketing strategies.

3.4.3 Leverage Social Media and Develop a Website

Even with an established presence in the market, it's essential for a real estate company to maintain a strong online presence through social media platforms like Facebook, Twitter, and LinkedIn. This can be achieved through a well-designed professional website. Not only is this approach cost-effective, but it also offers significant growth potential.

3.4.4 Distribute a Real Estate Newsletter

If a real estate business is committed to long-term success, it can be beneficial to regularly update clients with newsletters. These can include information on current mortgage rates, changes in real estate regulations, homeownership tips, building a real estate investment portfolio, and local market updates. Publishing newsletters weekly or monthly helps keep both current and prospective clients informed, showcasing the company's expertise and dedication to providing valuable insights.

3.4.5 Build Brand Awareness

Like large corporations, real estate businesses often face challenges when it comes to establishing their brand. Whether it's the name of the agent or the company, all sales strategies should align with the goal of building brand recognition. It's surprising how many people succeed and thrive in the real estate industry simply by focusing on a strong brand strategy. The key to success is to

develop a cohesive branding plan and consistently apply it throughout the year in the competitive market.

3.5 Real Estate Marketing Planning and Techniques

3.5.1 Real Estate Marketing Plan



3.5.2 Marketing Tools and Techniques in Real Estate

In the real estate market of Bangladesh, various tools and techniques are utilized to effectively engage and attract potential clients. Below are key marketing tools and methods commonly employed in the industry :

1. **Digital Platforms:** Online property listing sites, search engines, and social media platforms are essential for showcasing properties and connecting with potential buyers. These platforms allow businesses to reach a wider audience and provide detailed property information.
2. **Virtual Tours:** With the advent of technology, virtual reality and 360-degree tours have become popular. These tools offer potential buyers a realistic, immersive experience of properties, especially when in-person visits are not possible.

3. **Content Marketing:** Creating valuable and informative content such as blogs, articles, and videos helps establish authority in the market. It also provides potential buyers with insights into real estate trends, investment tips, and property advice.
4. **Social Media Marketing:** Social media platforms like Facebook, Instagram, and LinkedIn are leveraged to display properties, share market trends, and foster a sense of community. Social media helps real estate companies connect with a broad audience and build their online presence.
5. **Email Marketing:** Targeted email campaigns are used to stay in touch with leads, offer property updates, and share useful information. This personalized communication keeps potential clients engaged and informed.
6. **Search Engine Optimization (SEO):** By optimizing content and websites for search engines, real estate companies improve their visibility in search results, making it easier for potential clients to find relevant property listings.
7. **Mobile Apps:** Real estate companies in Bangladesh are increasingly developing mobile apps that allow users to access property listings, market updates, and other essential information conveniently while on the go.
8. **Collaborations and Partnerships:** Partnering with other businesses, influencers, or real estate professionals helps expand a company's reach. These partnerships enhance credibility and allow businesses to tap into new customer bases.
9. **Customer Relationship Management (CRM) Systems:** CRM tools help companies manage client interactions and track leads efficiently. These systems facilitate personalized customer engagement, improving the overall client experience.
10. **Traditional Marketing:** Despite the rise of digital tools, traditional marketing methods such as print advertisements, brochures, and hosting local events still hold value, especially for reaching specific market segments.

By incorporating these tools and techniques into their strategies, real estate businesses in Bangladesh can enhance their marketing efforts, create a more comprehensive customer experience, and stay competitive in the market.

Chapter Four
Sales and Marketing Strategies
Of
BDDL Properties Limited

4.1 Strategic Planning of BDDL Properties Limited

Strategic planning is a critical process for achieving an organization's long-term goals and objectives. For BDDL Properties Limited, a well-crafted strategic plan provides the roadmap for success and guides the company's actions across various levels of the organization. Here's an overview of the strategic planning approach at BDDL Properties Limited:

1. **Institutional-Level Strategy:** At the highest level, the organization focuses on overarching strategic decisions that include mergers, acquisitions, corporate policies, and addressing macroeconomic issues. These decisions shape the direction of the company and ensure that it aligns with the broader business environment.
2. **Medium-Level Strategy:** Medium-level planners, often representing specific divisions or strategic business units (SBUs), focus on more specific issues related to their individual markets or products. For BDDL Properties Limited, this may involve refining strategies for residential or commercial real estate, considering the unique needs of each sector.
3. **Tactical Planning at Lower Levels:** At lower levels, the planning becomes more tactical, focusing on day-to-day operations and actions required to implement the strategies at the division or business unit level. This includes setting specific goals, managing resources, and overseeing the execution of marketing, sales, and customer service efforts.

By breaking down strategic planning into these levels, BDDL Properties Limited ensures that both long-term objectives and short-term actions are aligned, enabling the company to adapt to market changes while staying on track to achieve its overall goals.

4.2 STP of BDDL Properties Limited (Segmentation, Targeting, Positioning)

STP marketing is a strategy that focuses on segmenting the market, targeting the right audience, and positioning products to meet customer needs effectively. For BDDL Properties Limited, the STP approach is central to its marketing strategy in the competitive real estate market.

1. **Segmentation:**

Segmentation involves dividing the real estate market into specific groups based on

different characteristics. This helps in understanding diverse customer needs and tailoring marketing strategies accordingly. BDDL Properties Limited might segment its market as follows:

- **Demographic Segmentation:** Targeting individuals and families with varying income levels, age groups, and family sizes. For instance, young professionals, retirees, or large families.
- **Geographic Segmentation:** Focusing on urban areas and specific regions where demand for residential and commercial properties is high.
- **Psychographic Segmentation:** Grouping customers based on lifestyle preferences. Some customers may prefer eco-friendly, sustainable living, while others may prefer luxury apartments with top-notch amenities.

2. Targeting:

After segmentation, BDDL Properties Limited selects the most attractive segments to target. This selection is based on market size, profitability, and the company's ability to meet customer needs effectively. The company targets:

- **Young professionals and first-time homebuyers:** These customers seek affordable yet well-located properties.
- **Businesses and investors:** Interested in commercial spaces for offices or retail purposes.
- **High-net-worth individuals (HNWI):** Looking for premium, luxury properties that reflect a higher standard of living.

3. Positioning:

Positioning refers to the process of creating a distinct image and perception of BDDL Properties Limited in the minds of its target customers. The company positions itself as:

- **Quality-driven and reliable:** Emphasizing high construction standards, timely project delivery, and trustworthiness in the market.

- **Customer-centric:** Offering services that include legal guidance, maintenance support, and financial assistance to ensure a hassle-free experience for clients.
- **Eco-friendly and sustainable:** Focusing on creating environmentally conscious developments that meet the growing demand for sustainable living.

Marketing Mix (4Ps) of BDDL Properties Limited:

- **Product:** BDDL Properties Limited offers a diverse range of real estate products, such as residential apartments, luxury homes, and commercial properties. Each product is crafted to cater to the specific needs of target customers, with attention to quality, design, and location.
- **Price:** The company employs a competitive pricing strategy, ensuring its properties offer value for money while reflecting their premium quality. Pricing varies across market segments, offering affordable options for middle-income families and higher-priced luxury properties for affluent clients.
- **Place:** BDDL Properties Limited focuses on strategically locating its properties in high-demand areas, ensuring they are easily accessible to its target market. The company also leverages partnerships with real estate agents, brokers, and digital platforms to distribute its properties widely.
- **Promotion:** BDDL Properties Limited uses a blend of traditional marketing and digital tactics to promote its properties. This includes print media (brochures, newspapers), online platforms (websites, social media), and direct marketing (email campaigns). Additionally, the company engages in events like property exhibitions and promotional campaigns to enhance brand visibility.

By implementing the STP strategy, BDDL Properties Limited can effectively meet the needs of different customer segments, strengthen its market position, and maintain growth in the competitive real estate industry.

4.2.1 Market Segmentation of BDDL Properties Limited

Market segmentation is an essential process that helps BDDL Properties Limited identify and categorize its potential customers. This segmentation is based on various variables, including external opportunities, threats, and internal strengths and weaknesses. The market is broken down into the following segments:

1. Apartment Business

In the apartment sector, the target market is generally broad, as the primary focus is on individuals who are capable of purchasing apartments. However, specific market segments are identified based on the location and the type of apartment offered. For example:

- **High-Income Earners in Prime Areas:** Apartments located in upscale locations like **Gulshan** or **Banani** are aimed at high-income individuals and families who can afford luxury living. These areas are typically sought after by affluent clients looking for high-end amenities and proximity to business hubs and recreational areas.
- **Middle-Income Earners in Accessible Locations:** Apartments situated in more affordable areas, such as **Elephant Road**, may target middle-income individuals or families. These buyers are generally looking for cost-effective options that still provide decent living standards.

2. Commercial Buildings

The commercial real estate market is highly influenced by the location of the property, as businesses seek strategic areas that offer accessibility and visibility. The target markets for commercial properties include:

- **Established Businesses and Corporations:** Higher-income groups, large companies, and well-established businesses are often the primary buyers of commercial properties. For example, locations like **Motijheel**, **Tejgaon**, and **Uttara** are typically chosen by businesses looking for office spaces, showrooms, or retail units. These areas are commercial hubs, attracting businesses like **Uttara Motors**, **Nitol Motors**, and others that require prime office space to cater to their clientele and operations.

- **Small and Medium Enterprises (SMEs):** Smaller businesses might target slightly less prime but still accessible locations for their offices or retail spaces, aiming to keep costs lower while maintaining easy access for their customers and employees.

By focusing on these market segments, BDDL Properties Limited can effectively target potential customers based on their purchasing power, business needs, and preferred locations. This segmentation allows the company to tailor its marketing strategies and offerings to meet the specific demands of each group.

4.2.2 Target Market of BDDL Properties Limited

BDDL Properties Limited has carefully segmented its target market based on distinct consumer groups, each with unique needs and preferences. The company leverages its high-quality standards, prime locations, and modern amenities to cater to these groups. Below are the two broad target segments identified by BDDL Properties Limited:

1. Individual Prospective Apartment Buyers

This segment includes individuals who are interested in purchasing apartments. The focus is on attracting customers who are looking for personal investments in real estate. The target audience within this group can be described as:

- **Businessmen and Entrepreneurs:** Individuals who are looking for residential properties as a secure investment. These customers often seek luxurious apartments for personal use or as part of their investment portfolio.
- **Overseas Bangladeshis:** Bangladeshis working abroad who want to invest in real estate back home, either for personal use or as a source of income through rental properties.
- **High-Ranking Officials and Executives:** Government officials, senior executives, and officers from various multinational corporations who prefer high-end living standards, often in prime locations.

- **Tax Savers:** Customers seeking to reduce their income tax burden or looking for investment opportunities where they can contribute personal assets for long-term financial growth.

For this group, BDDL Properties focuses on offering top-notch residential units that combine luxury and functionality, catering to the needs of professionals and high-net-worth individuals.

2. Apartment Developers

The second group of potential clients consists of other real estate developers. This group focuses on expanding their portfolio by partnering with BDDL Properties Limited for large-scale development projects. Key characteristics of this segment include:

- **Developers with a Proven Track Record:** Experienced developers who are looking for reliable opportunities to invest in, typically in collaboration with well-established companies like BDDL Properties.
- **Cost-Sensitive Investors:** Developers seeking to reduce overall project costs, such as through strategic investments in well-located properties that will appreciate over time.
- **Loan-Dependent Developers:** Companies or individuals who rely on financing options to fund their projects, and thus require flexible payment terms and support for securing loans.

BDDL Properties positions itself as a partner for developers by offering high-quality real estate opportunities and a track record of success, making it an attractive option for developers looking to enhance their portfolios.

By targeting these two broad groups—individual buyers looking for premium residential properties and developers seeking strategic investments—BDDL Properties can focus its marketing efforts on delivering value tailored to each audience's specific needs and goals.

4.2.3 Marketing Positioning Strategy of BDDL Properties Limited

BDDL Properties Limited positions itself as a premium real estate developer committed to delivering high-quality, well-located properties that offer superior value for money. The company's positioning focuses on attracting customers who value:

1. **High Standards of Quality:** BDDL Properties ensures that all its projects meet the highest standards in terms of construction, materials, and design, appealing to customers who seek top-tier living spaces and commercial properties.
2. **Pleasant and Comfortable Atmosphere:** The company emphasizes creating an environment that enhances the quality of life for residents and businesses alike. This includes well-designed spaces, green surroundings, and modern amenities that cater to comfort and convenience.
3. **Prime Locations:** Recognizing the importance of location in real estate, BDDL Properties selects projects in strategic, well-connected areas, offering residents and businesses accessibility and value.
4. **Affordability and Value for Money:** While focused on luxury, BDDL Properties ensures that its products are priced reasonably, offering a balance of quality and affordability to attract a wide range of customers, from individual buyers to commercial clients.
5. **Customer-Centric Approach:** BDDL Properties is deeply committed to customer satisfaction. The company prides itself on quickly addressing and resolving any customer concerns, ensuring a seamless experience from purchase to post-sale support.

By combining these elements—premium quality, desirable locations, affordability, and excellent customer service—BDDL Properties Limited positions itself as a trusted choice for both residential and commercial real estate, with a focus on long-term customer satisfaction.

4.3 Marketing Mix Strategy for BDDL Properties Limited

BDDL Properties Limited’s marketing mix strategy is focused on the core elements—product, price, place, and promotion—to effectively attract and satisfy their target market. Each of these components is carefully designed to meet both the company’s business goals and the needs of potential buyers.



1. Product Strategy:

BDDL Properties Limited provides a range of well-designed features and amenities in its real estate offerings, targeting both practical and luxury needs of buyers. The product strategy includes:

- **Prime Locations:** The company selects locations in desirable and accessible areas, enhancing the value of the property.
- **Comprehensive Amenities:** Features like a health club, rooftop garden, children's play area, European-style lift, backup generators, and 24/7 security services make the apartments more attractive.
- **Convenience and Support:** Customers benefit from loan facilities and after-sales services, ensuring a seamless experience from purchase to post-purchase.

2. Price Strategy:

BDDL Properties Limited's pricing strategy is crafted to offer flexibility to different customer segments while maintaining the premium nature of the properties.

- **Cost-Driven Pricing:** Prices are based on comprehensive assessments of development costs, including land, materials, and operational expenses.
- **Payment Flexibility:**
 - **Lump-Sum Payment:** Customers who choose to pay the full amount upfront within a specified time enjoy a 10% discount.
 - **Installment Option:** For those opting for installment plans, a 30% down payment is required, with the remaining balance paid over 18 months, making the property more accessible. This strategy ensures that the company caters to different financial preferences while sustaining profitability.

3. Place Strategy:

The strategic placement of properties is a key aspect of BDDL Properties Limited's marketing mix. They focus on targeting the upper-middle-class demographic by positioning projects in high-demand areas.

- **Targeted Locations:** BDDL Properties Limited focuses on areas like Mirpur, Mohammadpur, Majar Road, and Dhanmondi, which are well-regarded for their proximity to amenities, transport, and commercial hubs. These locations are chosen to appeal to consumers seeking prime residential options.

4. Promotional Strategy:

BDDL Properties Limited employs several promotional tactics to increase visibility, engage with potential buyers, and drive interest in their offerings.

- **Hand Notes:** The company uses handouts to directly reach out to potential customers and inform them about available properties, pricing, and benefits.
- **Festoon and Billboard Advertising:** Large banners (festoon) and strategically placed billboards in high-traffic areas advertise ongoing projects, sales, and special offers, helping to capture attention.
- **Website and Online Presence:** The company's website is a central hub for information on available properties, and it serves as a powerful tool to engage potential buyers and provide detailed information. The website is regularly updated to reflect new offerings and company news, helping to build a digital presence.

Through this mix of product offerings, strategic pricing, strategic placement, and promotional activities, BDDL Properties Limited aims to enhance brand recognition, meet the needs of its target market, and maintain a strong position in the competitive real estate sector.

4.4 SWOT analysis of BDDL Properties Limited

4.4.1 Strength of BDDL Properties Limited

- Since its establishment in 2010, BDDL Properties Limited has built a strong reputation in the market for delivering high-quality products and services.
- The company enhances its operational efficiency by maintaining specialized departments tailored to different aspects of its business.
- BDDL Properties Limited has set specific quality targets, which it consistently strives to achieve through the production of excellent work.
- Construction on every project begins only after receiving approval from RAJUK and other relevant government authorities, ensuring compliance with all norms and regulations.
- The company operates an in-house Law and Utility department, allowing clients to enjoy a smooth registration process, acquire land and apartments without legal complications, and secure utility connections without hassle.
- BDDL Properties Limited has strong relationships with financial institutions, enabling the company to facilitate bank loans for customers, making property purchases more accessible.
- The company follows RAJUK-approved designs for each project. A dedicated Quality Management department regularly inspects construction, ensuring that each project meets the highest standards. With a skilled workforce and efficient operational processes, BDDL Properties Limited consistently completes its apartment projects on schedule.

4.4.2 Weakness of BDDL Properties Limited

- The approval process from various government bodies often experiences delays, resulting in wasted time and financial resources.
- BDDL Properties Limited, like many developers, depends on external industries for raw materials, fixtures, and finishing supplies, over which it has limited control. Any disruptions in these supply chains, such as material shortages or price increases, can adversely affect the company's operations.
- Decision-making within the company is concentrated solely within the top management, limiting flexibility and responsiveness.
- The cost of their products tends to be high, which may restrict their appeal to a broader range of customers.

- The sales department operates with a small team, leading to significant pressure and stress on the few employees handling the workload.

4.4.3 Opportunities of BDDL Properties Limited

- The prime locations of BDDL Properties Limited's projects offer significant growth prospects.
- The company benefits from a talented workforce, which contributes to enhanced real estate development capabilities.
- There is an opportunity to further increase customer satisfaction by improving services and meeting customer expectations.
- BDDL Properties Limited is recognized for its high-quality craftsmanship, offering a competitive edge in the market.
- The company can introduce modern, premium products and market them effectively through its extensive distribution channels.
- A new, high-potential market offers ample opportunities for expansion and growth.

4.4.4 Threats

- A slowing economy may diminish demand.
- RAJUK rules and regulations are complicated.
- Their products are expensive.
- Local mafia and extortion are becoming more prevalent.
- It is possible that a major player has entered the chosen market niche.

4.5 Sales Planning of BDDL Properties Limited.

4.5.1 Sales Literature of BDDL Properties Limited

BDDL Properties Limited produces comprehensive brochures available at their offices to provide potential clients with a general overview of the properties they offer. These brochures detail the features, benefits, and amenities of the apartments, helping prospective buyers understand the value proposition of BDDL Properties Limited's units.

Additionally, the company utilizes traditional advertising methods such as newspaper ads and publications to reach a wider audience. These advertisements feature key information about the properties, special offers, and upcoming projects, effectively informing the public about the company's real estate offerings.

BDDL Properties Limited also employs straightforward marketing tactics to ensure maximum reach and visibility, targeting both local and potential buyers from broader regions. Through these efforts, the company aims to maintain consistent engagement and increase awareness of their property offerings.

4.5.2 Sales Strategy of BDDL Properties Limited

BDDL Properties Limited will initially focus on acquiring or developing existing properties through joint ventures. This strategy involves collaborating with other developers or investors to access or enhance properties, ensuring that the company has a portfolio of attractive offerings. After completing all necessary legal documentation and formal discussions, the company will initiate marketing activities to promote the sale of apartments.

The company's sales strategy emphasizes understanding and meeting the needs of its clients by offering living solutions that align with their preferences. This approach includes tailoring properties to meet specific demands such as size, location, amenities, and budget. By doing so, BDDL Properties Limited aims to create compelling value propositions for potential buyers, ensuring a steady stream of new residents.

The company recognizes the importance of customer satisfaction and works to keep track of client preferences, ensuring that each sale is based on a deep understanding of their needs. This customer-centric approach will help BDDL Properties Limited maintain consistent sales growth and strengthen its position in the competitive real estate market.

4.5.3 Sales Prediction of BDDL Properties Limited

BDDL Properties Limited projects its current and future earnings from real estate apartments based on its own surveys and data on consumer living habits. These insights provide a clear understanding of market trends, preferences, and the overall demand for residential properties.

The company anticipates a steady increase in the overall supply of apartments in the coming years, driven by both market growth and its own development projects. With the continuous development of new properties, BDDL Properties Limited expects to meet the growing demand for housing in its target markets.

Additionally, the company predicts that the cost of acquiring land and constructing apartments will gradually decrease over time. This reduction in cost, combined with steady increases in sales volume, is expected to result in a higher profit margin per apartment. As more efficient construction practices and economies of scale are realized, BDDL Properties Limited expects to improve its financial performance, making its offerings even more competitive in the market.

4.5.4 Sales Program of BDDL Properties Limited

BDDL Properties Limited's sales program is designed to incentivize both direct buyers and existing clients, fostering long-term customer loyalty and business growth. Key components of the program include:

1. **Sales Incentives:** BDDL Properties Limited offers rewards and incentives for customers who purchase multiple apartments, encouraging bulk purchases and long-term investment.

These incentives may include discounts, free upgrades, or special offers tailored to individual buyer needs.

2. **Full Capacity Maintenance:** The company focuses on maintaining a high occupancy rate for its properties by employing strategies to fill vacancies quickly. This includes targeted promotions and maintaining strong relationships with existing tenants to reduce turnover rates.
3. **Exceptional Customer Service:** Providing outstanding customer service is a central part of BDDL Properties Limited's sales program. By ensuring that clients are satisfied with their purchases and experiences, the company aims to build a loyal customer base and a solid reputation in the market.
4. **Referral Program:** BDDL Properties Limited rewards existing clients who refer new customers to the business. This not only helps generate new leads but also strengthens relationships with current clients. Rewards for referrals could include cash bonuses, discounts on future purchases, or other incentives, motivating clients to actively promote the company to their networks.

By combining these strategies, BDDL Properties Limited aims to boost sales, enhance customer satisfaction, and create a sustainable growth cycle for the business.

4.5.5 Future Service of BDDL Properties Limited

BDDL Properties Limited has a clear vision for the future, aiming to position itself among the top five real estate companies in the market. Key strategies to achieve this include:

1. **Expansion through Zonal Offices:** BDDL Properties Limited plans to establish additional zonal offices, allowing the company to expand its geographic reach and serve a wider range of clients more effectively. These offices will provide localized support and ensure that the company remains close to its customers.
2. **Enhanced Client Services:** To further improve customer satisfaction, the company will continue to focus on providing exceptional service. This includes streamlined communication, timely responses to inquiries, and personalized solutions for each client.

By prioritizing client needs, BDDL Properties Limited aims to build long-lasting relationships.

3. **Efficient Complaint Handling:** A dedicated regional office will be responsible for addressing consumer complaints swiftly and efficiently. The company recognizes the importance of managing customer feedback and resolving issues promptly to maintain a positive reputation and high client retention.

These initiatives will help BDDL Properties Limited grow its presence in the real estate industry, ensuring that clients receive top-tier service and that the company meets its long-term goals.

4.6 Organizational Elements of BDDL Properties Limited's Marketing Plan

The marketing plan of BDDL Properties Limited is crafted with a collaborative effort between various key roles within the organization. Here's an overview of the organizational elements involved:

1. **Marketing Team Leadership:** The development of the marketing plan is typically led by BDDL Properties Limited's Marketing Manager, Brand Manager, or Product Manager. These professionals take the lead in formulating the strategies, defining the target audience, and identifying the methods of execution.
2. **Committee Involvement:** Depending on the scope of the strategy, a committee may be formed to contribute to the creation of the marketing plan. This includes insights from various departments, such as sales, operations, and customer service, ensuring that the marketing approach aligns with the overall company strategy.
3. **External Marketing Advisors:** For specialized marketing needs or to handle large campaigns, BDDL Properties Limited may hire external marketing advisors. These experts provide guidance and implement specific marketing initiatives, ensuring that the company remains competitive and effective in reaching its target audience.
4. **Approval Process:** In most cases, the responsibility for final approval of the marketing plan rests with top-level executives, such as the Vice President of Marketing or the

Marketing Director. These senior leaders ensure that the proposed strategies are aligned with the company's overarching goals and business objectives.

5. **Evaluation Questions:** Before approving the marketing plan, executives often ask critical questions to ensure that the plan is viable:
 - Will the proposed marketing strategy support the company's business unit and corporate objectives?
 - Are there alternative ways to allocate resources that could achieve better results for the company or business unit?

By involving multiple levels of the organization in the development and approval process, BDDL Properties Limited ensures that its marketing plan is well-thought-out, aligns with the company's goals, and effectively uses resources to achieve success.

4.7 Marketing Tools used by BDDL Properties Limited

4.7.1 Advertisement Strategy of BDDL Properties Limited

Advertising is an essential tool for promoting real estate products, services, or ideas, and it is widely used not only by businesses but also by governments, non-profits, and institutions. BDDL Properties Limited employs a strategic approach to advertising to effectively reach its target audience and achieve business goals. The advertising process for BDDL Properties Limited involves five key development stages:

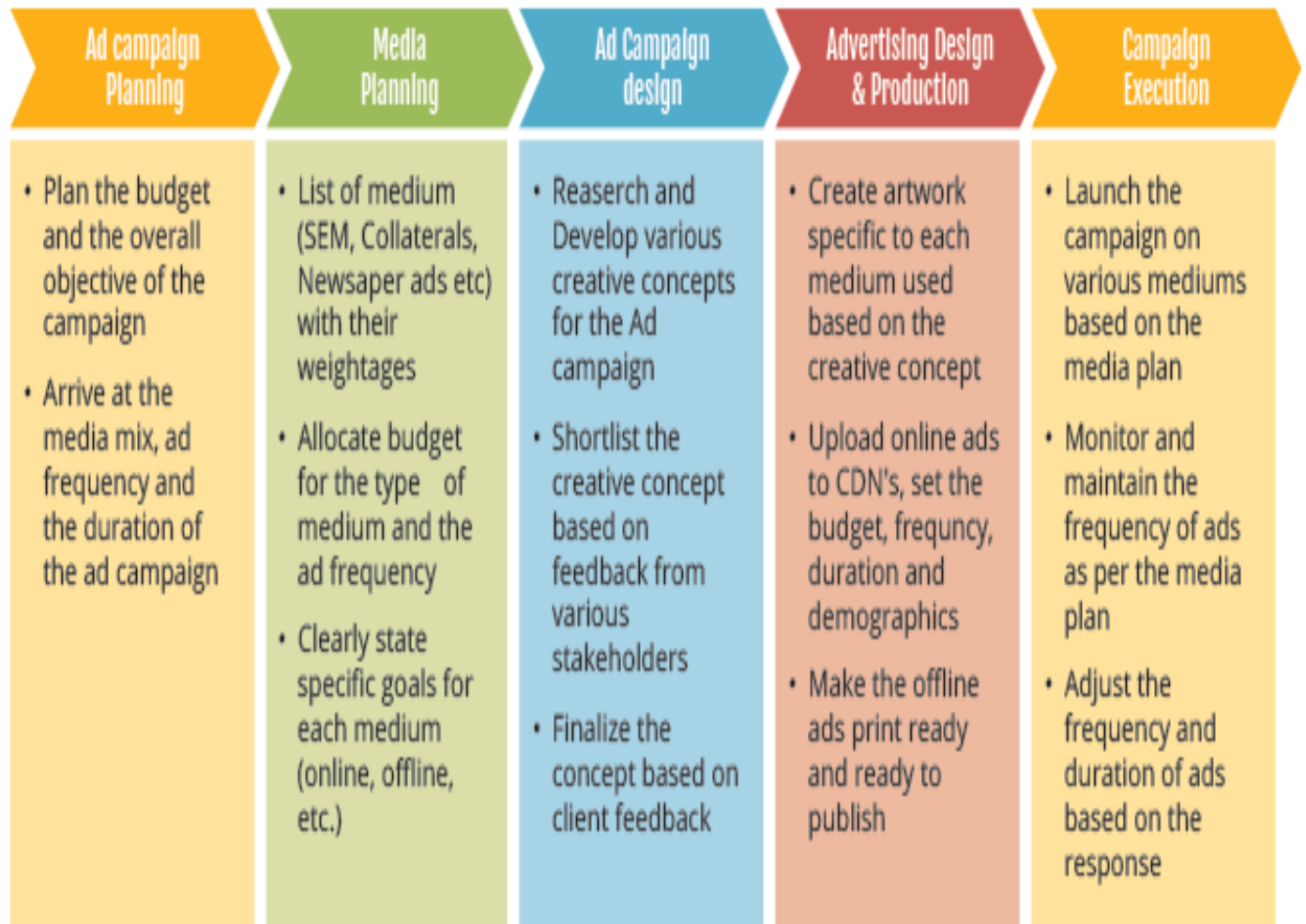
1. **Development Missions:** The organization focuses on five core elements when planning advertisements:
 - **Money:** Budgeting for advertising campaigns to ensure adequate funds are allocated for various media and marketing strategies.
 - **Messages:** Crafting the right message that resonates with the target audience and communicates the value of the real estate offerings effectively.

- **Media:** Selecting appropriate media channels that will deliver the message to the intended audience, whether through television, radio, print, or digital platforms.
- **Measurement:** Assessing the effectiveness of the advertising campaigns to ensure they are delivering the desired results and reaching the right customers.

2. **Multi-Platform Advertising:** BDDL Properties Limited also utilizes a variety of advertising mediums to create broad visibility for its properties. This includes traditional channels such as:

- **Television:** TV advertisements help in reaching a large and diverse audience, presenting BDDL 's real estate offerings in an engaging format.
- **Radio:** Radio ads allow the company to target specific local or regional demographics effectively.
- **Fencing and Outdoor Advertising:** The company uses physical advertising methods, such as fencing around construction sites and large outdoor billboards, to increase awareness and generate attention in key locations.

Through strategic planning and multi-channel promotion, BDDL Properties Limited aims to build brand recognition, generate leads, and drive sales in a competitive real estate market.



4.7.2 Social Media Marketing Strategy of BDDL Properties Limited

BDDL Properties Limited, a newly established real estate company in Bangladesh, recognizes the immense potential of social media as a key tool for reaching and engaging a wide audience. With millions of people using social media daily, the company has identified it as one of the most significant areas of focus for its marketing efforts.

Key Aspects of the Social Media Marketing Strategy:

1. **Website Investment:** BDDL Properties Limited places a significant emphasis on investing in its online presence, particularly its website, which serves as the hub for all social media and online marketing activities. The website is designed to provide detailed information about their real estate offerings, making it easy for potential buyers to learn about available properties, browse listings, and connect with sales representatives.
2. **Social Media Presence:** Given the popularity and wide reach of platforms like Facebook, Instagram, and LinkedIn, BDDL Properties Limited focuses its marketing on these platforms. Social media allows the company to:
 - Showcase new properties and developments with visually appealing posts and advertisements.
 - Engage with potential customers, answering inquiries and building trust.
 - Share valuable content such as industry news, property buying tips, and investment advice to educate their audience.
 - Promote special offers, discounts, and events to create a sense of urgency and attract leads.
3. **Targeting Potential Clients:** Social media marketing is especially beneficial for small business owners like BDDL Properties Limited. Approximately 50% of small business owners believe that online marketing, particularly through social media, brings in new clients. By targeting specific demographics and using paid advertisements, BDDL Properties Limited can focus on reaching the right audience, whether they are individual apartment buyers or real estate developers.
4. **Building Brand Awareness:** Social media provides an opportunity for the company to build brand recognition and establish itself as a trusted name in the real estate sector in Bangladesh. Through consistent, engaging, and informative content, BDDL Properties Limited aims to become a well-known brand in the market.

Through effective use of social media marketing, BDDL Properties Limited can expand its reach, connect with potential clients, and drive sales, while continuing to build its reputation as a leading real estate company in Bangladesh.

4.7.3 Internet Marketing Strategy of BDDL Properties Limited

BDDL Properties Limited recognizes the importance of a strong online presence in the real estate industry. With a dedicated and well-designed marketing website, the company leverages the internet as a powerful tool to reach and engage potential home buyers and investors.

4.7.4 Internet Marketing Strategy of BDDL Properties Limited

BDDL Properties Limited understands the critical role of the internet in today's real estate market. To stay competitive, the company has developed a comprehensive online marketing strategy that focuses on reaching and engaging potential home buyers and investors. Their approach includes:

1. **Professional Website:** The company boasts a user-friendly, informative, and visually appealing website that showcases available properties, offering detailed descriptions, high-quality images, and virtual tours. This makes it easier for prospective buyers to explore their options and make informed decisions without needing to visit the properties in person.
2. **Search Engine Optimization (SEO):** To improve online visibility, BDDL Properties Limited uses SEO strategies to ensure that its website ranks highly in search engine results. This makes it easier for potential customers to find the company when searching for properties in specific locations or categories.
3. **Mobile-Friendly Design:** Recognizing the growing use of smartphones, the company's website is optimized for mobile devices, ensuring a seamless experience for users browsing on their phones or tablets.
4. **Content Marketing:** BDDL Properties Limited also invests in creating valuable content such as blog posts, articles, and market analysis, which not only informs potential buyers but also helps in building the company's authority in the industry.
5. **Online Property Listings:** The company lists its properties on popular real estate platforms and marketplaces, expanding its reach to a wider audience of potential buyers and investors.
6. **Social Media Engagement:** Leveraging social media platforms such as Facebook, Instagram, and LinkedIn, BDDL Properties Limited actively engages with followers,

shares property listings, and provides updates on new developments. Social media allows the company to create a direct connection with its audience, fostering brand awareness and engagement.

7. **Paid Advertising:** The company invests in online ads, such as Google Ads and sponsored posts on social media, to target specific customer segments. These ads help drive traffic to the company's website and generate leads from interested buyers.

By utilizing a combination of these internet marketing strategies, BDDL Properties Limited enhances its reach and visibility, ultimately driving more qualified leads and fostering business growth in the highly competitive real estate market.

4.7.5 Door-to-Door Contract Marketing Strategy of BDDL Properties Limited

BDDL Properties Limited employs **Direct-to-Door contract marketing** as a strategic approach to engage potential customers in a more personalized and direct manner. This method enables the company to establish a strong connection with prospective buyers, particularly in local communities. Here's how BDDL Properties Limited uses direct-to-door marketing tools:

Making Door-to-Door Marketing Tools:

1. **Personal Relationships with Customers:**

- **Relationship Building:** BDDL Properties Limited focuses on establishing strong personal relationships with potential buyers. Sales representatives visit potential clients in person, listen to their needs, and offer tailored property solutions.
- **Trust Building:** By engaging in face-to-face conversations, the company can build trust with customers, address any concerns, and ensure a more personalized sales experience. This direct interaction helps create a long-term connection with customers, making them more likely to choose BDDL Properties Limited for future real estate needs.

2. **Public Announcement:**

- **Local Engagement:** BDDL Properties Limited utilizes public announcements, such as distributing flyers, posters, and pamphlets in local communities. These materials provide information about new properties, promotions, or upcoming projects.
- **Visibility:** By announcing new developments in high-traffic areas, such as residential neighborhoods or commercial districts, the company can increase visibility among potential buyers who might not otherwise be aware of their offerings.
- **Event Announcements:** Additionally, the company may announce open house events or property showcases to generate interest and invite potential buyers to visit and learn more about available properties.

3. Personal Sales:

- **Door-to-Door Sales:** Sales representatives from BDDL Properties Limited visit potential buyers' homes or offices to offer personalized property consultations. This approach allows the company to engage with customers on a deeper level and offer specific properties that suit their preferences and budget.
- **Custom Solutions:** Through personal sales, the company is able to tailor their approach based on the buyer's requirements, helping them find the perfect apartment or commercial property. The representative can answer questions in real-time, show relevant features, and even arrange site visits.

By incorporating these direct-to-door marketing tactics, BDDL Properties Limited strengthens its presence in local markets, builds trust with customers, and enhances the likelihood of successful sales. This approach is particularly effective in establishing a strong community presence and creating direct connections with buyers.

4.7.6 Billboard

BDDL Properties Limited employs billboard marketing tactics. Individuals can obtain information about a firm and its products by using billboard marketing methods. Billboards are an excellent approach to reach out to the general public in areas where they live, travel, work, and socialize. Billboards, unlike other public advertising media such as television or radio, cannot be closed. The most essential marketing technique of Bangladesh Real Estate Company is billboard marketing instruments. All real estate companies in Bangladesh employs billboards.

4.8 Billboard Marketing Strategy of BDDL Properties Limited

BDDL Properties Limited uses **billboard marketing** as one of its primary advertising tools to reach a wide audience and raise brand awareness. Billboards offer a unique and impactful way to convey information to potential clients about the company's real estate offerings. Here's how BDDL Properties Limited leverages this method:

Billboard Marketing Tactics:

1. Wide Reach and Visibility:

- Billboards are strategically placed in high-traffic areas such as busy streets, highways, shopping malls, and near residential or commercial complexes. This ensures that the company's message reaches a large and diverse audience, including commuters, shoppers, and residents in nearby areas.
- By positioning billboards in locations where potential customers live, work, or travel, BDDL Properties Limited ensures maximum visibility and exposure to a broad audience.

2. Constant Presence:

- Unlike TV or radio advertisements, billboards offer constant visibility, as they are up 24/7. This long-term exposure allows BDDL Properties Limited to remain top-of-mind for potential buyers, even if they do not make an immediate purchase.
- The continuous presence of billboards helps build brand recognition and reinforces the
- company's reputation in the market.

3. Targeted Messaging:

- The company ensures that the content on its billboards is clear, concise, and tailored to the local audience. Key information about available properties, such as project names, locations, price ranges, and contact details, is prominently displayed.
- Billboards may also include special offers, promotions, or upcoming real estate developments to capture the attention of those looking for investment opportunities or new homes.

4. Effective Branding:

- Billboards are a powerful tool for establishing and reinforcing BDDL Properties Limited's brand identity. By showcasing its logo, project images, and unique selling points (such as prime locations, luxury amenities, or affordable pricing), the company strengthens its position in the minds of potential customers.
- The company also uses billboards to highlight the trust and reliability that it represents, which is crucial in the competitive real estate market.

5. Cost-Effective Marketing:

- Billboards are relatively cost-effective compared to other forms of media advertising, especially in a densely populated urban area like Dhaka. They offer a high return on investment by providing long-term visibility at a fixed cost.
- Since the billboard remains in place for a long period, it continually works for the brand without additional effort or expense after its installation.

By utilizing billboard marketing, BDDL Properties Limited ensures that its brand and products reach a vast audience in a visually impactful and cost-efficient manner. This traditional marketing tactic is an essential element of the company's overall strategy to build brand awareness and attract potential buyers in the competitive real estate sector in Bangladesh.

4.9 Marketing Tools used by Campus Recruitment

Real estate companies often use campus recruitment as a strategy to attract fresh talent for roles related to marketing, sales, and project management. Here's how real estate marketing aligns with campus recruitment:

- **Purpose of Campus Recruitment in Real Estate Marketing**
 - Attracting Young Talent: Real estate firms recruit young graduates to infuse fresh ideas into their sales & marketing strategies.
 - Upskilling Digital Marketing Teams: Graduates with knowledge of digital tools are ideal for creating innovative online campaigns.
 - Cost-Effective Talent Acquisition: Hiring from campuses reduces recruitment costs compared to lateral hiring.

- **Strategies Used by Real Estate Firms**
 - Internships and Training Programs: Offering internships to students to familiarize them with real estate marketing trends and practical exposure.
 - Company Branding on Campus: Hosting workshops, webinars, or career fairs to showcase the company's culture and career growth opportunities.
 - Case Study Competitions: Conducting competitions related to real estate projects or marketing campaigns to identify talented students.
 - Collaborations with Universities: Partnering with colleges for curriculum alignment or industry-based projects in marketing and real estate.
 - Referral Programs: Encouraging students or alumni to refer peers for roles within the company.

- **Marketing Roles Typically Hired**

- Social Media Marketing Specialists: For promoting projects via platforms like Instagram, LinkedIn, and Facebook.
 - Content Writers: To create engaging blogs, property descriptions, and SEO-friendly content.
 - Sales and Business Development Executives: To handle lead generation and client engagement.
 - Market Analysts: To study property trends and contribute to pricing and promotion strategies.
 - Customer Relationship Managers (CRMs): Ensuring satisfaction and engagement post-sale.
- **Benefits for Real Estate Companies**
 - Innovative Marketing Campaigns: Young recruits bring new perspectives and creative solutions to market real estate projects.
 - Increased Digital Outreach: Graduates are often skilled in leveraging social media and other digital tools.
 - Boost in Recruitment Brand: A presence on campus enhances the company's reputation as an employer.

By focusing on the potential of young graduates, real estate companies can build a dynamic and future-ready marketing workforce.

4.10 Managing Customer Relationships at BDDL Properties Limited

For BDDL Properties Limited, establishing and maintaining strong, long-term relationships with its customers is vital for sustained growth and success in the real estate market. The company recognizes that fostering customer loyalty and providing exceptional value goes beyond individual transactions. By adopting a comprehensive **Customer Relationship Management (CRM)** strategy, BDDL Properties Limited aims to build deeper connections with both current and prospective clients, as well as other key stakeholders in its business ecosystem.

Key Aspects of CRM at BDDL Properties Limited:

1. Customer-Centric Approach:

- The primary goal of BDDL Properties Limited’s CRM strategy is to create long-term value for customers by understanding their needs, preferences, and goals. This involves maintaining communication with clients throughout their journey—before, during, and after the purchase of a property.
- By focusing on the long-term feasibility of the customer relationship, the company ensures that clients remain satisfied with their properties and are more likely to become repeat customers or refer others to the business.

2. Segmenting and Personalizing Communication:

- BDDL Properties Limited uses CRM tools to segment its customer base based on factors such as demographics, purchasing behavior, and geographic location. This segmentation allows the company to deliver personalized communication, such as targeted promotions, property updates, and information on new developments.
- Personalized attention fosters a sense of exclusivity and builds trust with clients, increasing the likelihood of repeat business.

3. Internal Employee Relationships:

- CRM is not only about maintaining customer relationships but also about fostering positive relationships within the organization. BDDL Properties Limited emphasizes the importance of employees working collaboratively to meet customer needs. In real estate, where service quality and responsiveness are key, strong internal relationships ensure that employees can effectively serve customers.
- Employees are trained to understand customer needs, handle inquiries efficiently, and address any issues promptly. This ensures a positive customer experience at all touchpoints.

4. Collaboration with Supply Chain Partners:

- To deliver the best possible service to clients, BDDL Properties Limited nurtures relationships with upstream and downstream supply chain partners, such as construction companies, material suppliers, and service providers. By working closely with these partners, the company can ensure that the quality of properties meets customers' expectations.
- These collaborations also help streamline processes, reduce costs, and ensure timely delivery of products and services, which directly benefits the end customer.

5. Managing External Stakeholders:

- BDDL Properties Limited understands the importance of managing relationships with external stakeholders such as government institutions, regulatory bodies, and non-profit organizations. These groups play a crucial role in the company's ability to meet its goals and adhere to industry regulations.
- By maintaining open lines of communication with these stakeholders, BDDL Properties Limited can ensure compliance, influence policy changes when necessary, and build a positive reputation in the broader community.

6. Continuous Feedback and Improvement:

- BDDL Properties Limited places a strong emphasis on gathering feedback from customers to continuously improve its products and services. By listening to customers' opinions and addressing concerns, the company can enhance its offerings and further strengthen its customer relationships.
- Regular surveys, client meetings, and post-sale follow-ups are some of the ways the company collects insights, which are then used to fine-tune business strategies and improve overall customer satisfaction.

Benefits of Effective CRM:

- **Increased Customer Loyalty:** By focusing on long-term customer satisfaction and value creation, BDDL Properties Limited encourages repeat business, referrals, and long-lasting loyalty from clients.
- **Higher Profitability:** A loyal customer base can lead to consistent revenue generation, while personalized services can command premium prices.
- **Improved Market Reputation:** Satisfied customers become brand advocates, sharing positive experiences with others and enhancing the company's reputation.
- **Competitive Advantage:** Effective CRM practices help the company stand out in a crowded real estate market by providing superior service, better communication, and more tailored offerings to clients.

In summary, BDDL Properties Limited's approach to customer relationship management is centered around long-term engagement, personalized service, and collaboration across all levels of the business. By nurturing relationships with customers, employees, supply chain partners, and external stakeholders, the company strengthens its position in the market and ensures sustained growth.

Chapter Five

Findings, Recommendation & Conclusion

5.1 Findings of the Study

Major findings of the study are as under:

1. Limited Use of Digital Marketing Tools

BDDL Properties Limited primarily relies on traditional marketing methods, which limits its reach to younger, tech-savvy audiences. Competitors utilizing digital tools are experiencing greater brand visibility and customer engagement.

2. Focus on Premium Housing

The company's current offerings cater mainly to high-income groups, leaving the middle-income market underserved. Data from Bangladesh's housing market indicates a growing demand for affordable housing among middle-class families.

3. Undefined Target Market

Marketing campaigns are broadly designed and lack specificity. Without a well-defined target audience, efforts fail to address the unique needs and preferences of potential customers effectively.

4. Traditional Advertising Overreliance

Heavy dependence on print media and outdoor advertisements limits the company's ability to connect with digital-first consumers. Competitor success stories suggest social media and influencer marketing drive significant sales.

5. Gaps in Client Communication

Customer feedback highlights delays in response times and insufficient follow-up during the sales process. This affects trust and customer satisfaction.

6. Lack of Benchmarking Against Industry Leaders

The company has not actively monitored or incorporated best practices from leading real estate firms, resulting in missed opportunities for innovation and growth.

7. Weak Public Relations Strategy

BDDL Properties Limited's PR efforts are sporadic and lack a cohesive strategy. Competitors with strong PR programs enjoy better media coverage and community goodwill.

8. Generic Sales Activities

Sales promotions and campaigns are not tailored to specific customer segments, leading to wasted resources and low conversion rates.

9. Scattered Advertising Approach

Advertising lacks focus, with investments spread thin across multiple platforms without analyzing their effectiveness. This results in low ROI for marketing expenditures.

10. Unsystematic Measurement of Marketing Effectiveness

There is no robust system to track the performance of marketing campaigns, making it difficult to identify what works and refine strategies accordingly.

5.2 Recommendations

Based on my internship experience and analysis of the sales & marketing strategies employed by BDDL Properties Limited, I have identified several key areas where improvements can be made to enhance the effectiveness of the company's marketing and sales efforts. The following recommendations are provided to help the company optimize its strategies and strengthen its position in the real estate market:

1. Leverage Modern Marketing Tools:

- BDDL Properties Limited should incorporate more effective and contemporary marketing tools such as **Digital Marketing**, **Email Marketing**, **Co-Branding**, and **Affinity Marketing**. These tools can help reach a broader audience, increase customer engagement, and improve sales conversions. Digital

marketing, in particular, is essential for targeting tech-savvy consumers in today's competitive market.

2. **Affordable Housing for the Middle Class:**

- Currently, the company focuses on premium properties for higher-income groups. However, there is an opportunity to diversify the product offering by producing **affordable housing** that caters to middle-class families. By developing more budget-friendly housing options, BDDL Properties Limited can tap into a larger market segment and contribute to meeting the growing demand for affordable housing in Bangladesh.

3. **Clearly Identify Target Market:**

- Identifying and targeting the right market is crucial for any real estate company. BDDL Properties Limited should invest time and resources in accurately defining their **target market**. This will enable them to tailor marketing campaigns and product offerings to meet the specific needs of their ideal customers, ultimately improving conversion rates and sales.

4. **Adopt Modern Advertising Tools:**

- The company currently uses traditional advertising methods but should embrace **modern advertising tools** such as social media campaigns, online ads, and influencer partnerships. These methods will not only increase brand visibility but also reach younger, more diverse audiences who are highly active on digital platforms.

5. **Enhance Client Communication and Responsiveness:**

- A key area for improvement is **client communication**. BDDL Properties Limited should respond more promptly to client inquiries and maintain clear, transparent communication at all stages of the buying process. This will help

build stronger relationships with potential buyers and foster trust in the company.

6. Follow Industry Best Practices:

- BDDL Properties Limited should observe and follow the sales & marketing strategies used by other successful real estate companies. This includes staying updated on **market trends**, **sales techniques**, and **advertising innovations** to remain competitive and adaptable in a fast-evolving industry.

7. Expand Public Relations Strategy:

- A strong **Public Relations (PR) strategy** can help elevate the company's brand image and improve its reputation in the market. BDDL Properties Limited should focus on building positive relationships with the media, local communities, and influencers to create more buzz around their projects.

8. Targeted Sales Activities:

- The company should develop more **targeted sales activities** aligned with their branding efforts. This can include focused promotions, events, and campaigns that resonate with specific segments of the market, ensuring that the company reaches the right consumers with the right message.

9. Develop a Strategic Advertising Program:

- BDDL Properties Limited should develop a **highly strategic and selective advertising program** that carefully chooses the most appropriate channels and platforms to promote their properties. By being more selective in advertising, they can avoid wasting resources and maximize the return on investment.

10. Tracking and Measuring Marketing Effectiveness:

- Finally, BDDL Properties Limited must implement a robust **tracking and measurement system** for all marketing activities. This system will allow the

company to evaluate the effectiveness of each marketing initiative, make data-driven decisions, and refine strategies for better results.

By addressing these areas, BDDL Properties Limited can modernize its sales & marketing strategies, tap into underserved markets, improve customer satisfaction, and enhance overall performance.

5.3 Conclusion

This study report not only explores the sales & marketing strategies of BDDL Properties Limited but also provides an overview of the real estate development scenario in Bangladesh. Through data analysis and observation, it has highlighted housing demand, identified challenges in sales & marketing strategies, and proposed potential solutions to address them.

The real estate sector in Bangladesh is experiencing growth and shows strong potential for further expansion in the coming years. Sales & marketing strategies play a pivotal role in this growth, as they influence customer engagement, brand positioning, and ultimately, sales performance. Understanding these strategies is essential not just for organizations but also for individuals aspiring to excel in this dynamic industry. During my internship at BDDL Properties Limited, I gained valuable insights into the intricacies of marketing strategy. I observed firsthand the challenges and opportunities faced by marketing professionals in the real estate sector. Marketing is more than a profession it's a dynamic and creative field that requires understanding customer needs, building strong relationships and crafting effective communication. For individuals aiming to work in the real estate industry, a thorough understanding of marketing strategies is crucial. Marketing professionals are central to organizational success, performing tasks that range from educating customers and employees about products and services to fostering long-term customer relationships. Many of these responsibilities often go unnoticed by the public, as the visible face of sales is typically retail-oriented. However, the most rewarding roles in marketing involve creating meaningful and enduring connections with clients.

In conclusion, my internship experience provided me with a novel perspective on sales & marketing strategies, especially in the context of real estate. It has deepened my appreciation for the significance of strategic marketing and its impact on both organizational success and personal growth in this vibrant sector.

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