



Daffodil
International
University

**An Analysis of Marketing Activities of Unimass Holdings
Limited**

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Programme: Bachelor of Real Estate (BRE)

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Letter of Transmittal

January 16, 2025

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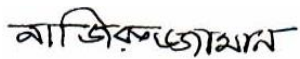
Subject: Submission of Internship report on “An Analysis of Marketing Activities of Unimass Holdings Limited”.

Dear Sir,

I respectfully convey you that I have submitted my internship report titled: “An Analysis of Marketing Activities of Unimass Holdings Limited.” I sincerely appreciate the opportunity to collaborate on this study. I am assured that possessing this practical knowledge of the real estate sector will significantly enhance my life. I have endeavored to create this report in accordance with the DIU Internship Report requirements.

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

From yours truly



.....
KH. Naziruzzaman
ID# 201-27-353
Department of Real Estate
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Student Declaration

Here's I, **KH. Naziruzzaman**, ID: **201-27-353**, hereby assert that I have completed the internship report titled "**An Analysis of Marketing Activities of Unimass Holdings Limited**" following my internship at Unimass Holdings Limited. I hereby certify that this paper has been composed explicitly to meet an academic requirement. The articles have not appeared in any magazines or journals, nor have they been approved for student fellowships or degree apprenticeships by any other university or organization.

Sincerely

মাজিরুজ্জামান

.....

KH. Naziruzzaman

ID # 201-27-353

Department of Real Estate

Faculty of Business & Entrepreneurship

Daffodil International University

Letter of Approval

I am pleased to inform you that **KH. Naziruzzaman**, a student in the bachelor's program at Daffodil International University, has successfully completed his internship report, "**An Analysis of Marketing Activities of Unimass Holdings Limited**," under my guidance and supervision. His ID number is **201-27-353**.

Unimass Holdings Limited served as his internship. I am pleased to inform you that he went through all of the mandatory and essential requirements to finalize the report, and that the report contains all of the data, information, analysis, and results from reputable sources. Consequently, the report seems to have wrapped up on a positive note.

I hope that he achieves all of his goals in life.



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

Acknowledgment

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

I extend my profound gratitude to Assistant Professor **Mr. Md. Rayhanul Islam** of the Department of Real Estate for his passionate mentoring and significant insights during the study, which enabled me to compile this report.

I express my sincere gratitude to **Mr. Md. Ashraful Alam**, Manager (Customer Relations) at **Unimass Holdings Limited** and Team Leader of Brand & Marketing, for providing me with their expertise and knowledge, as well as the opportunity to gain practical experience through this internship program.

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

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

Executive Summary

Unimass Holdings Limited is a prominent real estate company in Bangladesh, operating in a rapidly expanding and competitive market. The company has made notable strides in the development of residential, commercial, and industrial properties. However, despite its growth, it faces several challenges, particularly in its marketing strategies, operational efficiency, and workforce development. This paper provides an analysis of the company's current marketing activities and performance, identifies key issues, and offers actionable recommendations for improvement.

The company primarily relies on traditional marketing methods such as print and electronic media, which limit its ability to reach a wider audience. It also lacks a comprehensive advertising strategy that incorporates various promotional tactics like seasonal offers and international media coverage. In addition, the company's pricing strategy is perceived as too high, and its installment policies are not customer-friendly, which hinders potential buyers. The marketing department also faces issues with delayed deliveries, insufficient customer satisfaction, and a lack of skilled workers, particularly in real estate-specific areas.

Through a detailed analysis, several key findings have emerged, such as the absence of an effective product development policy, an outdated approach to marketing, and a complicated approval process for marketing materials. Additionally, the company's reliance on outdated technology and machinery further limits its ability to compete efficiently in the market.

To address these challenges, several recommendations are proposed. These include developing a robust product development policy that emphasizes quality and technical innovation, revising the pricing strategy to make it more competitive, and implementing a comprehensive advertising plan across various media channels. The company should also focus on improving its distribution channels to ensure timely delivery and enhance customer satisfaction. Recruiting skilled workers with expertise in real estate and adopting advanced technologies will improve operational efficiency. Simplifying the marketing approval process will also contribute to faster execution of strategies and campaigns.

In conclusion, while Unimass Holdings Limited faces several challenges, there are ample opportunities for growth by adapting to modern marketing trends, improving internal processes, and focusing on customer satisfaction. By implementing the recommended strategies, the company can enhance its market position, drive sales, and ensure long-term sustainability in a competitive real estate sector.

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Chapter 01

Introduction

1.1 Introduction

Marketing Analytics plays a pivotal role at Unimass Holdings Limited, serving as a crucial process to gain insights into diverse demographics, target audience segments, and effective engagement strategies. This analytical approach extends to understanding customer journeys and optimizing conversion rates. The organization seeks to optimize marketing campaigns, strategically allocate funds, improve brand recognition, cultivate consumer loyalty, and increase lead creation through detailed marketing data.

The efficacy or ineffectiveness of marketing campaigns at Unimass Holdings Limited hinges on insights derived from marketing analytics. Real estate marketing analysis is particularly beneficial, allowing for targeted and efficient budget allocation and uncovering potential weaknesses in ongoing marketing initiatives. While the primary focus is on conversions, such as turning leads into paying customers, marketing efforts also encompass broader goals and key performance indicators (KPIs). Analyzing user behavior post-interaction with marketing materials is integral to evaluating campaign effectiveness.

Furthermore, marketing analysis at Unimass Holdings Limited strives to identify potential audience segments that may have been overlooked. This includes individuals requiring products or services directly related to the company's offerings or those with needs for existing products. Recognizing the significance of understanding diverse audience segments, the company tailors its marketing strategies accordingly.

Unimass Holdings Limited, the preeminent leader in luxury real estate, differentiates itself through projects marked by creative planning tactics and design features. The design team of the organization meticulously implements each project in collaboration with leading industry advisors. Originality is essential, emphasizing the integration of novel ideas and unique thought processes. Clients enjoy the option to customize their houses while upholding a robust commitment to environmental and social responsibility.

Since its inception, Unimass Holdings Limited has completed projects that set higher planning standards for an enhanced quality of life, securing its dominant position in the building sector. The establishment of the company rests on a growing team of dedicated professionals with extensive industry experience. Design consultants, when needed, are carefully chosen from among the best domestic consultants. Operating based on the values of creativity and an unwavering quest for perfection, the company prioritizes excellence through careful planning and attention to detail in every project. This professional approach underscores Unimass Holdings Limited's commitment to achieving unparalleled results.

1.2 Background of the Study

Unimass Holdings Limited. strategically shapes its marketing approach to elevate understanding of its goods and services among consumers customer base. The efficacy of this strategy is intricately tied to the company's broader business objectives, encompassing goals such as boosting sales, encouraging additional purchases from existing customers, and expanding Share of the market. Since business development and growth are often used interchangeably, it becomes a crucial aspect of any broker's everyday work.

Daffodil International University's Bachelor of Real Estate (BRE) stands out as a specialized course designed to meet the dynamic requirements of the country's real estate industry. The university has crafted a comprehensive four-year professional curriculum aimed at producing successful graduates. Going beyond conventional academic boundaries, the curriculum integrates practical relevance through initiatives like REHAB trade fairs, company visits, and internship programs.

As a requisite component of the BRE program, students are obligated to present a report after completing a 4-month internship, during which the individual interned at Unimass Holdings Limited.

Operating as a service-oriented industry, the real estate sector involves collaborative efforts from various stakeholders inside the organization, encompassing officers, managers, and supervisory trainers. This internship report consolidates the intern's academic qualifications and practical experience in property marketing.

The internship experience presented a valuable opportunity for the intern to expand their understanding of the real estate industry and integrate practical insights into their academic training. This experience not only contributes to the intern's personal and professional development but also provides Unimass Holdings Limited. with fresh perspectives and insights gained from an engaged and motivated participant.

In ensuring the originality of this text, careful attention has been paid to avoid plagiarism, and all information derived from external sources has been appropriately cited.

1.3 Objectives of the Study

The objectives of this study are as below:

- To identify and analyze the marketing activities of Unimass Holdings Limited
- To Identify the Target Market of Unimass Holdings Limited
- To Identify the unique features Real Estate marketing
- To identify the challenges of Real Estate marketing
- To identify the challenges of the Marketing Department of Unimass Holdings Limited
- To provide some recommendations for the improvement of Real Estate marketing as well as for the Unimass Holdings Limited.

1.4 Study Methodology

The report was prepared using a combination of primary and secondary data sources. Information was collected from diverse channels, such as interviews and informational materials, websites, including brochures shared on behalf of the company.

1.5 Sources of the Data

This report integrates Primary as well as secondary information for a comprehensive and effective analysis.

Primary sources: Information for this report has been collected directly from organizational managers through methods such as question conversations, physically evaluation, surveying assessments, and discussions with various supervisors, ensuring a firsthand and comprehensive understanding of the subject matter.

Secondary sources: The data used for this report has been compiled from a variety of sources, including the company's yearly report, web page, advertising policies, and information taken from periodicals and daily newspapers.

1.6 Limitations of the study:

Certain limitations were encountered during the creation of this report, and these challenges will be elucidated in the subsequent section.

Time:

Insufficient time is a significant challenge in conducting a comprehensive investigation, hindering the complete fulfillment of the task in these small Internship period.

Secondary information:

Insufficient Secondary Data: The data from secondary sources fell short of meeting the project's requirements.

Personal Information Restraints: Some employees in various departments did not disclose personal and crucial information, limiting the project scope.

Confidentiality Considerations: Due to business confidentiality, certain crucial information from the Experience Authority could not be obtained.

Busy Schedule of Real Estate Agent: Despite the real estate agent's willingness to assist, their hectic schedule with other commitments posed challenges in obtaining timely information.

Lack of Timely Information: A significant challenge was the unavailability of up-to-date and pertinent information, impacting the precision of the study.

Time Constraints for Data Integration: Insufficient time was allocated for integrating data and essential research-related information.

Limited Time for Research and Calculations: The individuals involved were unable to conduct comprehensive investigation and precise calculations due to a lack of time.

Chapter 02

Company Profile (Unimass Holdings Limited)

2.1 Evolution of the Real Estate Sector in Bangladesh:

Real estate stands out as a secure investment option in Bangladesh, echoing its global reputation. In regions lacking robust social security nets, individuals often turn to diversified investments, with real estate serving as a reliable component of their retirement plans. Unlike other forms of investment susceptible to the impacts of socio-economic disruptions, real estate has proven to be a stable and dependable sector.

Notably, the real estate industry in Bangladesh holds the position of the third-largest job creator, trailing behind the agricultural and garment sectors. The country's economic landscape is currently on an upward trajectory, positively influencing the standard of living for its residents.

The roots of the real estate sector in Bangladesh trace back to developments initiated prior to the nation's independence in 1971. By 1980, there were already ten real estate companies, a number that grew to 42 by 1988. The establishment of the Real Estate and Housing Association of Bangladesh (REHAB) in 1991 marked a pivotal moment in shaping the housing market in the country.

Despite these positive developments, the real estate market in Bangladesh faced challenges. From 2007 to 2011, there was gradual expansion, but the global recession of 2012 had a ripple effect on the world economy, subsequently impacting the real estate industry in Bangladesh. Despite signs of stabilization in 2018, renewed challenges emerged in 2019, exacerbated by the global economic downturn triggered by the COVID-19 pandemic. Consequently, the housing industry, which had shown signs of improvement, now grapples with severe conditions once again.

The unique geographical landscape of Bangladesh, being a developing delta of 148,460 square kilometers, adds an interesting dimension to its real estate sector. The heavily urbanized population necessitated improvements in the country's housing system, and this drive was evident even before gaining independence. The real estate sector is essential in meeting the housing demands of the population in this evolving growing economy.

2.2 Present Status of Bangladesh's Real Estate Sector:

The housing industry in Bangladesh is undergoing sustained growth, propelled by urban development and significant opportunities on the outskirts of Dhaka, particularly with the implementation of the metro rail system. This expansion signals substantial potential for further development in the real estate sector.

The origins of the real estate sector in Bangladesh date back to the 1970s when only five companies operated in Dhaka. However, the industry rapidly evolved in the 1980s, witnessing the establishment of over 40 real estate operations. The Real Estate Housing Association of Bangladesh (REHAB), formed in 1991, plays a pivotal role in overseeing standardization and promoting the industry to attract both investments and consumers. Despite challenges like land scarcity, the industry has thrived, growing from just 11 businesses to over 1500 members.

A significant factor influencing the real estate landscape is the transformation in family structures. In the past, extended or joint families were prevalent, but over the last two decades, nuclear families with one or two children have become more common. This shift has led to a preference for apartments with two or three rooms, where services and security often surpass other housing types. Apartment complexes and high-rises typically include spaces for community activities, catering to the changing lifestyle preferences of residents.

The management of apartment buildings typically involves the apartment owners, contributing to the appeal of such living arrangements. A noteworthy trend is the involvement of wage-earners in foreign countries as a significant buyer demographic. Remittances from these individuals constitute a major source of capital for apartment purchases.

Currently, the real estate sector stands out as one of Bangladesh's most attractive investment opportunities. The accelerating rate of urbanization, approximately 3% per year according to World Bank data, is a key contributing factor. The urban population now constitutes around 38% of the nation's total population, and major urban areas face a serious shortage of available housing. As the demand for new dwellings continues to rise, the housing shortage is expected to exacerbate, further emphasizing the lucrative nature of real estate investments in Bangladesh.

2.3 About The Company

Since its establishment in 2010, Unimass Holdings Ltd. enhances the quality of life for its clients, landowners, and stakeholders. Unimass Holdings Ltd. has achieved success by cultivating enduring, mutually advantageous connections with its esteemed clients, prospects, landowners, patrons, and business associates via quality, dedication, and professionalism. Unimass Holdings Ltd., comprising a team of seasoned management professionals, engineers, and consultants, prioritizes the structural integrity of building construction, as an elaborate façade cannot compensate for a flawed structure. Unimass Holdings Ltd. has pioneered contemporary urban housing trends since its emergence in the real estate sector, with projects distributed throughout Dhaka and its surroundings, including prominent residential areas such as Dhanmondi, Central

Road, Green Road, Indira Road, Kalabagan, Eskaton Garden, New Eskaton, Mirpur DOHS, Mirpur, Pallabi, Mohammadpur, Kamalapur-Kabi Jasimuddin Road, West Dhanmondi, Rayer Bazar, Kallyanpur, Uttara, Bashundhara R/A, Aftabnagar, Bashabo, and Lake-drive Road - Gulshan, Badda.

At Unimass Holdings Ltd., the paramount concern is the best interests of our clients. Client satisfaction is our primary focus, as we recognize that exceeding our customers' expectations fosters their happiness; a delighted client transforms into our 'Advocate or Ambassador.' To achieve this objective, we are committed to cultivating long-term client relationships and earning trust through responsiveness, adaptability, and transparent communication from all team members. We are committed to maintaining our current momentum and enhancing our service and product offerings, and this accomplishment has instilled in us a sense of motivation and zeal to excel more in the years ahead.

2.4 Historical heritage:

Unimass Holdings Ltd. has a distinguished history that traces back to its establishment in 2010. Over the years, the company has consistently aimed at enhancing the quality of living for its clients, landowners, and stakeholders. By fostering enduring relationships with valued clients, prospects, landowners, patrons, and business associates, Unimass Holdings Ltd. has established itself as a reputable name in the real estate industry.

Led by a team of seasoned professionals, including management members, engineers, and consultants, Unimass Holdings Ltd. has always prioritized the structural integrity of its construction projects. Understanding the importance of reliability and durability, the company has maintained a steadfast commitment to quality, professionalism, and reliability throughout its operations.

Unimass Holdings Ltd. has been at the forefront of modern urban housing trends, with a diverse portfolio of projects across Dhaka and its surrounding areas. From well-established residential zones like Dhanmondi and Gulshan to emerging locales such as Uttara and Bashundhara R/A, the company's influence on the city's skyline is unmistakable.

At Unimass Holdings Ltd., customer satisfaction has been the cornerstone of its success. Recognizing that happy customers are the best advocates for the brand, the company has strived to exceed expectations and build long-term client relationships based on trust, responsiveness, and open communication.

Looking ahead, Unimass Holdings Ltd. remains dedicated to upholding its standards of excellence and delivering superior service and products. Inspired by past achievements, the company is poised to continue its legacy of success with enthusiasm and a commitment to innovation.

2.5 Responsibilities of the Enforcement Agency of Unimass Holdings Limited

The managing director and chairman of the board, along with the company's management team, are at the helm of day-to-day operations and strategy execution. They work tirelessly to refine and enhance the company's business processes, ensuring efficiency and effectiveness across all levels of operation. Additionally, the Board of Directors plays a pivotal role in setting ambitious goals and steering the Group's strategic direction. Their leadership and oversight are instrumental in guiding the company towards sustained growth and success in the ever-evolving business landscape.

2.6 Mission, Vision & Objectives

Mission

Unimass Holdings Limited is committed to providing the most professional, informative, loyal, and dedicated service in the industry by creating a successful partnership with customers throughout the process. The best interests of our patrons will always come first. We are dedicated to the development of long-term client relationships and gaining trust through responsiveness, flexibility, and open communication by every member of our team.

Vision

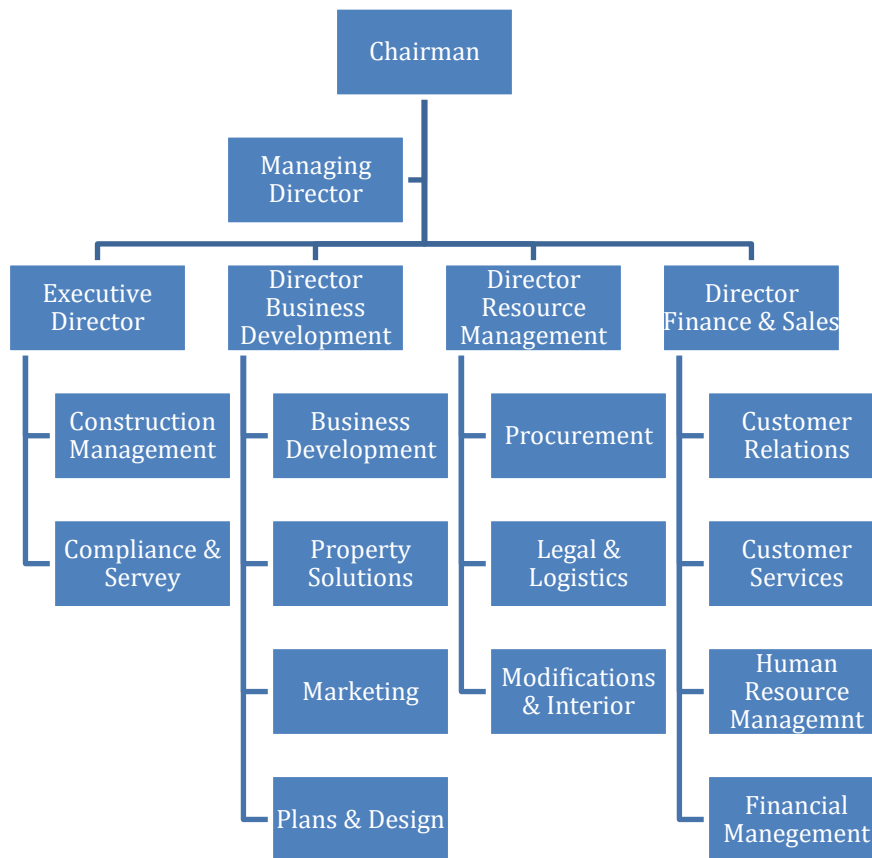
Unimass Holdings Limited will expand its efforts to grow profitably by meeting customer needs and satisfaction by establishing direct relationships with our customers. Considering good ecological demand we will accomplish this by responding to changing market conditions; building a performance-driven culture that continues to provide our customers with the highest quality residences and commercial complexes; improving job site productivity through effective job controls; maintaining a secure workplace and utilizing the latest technology and by creating an environment that encourages growth and development of our people.

Objectives

Unimass Holdings Limited is dedicated to providing exceptional, customer-focused services while fostering long-term relationships built on trust and transparency. The company prioritizes

sustainable growth by delivering high-quality residential and commercial projects, adopting eco-friendly practices, and leveraging the latest technology. Unimass emphasizes workplace safety, employee development, and a performance-driven culture to ensure operational excellence and customer satisfaction.

2.7 Organogram of Unimass Holdings Limited



2.8 Departments of the company:

In Unimass Holdings Ltd. the corporate branch has various departments. The names of these departments and activities are listed below:

- Reception
- Marketing
- Customer relations & Sales Department
- Customers Service department
- Business development Department

- Property Solutions
- Compliance Management and Survey Department
- Legal & Logistics Department
- Construction Department
- Plans & Coordination Department
- Modification & Interior
- Finance & Accounting Department
- Procurement Department
- Human Resource Management

Reception:

The primary responsibilities of the reception desk include managing records of incoming and outgoing calls, overseeing office administration, and handling phone inquiries. They also maintain a daily follow-up system, commonly known as the Central Recall System. Additionally, the reception desk manages daily schedules, ensures meeting timelines are followed, provides reminders about upcoming meetings, assists with meeting preparation, and coordinates vehicle arrangements for client visits.

Marketing:

The Marketing Department at Unimass Holdings Limited plays a crucial role in promoting the company's brand, generating leads, and supporting the sales team. Through digital marketing, social media, and traditional advertising, they attract potential buyers and pass leads to the sales team for conversion. The department also conducts market research, organizes promotional events, and manages customer communication to enhance client satisfaction. By aligning marketing strategies with customer needs, the team helps drive sales and strengthens Unimass Holdings Limited's position in the competitive real estate market.

Customer relations & Sales Department:

The Customer Relations and Sales Department at Unimass Holdings Limited is dedicated to building strong relationships with clients and ensuring a seamless sales process. The department handles customer inquiries, provides detailed information about available properties, and guides clients through the purchasing journey. Their primary focus is on delivering excellent service, addressing customer concerns promptly, and maintaining open communication to foster trust and satisfaction.

In collaboration with the Marketing Department, the team works on converting leads into successful sales, ensuring that clients' needs are met effectively.

Customers Service department:

The Customer Services Department at Unimass Holdings Limited plays a crucial role in ensuring client satisfaction and fostering long-term relationships. This department serves as the primary point of contact for customers post-purchase, handling inquiries, addressing complaints, and providing assistance with various services related to property ownership.

Key responsibilities include:

- **After-Sales Support:** Assisting clients with queries related to documentation, installment payments, and property maintenance.
- **Complaint Resolution:** Addressing and resolving customer complaints efficiently to maintain trust and satisfaction.
- **Service Coordination:** Managing facilities and services such as repairs, utility connections, and community amenities for residents.
- **Feedback Collection:** Gathering client feedback to improve services and tailor offerings to better meet customer needs.

By maintaining open communication and providing prompt, reliable service, the Customer Services Department helps Unimass Holdings Limited uphold its reputation for quality and client-centric operations.

Business Development Department:

The **Business Development Department** at Unimass Holdings Limited plays a crucial role in driving the company's growth by identifying new opportunities and expanding its portfolio. A significant part of their responsibility involves conducting thorough **market research** to pinpoint potential areas for development.

Key Responsibilities:

- **Market Research:** Analyzing market trends, demographics, and economic factors to identify lucrative locations for future projects.

- **Land Acquisition:** Actively searching for and evaluating land suitable for real estate development, ensuring it aligns with the company's strategic goals.
- **Feasibility Studies:** Assessing the viability of proposed projects by analyzing costs, potential revenue, and market demand.
- **Strategic Partnerships:** Collaborating with landowners, local authorities, and other stakeholders to secure development rights and permits.

This team ensures that Unimass Holdings Limited can continuously expand its footprint and deliver high-quality developments that meet market demands.

Property Solutions:

The **Property Solutions Department** at Unimass Holdings Limited offers a wide range of services, including legal support for property transactions, rental management, resale assistance, and construction and design solutions. They oversee property management, ensuring maintenance and tenant satisfaction, and provide expert consultation on investments and market trends. This department aims to be a one-stop solution, offering comprehensive support to clients throughout their real estate journey.

Compliance Management and Survey Department:

The **Compliance Management and Survey Department** at Unimass Holdings Limited plays a crucial role in ensuring that all property development projects are executed correctly and in compliance with relevant standards and regulations. This department is responsible for monitoring the entire construction process, ensuring that the right materials are used, and confirming that all workers adhere to safety and quality guidelines. By conducting regular site inspections, the department ensures that the work is progressing according to the agreed plans and that all tasks are being performed to the highest standards.

Legal & Logistics Department:

The **Legal & Logistics Department** at Unimass Holdings Limited also plays a crucial role in handling agreements, including power of attorney with landowners. They prepare allotment deeds for customers and oversee all registration and mutation processes. This department ensures that all legal documentation is in order, protecting both the company and clients. Additionally, they manage the logistical aspects, ensuring the timely delivery of materials and coordination of supplies for construction projects, contributing to smooth operations and successful project completion.

Construction Department:

The **Construction Department** at Unimass Holdings Limited is responsible for overseeing all aspects of construction projects, from planning to execution. This department ensures that all construction activities meet the company's high standards for quality, safety, and efficiency. They manage the coordination of construction crews, contractors, and suppliers, ensuring that the right materials are used, and work progresses on schedule. The team is also responsible for monitoring construction budgets, timelines, and quality control, ensuring that each project is completed to the satisfaction of clients. Additionally, the department ensures compliance with local regulations and building codes, maintaining safety and structural integrity throughout the construction process.

Plans & Design Department:

The **Plans & Coordination Department** at Unimass Holdings Limited is responsible for the comprehensive planning and design of real estate projects. This department plays a key role in creating detailed floor plans and 3D designs that bring the vision of each project to life. They collaborate with architects, engineers, and other experts to ensure that designs are both aesthetically appealing and functional, meeting the needs of future residents. The department also coordinates with other teams to ensure that all designs align with the company's goals, budget, and timelines. By focusing on planning and design, the department helps streamline the development process and ensures the successful delivery of high-quality real estate projects

Modification & Interior Service:

The **Modification & Interior Service** department at Unimass Holdings Limited is responsible for customizing and enhancing the interiors of properties to meet the specific needs and preferences of clients. This department offers a range of services, including space modifications, interior design, and personalized décor solutions. Whether it's for residential or commercial properties, the team works closely with clients to understand their vision and transform the space into a functional and aesthetically pleasing environment. From redesigning layouts to selecting the right materials, colors, and furnishings, the department ensures that every modification aligns with the client's style and requirements. Their attention to detail and commitment to quality help elevate the overall customer experience, ensuring satisfaction and long-lasting value.

Financial Management Department:

The **Financial Management Department** at Unimass Holdings Limited oversees the company's financial stability and optimizes resource utilization. This department handles all aspects of maintaining the company's financial stability and regulatory compliance through financial planning, budgeting, and reporting. They manage cash flow, analyze financial performance, and provide insights to guide decision-making across departments.

The team is also responsible for preparing financial statements, tax filings, and auditing processes. Additionally, they oversee accounts payable and receivable, ensuring timely payments and collections. The Finance & Accounting Department plays a crucial role in helping Unimass Holdings Limited maintain profitability, support business growth, and manage risks effectively. Their efforts ensure transparency, accuracy, and accountability in all financial matters, contributing to the company's long-term success.

Procurement Department:

The **Procurement Department** at Unimass Holdings Limited is responsible for sourcing and acquiring materials, goods, and services needed for construction projects. They manage supplier relationships, negotiate contracts, and ensure timely delivery of resources. Working closely with the Construction, Legal, and Finance departments, the team ensures compliance with policies and regulatory standards while optimizing costs and project timelines. Their role is crucial in supporting the smooth execution of Unimass Holdings Limited's operations and development projects.

Human Resource Management:

The **Human Resource Management (HRM) Department** at Unimass Holdings Limited is responsible for managing the company's workforce. HRM oversees recruitment, employee training and development, performance management, compensation, benefits, and employee relations. They ensure that the organization attracts, develops, and retains talented individuals to drive the success of Unimass Holdings Limited. Additionally, HRM is responsible for creating fostering a positive work environment, addressing employee concerns, and guaranteeing adherence to company policies and labor laws. The department plays a key role in fostering a motivated, skilled, and productive team to achieve organizational goals.

2.9 What Makes Unimass Holdings Limited Different?

The success of Unimass Holdings Ltd. is underpinned by ten key attributes:

- **Comprehensive Real Estate Services:** Offers a wide array of property solutions, including legal support, property management, rental services, resale, and construction.
- **Customer-Centric Approach:** Focuses on delivering personalized support tailored to each client's needs, ensuring high satisfaction at every stage.
- **Innovative Design Solutions:** Provides modern floor plans, 3D designs, and interior modification services, blending functionality with aesthetic appeal.
- **Commitment to Quality and Compliance:** Ensures projects meet high-quality standards through strict compliance and the use of premium materials.
- **Sustainability Focus:** Adopts environmentally friendly practices in construction and project management.
- **Post-Sale Support:** Continues to assist clients with services like tenant management, property resale, and maintenance, fostering long-term relationships.
- **Advanced Technology Integration:** Leverages modern tools for efficient project planning, marketing, and client communication.
- **Strong Market Insights:** Provides expert analysis of real estate trends to guide clients in making profitable investment decisions.
- **Streamlined Operations:** Highly efficient systems and specialized departments (Finance, Compliance, Procurement) ensure seamless operations and timely project delivery.
- **Proven Track Record:** Recognized for delivering projects on time with exceptional results, reinforcing its reputation as a trusted real estate partner.
- **Holistic Approach:** Covers every aspect of property development, from land acquisition to design, construction, and customer service, providing a one-stop solution for clients.
- **Continuous Innovation:** Regularly updates strategies and processes to stay ahead in a competitive market, ensuring relevance and value for clients.

2.10 Facilities provided to customers:

It is possible that subletting may be prohibited after procuring a bank loan and booking an apartment in this building. This could result in loan repayments that are equivalent to the monthly rent.

- Manage customer expectations in a sensible manner.
- Concentrate on initial impressions.
- Conduct consistent data collection.


- Customization.
- Maintain your concentration.

2.11 Products:

Unimass Holdings Limited is a company dedicated to diverse facets of the real estate sector, particularly focused on developing premium yet reasonably priced home options for the discriminating upper and middle classes. This endeavor demands extensive expertise and proficiency in constructing luxury apartments. Additionally, ensuring robust customer service entails rigorous training and meticulous attention to detail.

- Apartments/Flats;
- Commercial Spaces;
- Commercial cum Residential Buildings.

2.11.1 Some Finished & Ongoing & Upcoming Projects of Unimass Holdings Limited:

	<p style="text-align: center;">AYESHA NURUL LAKE SERENITY</p> <p>Address: Ba - 135, Gulshan lake drive road, Dhaka</p> <p>Land Area: 8.63 (Katha)</p> <p>No of Floor: 10 (G+9) Storied</p> <p>Units per Floor: 2 Units</p> <p>Apartment Size: 2072 & 1853 Sft. sq. ft</p> <p>Parking: 18 (One for Each Apartment)</p>
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SALEMA ZOHA ROYAL PARK RESIDENCE

Address: Plot - 82/A, Indira Road, Dhaka
Land Area: 10.9 (Katha)
No of Floor: B+G+9 Storied
Apartment Size: 2003-2232 sq. ft



MAJESTIC PANORAMA

Address: PLOT- 1102, ROAD-4/A, Adjacent
Sector # 5, Uttara, Dhaka
Land Area: 20.34 (Katha)
No of Floor: 8 (G+7) Storied
Apartment Size: 1228 - 1390 Sft. sq. ft
Parking: One for Each Apartment



MANNAN SOUTH SYMPHONY

Address: Plot - 10, Block - B, Khilgaon
Land Area: 4.7 (Katha)
No of Floor: 10 (G+9) Storied
Apartment Size: 2034 & 2163 sq. ft
Parking: 09 (One for Each Apartment)



ZILU PARK RIDGE

Address: Plot - 510, Baganbari, Malibag
Land Area: 20 (Katha)
No of Floor: B+G + 9 (10 Storied) Storied
Apartment Size: 1400 - 1550 Sft sq. ft



PRISTINE PEARL

Address: Plot - 25 & 27, Avenue 8, Block E, Aftabnagar
Land Area: 6 (Katha)
No of Floor: G+9 Storied
Apartment Size: 2033 & 2094 sq. ft
Parking: 09 (One for Each Apartment)



MAJEDA WAJED LA ARMONIA

Address: Plot- 24/A, Sonatan Garh, Rayerbazar
Land Area: 6.93 (Katha)
No of Floor: 10 (G + 9) Storied
Apartment Size: 1243 sq. ft
Parking: One for Each Apartment



SERAJ DREAMSVILLE

Address: Plot - 293/1, Rayerbazar, Sher E Bangla Road

Land Area: 8.97 (Katha)

No of Floor: 10 (G+9) Storied

Apartment Size: 1632 sq. ft

Parking: One for Each Apartment



DALE LAVENDER

Address: Plot # 230, Sadat Sobhan Road, Block # C, Bashundhara R/A, Dhaka

Land Area: 5 (Katha)

No of Floor: G + 9 Storied

Apartment Size: 1698 & 1746 Sft. sq. ft

Parking: One for Each Apartment



RADIANCE RESIDENCE

Address: Plot # 587, Road # 18, Block # F,, Bashundhara R/A, Dhaka

Land Area: 4 (Katha)

No of Floor: G + 8 Storied

Apartment Size: 1527 - 1623 SFT. sq. ft

Parking: One for Each Apartment



MARVEL CREST

Address: Plot -475, Road-16, Block -J, Bashundhara R/A

Land Area: 4 (Katha)

No of Floor: (G+8) Storied

Apartment Size: 1533 & 1546 sq. ft

Parking: One for Each Apartment



SOUTH SERENADE

Address: Plot 606, Block -J, Road 2, BASHUNDHARA R/A, DHAKA

Land Area: 5 (Katha)

No of Floor: G+7 Storied

Apartment Size: 1998 - 2000 sq. ft

Parking: One for Each Apartment



AUSTER CROFT

Address: Plot - 1401 & 1402, Road 52, Block L, Bashundhara R/A

Land Area: 6 (Sq Km)

No of Floor: 09 Storied (G+9) Storied

Apartment Size: 2200 SFT. sq. ft



SAAD GRANDEUR

Address: PLOT #137/E, Jahanara garden,
Dhaka
Land Area: 10.23 (Katha)
No of Floor: G + 9 Storied
Apartment Size: 1848 - 2097 SFT. sq. ft
Parking: One for Each Apartment



CASA LUCIDO DI BASHAR & ABRIGO DR. IDRIS

Address: PLOT 20/11 & 20/12, PALLABI
R/A, DHAKA
Land Area: 10 (Katha)
No of Floor: G + 9 Storied
Apartment Size: 2046 - 2132 SFT. sq. ft
Parking: One for Each Apartment



AFTAB'S LEGACY

Address: PLOT 20/2, PALLABI R/A,
DHAKA
Land Area: 5 (Katha)
No of Floor: 9 STORIED (G+8) Storied
Apartment Size: 1993 SFT. sq. ft



SIDDIQUE'S LEGACY

Address: Mirpur, Plot-145, Road 2, Block A,
Section 12, Mirpur, Dhaka

Land Area: 4.46 (Katha)

No of Floor: G+9 Storied

Apartment Size: 1893 sq. ft



AMPARO MATIN

Address: PLOT 166, Shadhinata Sharani,
Badda, Dhaka

Land Area: 10 (Katha)

No of Floor: G + 8 Storied

Apartment Size: 1486 - 1516 SFT. sq. ft

Chapter 03

Theoretical Framework

3.1 Marketing concepts:

Marketing is defined as an approach aimed at attaining a company's goals by recognizing and satisfying both the explicit and implicit requirements and aspirations of its customers.

Understanding marketing begins with reflecting on the fundamental term "market." Traditionally, in open markets, traders showcased their goods to attract customers. In contemporary settings, marketing activities extend across various channels like radio, commercials, print, and the internet to raise awareness about products. Additionally, marketing involves conducting market research to gather information for more precise product or service promotion.

Here are five marketing concepts:

Production:

This concept, rooted in economic history, posits that consumers prefer products that are widely available and inexpensive. Managers under this concept prioritize high production efficiency, low costs, and mass distribution, assuming consumers prioritize product availability and affordability.

Products:

Embracing the idea that consumers prefer products with superior quality, performance, or innovative features. Managers focusing on this concept strive to craft exceptional products and continuously enhance them, assuming that buyers appreciate and seek quality and performance.

Sales:

Assumes that consumers and businesses, if left to their own devices, won't naturally buy enough of the company's products. Advocates for an assertive selling and promotion effort, assuming consumers exhibit buying inertia or resistance requiring coaxing.

Marketing:

Believes in employing a comprehensive set of effective sales and promotional tools to stimulate more purchases. Companies often adopt this concept when dealing with excess capacity, aiming to sell what they produce rather than responding to market demand.

These marketing concepts represent different philosophies guiding how businesses approach their markets and consumers. Each concept provides unique insights into consumer behavior,

production strategies, and the role of promotion in achieving business goals. Successful marketing often involves a strategic blend of these concepts based on the specific context and goals of a company.

Company:

An organization's core duty is to meet the needs of its target market more effectively than competitors, preserving consumer and societal well-being. A strategic marketing plan influences aspect like demand, relevance, and reputation, shaping consumer decisions. This approach aligns with the marketing concept, prioritizing customer satisfaction and societal well-being for organizational success.

3.2 Importance of marketing:

1. **Customer satisfaction:** Customer satisfaction serves as a pivotal metric, reflecting the degree of contentment customers experience with the goods, services, and benefits that a business offers. Customer satisfaction is more than just a number; it also means using poll and review results to improve products and services over time. This approach ensures a dynamic and responsive improvement process, aligning the company with evolving customer preferences.
2. **Company image:** The company image extends beyond surface perceptions, encompassing the deeper impact of company policies, staff interactions, and practices on employees within the organization and the external population. A positive company image not only fosters trust and credibility but also plays a vital role in influencing customer loyalty. Moreover, a positive reputation attracts top talent, contributing to a robust organizational culture.
3. **Competitive advantage:** Competitive advantage remains a strategic cornerstone, involving factors that empower a company to produce superior or more cost-effective goods and services than competitors. This advantage translates into increased market share, enhanced profitability, and sustained success in the competitive business landscape. Successful companies continually refine their strategies to maintain and strengthen their competitive edge.
4. **Business expansion:** Business expansion, as a growth phase, demands strategic planning and risk management. While exploring additional avenues for increased profitability and

market reach, successful expansion requires adaptability to new market dynamics and a thorough understanding of customer needs.

5. **Brand loyalty:** Brand loyalty, a nuanced concept, involves not only customers' persistent preference for a specific brand but also the emotional connections they associate with it. Building brand loyalty goes beyond transactional interactions; it entails creating positive experiences and consistent product/service delivery that resonates with customers on a personal level.
6. **Organizational goals:** The strategic roadmap that guides the organization toward desired performance levels and overall success is established by organizational objectives, which are established by leaders. These goals serve as a compass, aligning employee efforts and initiatives with broader strategic objectives. Clear and well-communicated organizational goals foster employee engagement, alignment, and a shared sense of purpose.
7. **Optimal resource utilization:** Optimal resource utilization, particularly human resources, involves maximizing efficiency and productivity to guarantee the integrity of the undertaking, sustained growth, and increased profits. Effective resource management includes strategic allocation, skill development, and leveraging the strengths of the workforce.
8. **Efficiency:** Efficiency, in the broader business context, evaluates how effectively a company uses its capital, labor, services/products, and materials to generate revenue. Enhanced efficiency entails streamlined processes, cost-effectiveness, and a continuous improvement mindset to meet the ever-evolving demands of the market.

In conclusion, these interconnected components collectively contribute to a company's overall health, competitiveness, and long-term sustainability in the dynamic business environment. Prioritizing customer-centric strategies, effective resource management, and cultivating a positive organizational image are essential elements for thriving in today's competitive markets.

3.3 Marketing in Real Estate Industry

Thoroughly research the industry, devise a compelling web app idea, craft a memorable name, and choose a profitable monetization strategy tailored for a social media website to ensure success.

Create a web page, utilize social networking sites:

1. Identify Your Target Market:

Defining a target market, segmented by factors such as age, location, income, and lifestyle, facilitates strategic marketing decisions, guiding where and how to effectively promote products or services.

2. Marketing Budget:

A marketing budget outlines the allocated funds for advertising, sponsored content, staffing, blog domains, and automation. It serves as a financial roadmap for a company's marketing initiatives over a specific timeframe.

3. Promote Referrals and Oral Recommendations:

Cultivating a referral network among friends, family, or colleagues generates direct and impactful word-of-mouth recommendations, enhancing brand visibility and credibility.

4. Prompt Responses:

Ensuring timely replies convey professionalism and engagement, fostering positive interactions. Phrases like " Thanks for the prompt response" or "I anticipate your response shortly" contribute to effective communication.

5. Streamlining Realtor Processes:

Familiarizing real estate agents with mortgage options is crucial, considering factors like mortgage length, price, and interest rates. This knowledge empowers agents to guide clients effectively in determining affordable home options.

6. Success Planning:

Crafting a success plan involves proactive writing and planning, providing clarity and preparation to tackle goals head-on. This strategic approach contributes to a sense of readiness in achieving defined objectives.

3.4 The distinction between Traditional and Real Estate marketing:

The differentiation between traditional marketing and real estate marketing lies in their methods, channels, and strategies:

	Traditional Marketing	Real Estate Marketing
Channels and Mediums:	Relies on conventional channels such as television, radio, newspapers, magazines, and direct mail. It has a broad	Utilizes a mix of traditional channels alongside digital platforms, including online listings, social media, and

	reach but may lack specific targeting.	virtual tours, to reach a targeted audience interested in property transactions.
Targeting and Personalization	Often employs mass marketing strategies, reaching a wide audience with a standardized message. Personalization is limited.	Emphasizes targeted advertising, leveraging data to reach specific demographics and tailoring content to individual preferences. Personalization is a key aspect to engage potential buyers or tenants effectively.
Interactivity and Engagement	Typically, one-way communication where the audience receives information without direct interaction.	Incorporates interactive elements, such as virtual tours, live property showcases, and online engagement, fostering a more immersive and engaging experience for potential clients.
Measurability and Analytics	Measuring the effectiveness of campaigns can be challenging, with limited real-time analytics.	Leverages digital platforms for real-time analytics, allowing marketers to track engagement, measure conversion rates, and adjust strategies promptly for optimal results.
Cost Efficiency	Traditional channels may involve higher costs, especially for TV and radio advertising.	Digital platforms offer cost-effective options, with targeted online advertising often providing better value for money, especially for smaller real estate businesses.

Global Reach vs. Local Focus	Traditionally has a broader, often global reach, suitable for large brands with widespread audiences.	Tends to have a more localized focus, targeting specific regions or demographics based on property availability and buyer preferences.
Timing and Speed	Production timelines for traditional media can be lengthy, leading to delays in campaign execution.	Digital platforms allow for quicker execution and immediate dissemination of information, enabling faster responses to market dynamics and client inquiries.
Adaptability and Flexibility	Changes to campaigns may be slow and costly to implement.	Digital strategies offer greater flexibility, allowing rapid adjustments to campaigns based on real-time feedback and market trends. In essence, while traditional marketing still plays a role in real estate, the industry has increasingly embraced digital platforms for their targeted, interactive, and cost-effective nature. Successful real estate marketing often combines elements from both traditional and digital strategies to create a comprehensive and effective promotional approach.

3.5 Digital Marketing:

Digital advertising and marketing are strategies that utilize the internet and online-based digital technologies, including mobile phones, computers, and a variety of digital platforms, to advertise products and services. The integration of digital platforms into daily life has resulted in the increasing integration of digital marketing campaigns into marketing plans. Various techniques, such as Search Engine Optimization (SEO), Search Engine

Marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, email direct marketing, display advertising, e-books, optical disks, and video games, are employed in these campaigns.

Digital marketing encompasses non-digital platforms, including television, mobile phones (SMS and MMS), recall, and on-hold mobile ringtones, in addition to Internet channels.

- **Search Engine Optimization (SEO):**

SEO is the process of enhancing the visibility of a website on search engines by optimizing a variety of components, such as content, meta tags, and backlinks. Successful SEO strategies necessitate keyword research, on-page optimization, and the development of high-quality content.

- **Pay-per-Click (PPC):**

PPC campaigns are designed to drive traffic through paid advertisements. Ads are displayed when users seek for keywords that advertisers have bid on. The precise targeting and measurement of ad performance are made possible by Google Ads, a prominent platform for PPC advertising.

- **Social Media Marketing (SMM):**

Social media marketing (SMM) employs platforms such as LinkedIn, Twitter, Instagram, and Facebook to interact with audiences. Strategies consist of paid advertising, community administration, and content creation. SMM encourages the development of a sense of community, consumer loyalty, and brand recognition.

- **Content Marketing:**

The objective of content marketing is to attract and retain a target audience by delivering consistent, pertinent, and valuable content. Articles, videos, infographics, eBooks, and blog posts are among the content types that are employed to establish expertise, foster trust, and motivate consumer action.

- **Email Marketing:**

Email marketing is the process of sending customized emails to a specific audience in order to promote offerings, communicate updates, or cultivate leads. Automation tools facilitate

personalized and expeditious communication, thereby improving relationships with clients and boosting revenue.

- **Mobile Marketing:**

Mobile marketing strategies cater to consumers of tablets and smartphones. SMS marketing, applications for smartphones, responsive design, and targeting based on location are employed to reach users on their mobile devices, providing a seamless and personalized experience.

- **Marketing Analytics:**

The process of marketing analytics entails the gathering, analyzing, and interpreting of data to evaluate the effectiveness of marketing campaigns. In order to optimize tactics and make data-driven decisions, it is essential to consider key performance indicators (KPIs) such as website traffic, conversion rates, and return on investment (ROI).

- **Affiliate Marketing:**

Affiliate marketing is a driven by performance strategy in which affiliates receive a reward for generating traffic or purchases to a retailer's website through their marketing initiatives. It is an economical method for organizations to broaden their reach via the endeavors of affiliates, who may include bloggers, influencers, or content providers.

Incorporating these strategies into a comprehensive digital marketing plan allows businesses to create a robust establish a presence on the internet, interact with their target audience efficiently, and attain their advertising objectives.

3.6 The 7 Ps of marketing strategy:

Marketing techniques enable organizations to focus their finite resources on the most advantageous chances for enhancing sales and obtaining a competitive advantage in the marketplace.



I. Product:

The product represents the tangible or intangible offering being marketed. It must meet a baseline performance level, as even the most effective efforts in other aspects of the marketing mix may not yield positive results if the product itself does not meet certain standards.

II. Price:

The price denotes the financial value attributed to a product, shaped by manufacturing expenses, target market demographics, market demand, and an array of both direct and indirect influences. Different pricing strategies are associated with overall marketing plans, and pricing can serve as a differentiation strategy, shaping the perception of a product.

III. Promotion:

Promotion encompasses all activities aimed at making the good or service is recognized by the audience and facilitating transactions. This encompasses marketing, promotion via word-of-mouth, media coverage, motivations, compensation, and business awards,

customer schemes, direct marketing, and contests. The components of the marketing mix are interrelated, and an effectively managed marketing plan enhances overall corporate success.

IV. Place:

Place denotes the location of selling or dispersion. In every sector, capturing consumer attention and facilitating easy purchase are vital goals. A strong distribution or "place" strategy is crucial, and retailers often prioritize securing prime locations, as evidenced by the mantra in the retail business: 'location, location, location.'

V. People:

People denote the individuals forming a group, assembly, or united by a common interest. In the context of marketing, understanding the people involved in various aspects of the business, from customers to employees, is essential. The term is often used in compounds, emphasizing the collective human element in marketing processes.

VI. Process:

Process refers to the systematic steps involved in a particular activity. While it may seem straightforward, the definition conceals crucial information highlighting the intricacies and potential for improvement in processes. Understanding and optimizing processes are essential for operational efficiency.

VII. Physical:

Physical proof pertains to evidence or documentation related to specific procedures, especially in forensic or investigative contexts. In marketing, it emphasizes the tangible and visible elements that validate the quality and existence of a product or service. This includes physical evidence like packaging, branding, and other visual cues that reinforce the product's credibility.

Successful navigation of the marketing mix requires a comprehensive understanding, market research, and collaboration across various stakeholders, ensuring that each element contributes to the overall success of the business. Mismanagement of these elements can have long-lasting repercussions on the business's performance and reputation.

3.7 Marketing Strategy and Tools for Real Estate

Marketing Strategy

The real estate sector requires a robust marketing strategy to attract and engage potential buyers, sellers, and investors. Unimass Holdings Limited employs a multi-faceted approach to achieve its marketing goals, focusing on the following core areas:

- **Brand Awareness:** Strengthening brand presence through consistent online and offline marketing efforts.
- **Lead Generation:** Targeting potential customers through effective channels such as social media, email campaigns, and PPC ads.
- **Customer Engagement:** Building long-term relationships with clients through personalized content, responsive communication, and post-sale support.
- **Digital Transformation:** Utilizing advanced technology like virtual tours, CRM automation, and analytics to optimize marketing and sales operations.
- **Data-Driven Decisions:** Leveraging marketing analytics to assess performance, refine strategies, and maximize ROI.

Key Marketing Tools

Search Engine Optimization (SEO)

- Increases the visibility of your site and generates organic traffic through the optimization of pertinent keywords.
- Concentrates on attaining elevated positions on search engine results pages (SERPs).
- **Pay-Per-Click (PPC)**
 - Drives targeted traffic through paid advertisements Using networks such as Google Advertising and social media.
 - Provides immediate visibility for property listings and promotional offers.
- **Social Media Marketing (SMM)**
 - Enhances recognition of the brand and fosters customer interaction on sites such as Facebook, Instagram, LinkedIn, and Twitter.
 - Enables direct interaction with the audience and showcases properties creatively.
- **Content Marketing**
 - Provides valuable information through blogs, articles, videos, and podcasts.

- Positions the company as an industry expert while keeping the audience informed.
- **Email Marketing**
 - Sends personalized messages, newsletters, and promotional offers directly to the customer's inbox.
 - Nurtures leads and maintains consistent communication.
- **Video Marketing**
 - Utilizes video content for virtual property tours, client testimonials, and promotional campaigns.
 - Platforms like YouTube enhance visibility and offer immersive experiences for potential buyers.
- **Marketing Analytics**
 - Tracks and analyzes campaign performance to identify what works best.
 - Provides insights into customer behavior and market trends.
- **Affiliate Marketing**
 - Engages with external affiliates who advertise property for a commission.
 - Expands reach and taps into new customer bases.
- **Mobile Marketing**
 - Engages audiences via SMS, MMS, and mobile apps.
 - Ensures seamless interaction with the brand on smartphones and tablets.
- **Automated CRM Systems**
 - Streamlines customer relationship management by automating repetitive tasks.
 - Ensures leads are efficiently tracked and converted by the sales team.
 - This comprehensive approach ensures Unimass Holdings Limited stays competitive and delivers exceptional value to its clients.

3.8 Prospective Challenges of Marketing Strategies

The real estate industry faces unique challenges in implementing and maintaining effective marketing strategies due to its competitive and ever-evolving nature. Some of the key prospective challenges include:

1. **High Competition**
 - The market is saturated with competitors offering similar properties, making it difficult to differentiate the brand and attract potential customers.

2. **Targeting the Right Audience**
 - Identifying and reaching the ideal customer base is challenging, particularly in a diverse market with varying income levels, preferences, and needs.
3. **High Cost of Advertising**
 - Real estate marketing, especially in prime media channels like television and outdoor advertisements, requires substantial investment, which may not always yield proportional returns.
4. **Digital Marketing Complexity**
 - Mastering the intricacies of digital marketing, encompassing SEO, social networking marketing, and PPC campaigns, necessitates proficiency and continual oversight to maintain efficacy.
5. **Customer Trust and Transparency**
 - Building trust is critical in real estate marketing. Misleading information or hidden costs can damage credibility, making it difficult to gain customer loyalty.
6. **Market Volatility**
 - Fluctuations in property prices, economic conditions, and regulatory changes can disrupt marketing plans and make it harder to create consistent campaigns.
7. **Long Sales Cycle**
 - Real estate transactions often take weeks or months to finalize, making it challenging to maintain customer interest and engagement throughout the process.
8. **Limited Technological Adoption**
 - The lack of advanced tools like CRM systems, virtual reality for property tours, and analytics platforms can hinder effective strategy execution.
9. **Shifting Consumer Preferences**
 - As customer preferences shift towards eco-friendly and smart homes, traditional marketing approaches may become less effective without proper adaptation.
10. **Difficulty in Measuring ROI**
 - Determining the success of marketing campaigns in real estate can be complicated due to the long-term nature of sales and the multiple factors influencing customer decisions.
11. **Regulatory and Legal Constraints**
 - Strict advertising laws and property regulations can limit creativity and require marketing teams to ensure compliance while creating campaigns.
12. **Global vs. Local Focus**
 - Striking a balance between appealing to local buyers and attracting international clients can be challenging, as each group requires tailored strategies.
13. **Customer Education**
 - Real estate purchases involve significant investments, and customers often require detailed information and education about properties, which can be time-intensive to provide.

Addressing these challenges requires a mix of innovation, technology adoption, and a deep comprehension of market dynamics and consumer attitudes to craft resilient and effective marketing strategies.

3.9 Features of Good Marketing Strategies for a Real Estate Company

1. **Clear Target Audience**
 - A well-defined target audience based on demographics, location, preferences, and financial capabilities ensures marketing efforts are focused and effective.
2. **Strong Brand Identity**
 - Consistent branding with a unique value proposition differentiates the company from competitors and builds trust with customers.
3. **Comprehensive Digital Presence**
 - Utilizing websites, social media platforms, and online directories ensures visibility and accessibility to a wide audience.
4. **Effective Use of Technology**
 - Leveraging tools like CRM systems, marketing analytics, virtual reality for property tours, and AI-driven customer insights enhances efficiency and customer engagement.
5. **Content-Driven Approach**
 - High-quality content such as blogs, videos, infographics, and webinars educate potential buyers, builds credibility, and boosts online visibility.
6. **SEO and Local SEO Optimization**
 - Optimizing the website for search engines ensures higher rankings, while local SEO focuses on capturing nearby potential buyers or renters.
7. **Social Media Engagement**
 - Regular updates, targeted advertisements, and engaging posts on platforms like Facebook, Instagram, and LinkedIn increase brand awareness and lead generation.
8. **Video Marketing**
 - Using professional videos, virtual walkthroughs, and drone footage helps showcase properties in an appealing and immersive manner.
9. **Customer-Centric Approach**
 - A focus on understanding customer needs and providing tailored solutions, such as flexible payment options and personalized recommendations, fosters trust and satisfaction.
10. **Effective Lead Generation and Management**
 - Strong lead generation campaigns combined with CRM tools to track and nurture leads increase the chances of conversions.
11. **Diverse Advertising Channels**
 - Combining traditional marketing (TV, billboards, print media) with digital advertising (PPC, social media ads) ensures maximum reach.
12. **Data-Driven Decision Making**
 - Using analytics to measure campaign performance and refine strategies ensures better ROI and informed decision-making.
13. **Transparency and Trust**
 - Clear communication about pricing, terms, and features of properties builds trust and long-term customer relationships.
14. **Flexibility and Adaptability**
 - Strategies that can adapt to market trends, economic conditions, and consumer preferences help the company stay competitive.

15. Community Engagement

- Participating in community events, offering sponsorships, or hosting webinars positions the company as a trusted and involved market player.

16. Focused Budgeting

- Allocating resources effectively across various marketing channels maximizes impact without overspending.

17. Timely Communication

- Quick and transparent responses to inquiries, as well as follow-ups, keep prospects engaged and improve conversion rates.

Good marketing strategies not only attract potential clients but also build lasting relationships, create brand loyalty, and contribute to the long-term growth of the real estate company.

Chapter 04
Marketing Activity of Unimass Holdings Limited

4.1 Background information:

From the organization's viewpoint, marketing centers on fulfilling needs while maintaining competitiveness. Marketing administration is the adept and systematic method of attracting, retaining, and enlarging a client base. This is accomplished by identifying target markets and efficiently conveying and providing exceptional value to customers.

4.2 Unimass Holdings Limited Marketing Media:

Products, pricing strategies, distribution channels, and promotional activities constitute a collection of tactical marketing methods within an organization's purview. Together, they work to evoke a desired response from the target market.

4.2.1 Advertising

At each project site and along roadsides, advertising signs are prominently displayed. Positioned strategically in high-traffic locations such as highways and urban areas, billboards serve to enhance brand recognition and attract the attention of both motorists and pedestrians. This form of advertising is instrumental in broadening the appeal of a business, product, or campaign to a wide audience.

- **Print media:**

Unimass Holdings Limited utilizes various advertising channels, including Brochures, journals, and papers such as Prothom-alo in Bangladesh are utilized to engage prospective customers and showcase initiatives. Advertising strategies play a crucial role in influencing sales volume, and Unimass Holdings Limited implements promotional activities accordingly.

- **Billboard:**

Print media constitutes one of the earliest and essential forms of mass communication, including newspapers, weekly and monthly magazines, and other periodicals. A fundamental understanding of print media is crucial for undertaking research in communication in general.

- **Video Ads:**

Google Ads offers the capability to craft engaging video campaigns utilizing diverse ad formats, effectively targeting customers across YouTube and video collaboration platforms. Furthermore, television advertising encompasses television channels and district courts, so expanding the scope of promotional initiatives.

- **Electronic media:**

Unimass Holdings Limited might leverage "electronic media" for promotional endeavors, including the distribution of CDs and DVDs showcasing select projects, animations, various presentations, multimedia content, email campaigns, and website promotion.

- **Occasional Discount Offer:**

Unimass Holdings Limited offers discounts occasionally ranging from 5% to 15% off the total price during the Occasion of Eid, Puja, New Year etc. An "offer letter" containing this discount can be emailed to the most promising clients for consideration.

4.3 Advertising Approval Process of The Company

The advertising approval process at Unimass Holdings Limited ensures that all promotional materials, campaigns, and advertisements align with the company's brand guidelines, legal requirements, and business objectives. The process is designed to streamline decision-making, ensure compliance, and maintain consistency across all marketing platforms.



1. Concept Development

- **Responsibility:** Marketing Team
- The marketing team initiates the advertising process by brainstorming and developing creative concepts based on current business goals, market trends, and target audience insights. This includes defining the purpose of the campaign like property launch, brand awareness, promotion and determining the channels like print, digital, TV, social media to be used.

2. Campaign Strategy & Content Creation

- **Responsibility:** Marketing Team
- Once the concept is finalized, the marketing team works to develop the actual content, including copy, images, graphics, videos, and layouts for all ad materials. Content should

reflect the company's values, target audience preferences, and any relevant legal or regulatory guidelines.

3. Internal Review

- **Responsibility:** Marketing Advisor
- The marketing Advisor review the draft of the advertisement. This phase ensures that all messages are clear, concise, and aligned with the campaign objectives. The content is checked for grammatical errors, adherence to branding guidelines, and overall quality.

4. Compliance and Legal Review

- **Responsibility:** Legal & Compliance Department
- All advertisements undergo a compliance and legal review. The legal team ensures that the ad complies with industry regulations, local advertising laws, and company policies, particularly in terms of claims, pricing, and promotional terms. They also ensure that proper disclaimers for property offers or financing terms are included, and that no misleading or false information is presented.

5. Budget Approval

- **Responsibility:** Financial Management Department
- The proposed budget for the advertising campaign is reviewed by the finance team. This includes costs for production, media buys, and any additional expenses such as digital marketing tools or agency fees. Senior management gives final approval based on available resources and financial priorities.

6. Management and Stakeholder Review

- **Responsibility:** Management Board
- The advertising materials and campaign plan are presented to Management Board for final review. This ensures that the advertisement aligns with Unimass Holdings Limited's strategic direction and long-term goals. The leadership team checks if the ad supports the brand's image and whether the timing of the campaign is appropriate.

7. Final Approval

- **Responsibility:** Managing Director
- After all reviews and adjustments, the final version of the advertisement is submitted to the Managing Director for approval. This step finalizes all campaign details, confirming that the advertisement meets the company's standards, legal requirements, and budget.

8. Execution and Launch

- **Responsibility:** Marketing and Advertising Team

- Upon final approval, the marketing team proceeds with executing the campaign, whether through digital channels, print media, social media, or other platforms. The ad is scheduled, published, and distributed according to the plan.

9. Post-Launch Evaluation

- **Responsibility:** Marketing Team / Analytics Department
- After the campaign is launched, the marketing team monitors its performance through analytics and feedback. This includes tracking metrics such as engagement, reach, conversions, and ROI. Based on the performance, recommendations for future campaigns are made, and adjustments are discussed for continuous improvement.

10. Documentation and Reporting

- **Responsibility:** Marketing Department
- The entire approval process, including feedback, approvals, and any changes made, is documented for future reference. A final report is compiled, detailing the campaign's effectiveness, budget adherence, and overall performance

This structured approval process ensures that Unimass Holdings Limited's advertising campaigns are effective, compliant, and aligned with the company's objectives, while maintaining the integrity of the brand.

4.4 Marketing Department of The Company

The dedicated marketing department within the company is tasked with developing marketing strategies, executing them, organizing promotional events, and more. Each day, marketing managers offer insights and updates on marketing activities to senior executives and new employees. Prior to the start of On each business day, the director of marketing solicits a client list of both the sales team and executives.

4.4.1 Function of Marketing Department of The Company

- I. Identify potential consumers.
- II. Generate a compilation of the most likely candidates.
- III. Foster ongoing relationships with key prospects.
- IV. Persuade potential customers by highlighting all positive attributes.

- V. Develop appealing sales materials.
- VI. Advertise in newspapers, magazines, etc.
- VII. Participate in various home trade fairs.
- VIII. Provide essential information to consumers.
- IX. Distribute published materials to customers.
- X. Conduct in-office presentations to clients regarding architectural designs.
- XI. Ensure customer satisfaction by fulfilling commitments.

4.4.2 Targeted Marketing

Unimass Holdings Limited targets merchants, expatriates, and providers of services for different socioeconomic groups who seek high-quality apartments with exceptional amenities and prime locations. These individuals prioritize safety, quality, and convenience in their living environments, making them ideal customers for Unimass Holdings' offerings.

4.4.3 Market Segmentation

Unimass Holdings Limited employs a strategic approach to market segmentation, recognizing the diverse income levels and preferences within the real estate market. By focusing on specific income categories, the corporation may customize its advertising strategies and products to address the specific demands and preferences of each segment. This strategic method enables Unimass Holdings to effectively engage its target audience and optimize its market potential. Furthermore, by comprehending the unique traits and preferences of each income bracket, the company may create tailored housing solutions and facilities that appeal to its target demographic, hence enhancing customer happiness and loyalty.

4.4.4 Target Market Segment Strategy

Unimass Holdings Limited emphasizes its superior quality, prime location, and advanced technical amenities as key differentiators that set it apart in the real estate market. These attributes serve as the primary focus of the company's marketing and promotional strategies, which are prominently featured in newspapers, websites, and regular job postings. Understanding the needs and preferences of their clients is paramount for Unimass Holdings Limited to effectively cater to their target audience and maintain a competitive edge in the industry.

4.4.5 Market needs

Unimass Holdings Limited prides itself on its commitment to excellence across all its projects, ensuring that each residential unit meets the highest standards of quality and comfort. The emphasis on service and security underscores the company's dedication to providing residents with a peaceful and safe environment conducive to their well-being.

Moreover, the strategic choice of convenient locations enhances the appeal of Unimass Holdings Limited's properties, catering to the diverse needs and preferences of its clientele. For businessmen, particularly those in the process of transitioning to urban living or seeking a refuge from the hustle and bustle of city life, these residences offer an oasis of tranquility where they can enjoy a superior living experience.

By understanding and addressing the specific requirements of its target demographic, Unimass Holdings Limited ensures that its residential units not just fulfill but surpass the demands of demanding customers, setting a new standard for luxury living in the real estate market.

4.4.6 Dosing strategy

Unimass Holdings Limited prides itself on its ability to cater to individuals who prioritize exceptional standards, comfortable surroundings, and convenient locations at competitive prices. With a commitment to ensuring complete customer satisfaction, Unimass Holdings Limited strives to promptly address any concerns or issues that may arise, thereby enhancing the overall experience for its clientele.

4.5 Sales plan

The benefits of our offerings are effectively communicated to consumers, and as an added incentive, Unimass Holdings Limited rewards current clients who recommend new clients to our company.

4.5.1 Sales strategy

Unimass Holdings Limited employs a multifaceted approach to real estate development, incorporating architectural innovation, sustainable design practices, and cutting-edge technology to create distinctive living spaces that resonate with modern lifestyles. The company's commitment to environmental sustainability extends beyond its construction methods to include energy-efficient features, green spaces, and eco-friendly amenities that enhance the quality of life for residents while minimizing their ecological footprint.

Furthermore, Unimass Holdings Limited places a strong emphasis on community engagement and social responsibility. Through initiatives such as neighborhood revitalization projects, educational outreach programs, and partnerships with local nonprofits, the company seeks to make a positive impact beyond the confines of its properties. By fostering a sense of belonging and connectivity within the communities it serves, Unimass Holdings Limited aims to create enduring value for both residents and stakeholders alike.

4.5.2 Sales forecast

Unimass Holdings Limited utilizes internal survey data to assess the lifestyle preferences of individuals, enabling the company to project current and future income for its apartment units accurately. With an anticipated growth in the aggregate quantity of flats in the forthcoming years, Unimass Holdings Limited foresees a gradual rise in the annual sales price. This upward trend is expected to contribute to lower costs and higher profits per apartment over time.

4.5.3 Sales program

The sales strategy of Unimass Holdings Limited includes pricing structures based on the quantity of homes acquired, sustaining full operational capacity, and acknowledging exceptional client service through awards for individuals who demonstrate the company's dedication to service..

4.5.4 Keys to Success

Unimass Holdings Limited continuously monitors market trends and consumer preferences to adapt its offerings accordingly. By leveraging market research and customer feedback, the company identifies emerging demands and tailors its projects to meet evolving needs.

Moreover, Unimass Holdings Limited fosters strategic partnerships with suppliers, contractors, and other stakeholders to ensure the timely and cost-effective execution of its projects. These collaborations enable the company to maintain quality standards while optimizing resource utilization.

Furthermore, Unimass Holdings Limited prioritizes sustainability in its operations, implementing eco-friendly practices and incorporating green technologies into its developments. By embracing sustainability, the company not only reduces its environmental footprint but also enhances its appeal to environmentally conscious consumers.

Additionally, Unimass Holdings Limited invests in workforce development and training to nurture a skilled and dedicated team capable of delivering excellence in every aspect of its business. Through employee empowerment and continuous learning initiatives, the company cultivates a culture of innovation and professionalism.

Overall, Unimass Holdings Limited remains committed to delivering exceptional value to its customers, stakeholders, and the community at large. By staying responsive to market dynamics, embracing sustainability, and investing in its people, the company positions itself for sustained success and growth in the real estate industry.

4.5.5 Future Services

We aim for Unimass Holdings Limited to become one of the top five real estate firms in the future. To enhance our operations, we have strengthened our client care activities by creating a separate Zone Support Office. All client complaints and issues are sent to this office for immediate resolution..

4.6 SWOT Analysis of the Company

Now, let's analysis the SWOT analysis of the Marketing Department at Unimass Holdings Limited.

Strengths:

The principal strengths of Unimass Holdings Limited are listed below.

- **Solid funding:**

Strong Finance is a legally created and operational entity, according to all pertinent regulations and laws..

- **Positive reputation:**

A positive reputation leads to increased customer base, attracts top talent, and enhances overall profitability.

- **Invaluable intellectual assets:**

The worth of an intellectual property asset fundamentally stems from the owner's ability to prevent competitors from utilizing it.

- **Innovative thinking:**

Innovative individuals exhibit visionary, creative, and open-minded traits, embracing experimentation and persistence in the face of setbacks, while also fostering collaboration and progress.

- **Low production cost:**

Low-cost producers are entities within an industry capable of manufacturing goods at a reduced expense compared to their counterparts. Consequently, they achieve superior revenue margins in product sales, surpassing their competition in revenue.

- **Type of Products:**

Increasing product diversity can improve a business's financial outcomes, but it also complicates inventory management and supply chain procedures.

Weakness:

The primary weaknesses of Unimass Holdings Limited are outlined below.

- **Higher Debt:**

A significant percentage of leverage signifies that an organization is deeply entrenched in debt, potentially overextended in borrowing beyond its capacity for repayment. This metric serves as a critical indicator for investors and financial analysts to evaluate the level of financial risk posed by the company's debt load.

- **Insufficient customer satisfaction:**

Customer service representatives may not prioritize satisfying customers due to various factors such as a lack of incentivization, a stressful work environment, inadequate systems for performance measurement, and insufficient training in customer service skills.

- **Extended times for delivery:**

The delivery lead period, which is the time between the time an order is placed and the product is received, is essential for the supply chain in inventory management. Prolonged delivery times can significantly impact operational efficiency and customer satisfaction.

- **Outdated equipment and machinery:**

Team productivity can be hampered by outdated equipment and machinery, leading to a sense of futility among team members and external challenges that hinder their ability to achieve optimal results.

Opportunities:

The main opportunities for Unimass Holdings Limited are:

- **Emerging environmental philosophy:**

Neo-environmentalism represents a modern, business-centric perspective on environmental challenges, diverging from traditional green ideologies by emphasizing progressive solutions and questioning conventional boundaries and social values.

- **Local shopping trends:**

The "Shop Local" trend refers to the consumer behavior of consciously choosing to purchase goods and necessities from nearby businesses within their community, fostering support for local economies and businesses.

- **Remote work arrangements:**

Telecommuting involves working remotely from home or another location, often facilitated by convincing employers to allow employees to work remotely or seeking new job opportunities that offer remote work options.

- **Industry growth:**

An expanding industry experiences the creation of new job opportunities that were previously nonexistent within the sector. This expansion surpasses the employment levels observed six months before the initiation of the apprenticeship contract.

- **Government funding initiatives:**

Contrary to popular belief, the national government fails to offer funding or loans for people for the purpose of establishing businesses or supporting personal expenses. Online sources and media may erroneously promote such notions, but no such programs exist.

Threat:

The following outlines the primary threats to Unimass Holdings Limited:

- **New ESG reporting requirements:**

Although there are no nationally mandated ESG disclosures at this time, the Securities and Exchange Commission (SEC) requires companies that are publicly traded to disclose information that is considered material to stockholders. This information includes information regarding ESG-related hazards and diversification.

- **Supply chain issues:**

Real estate supply is influenced by various factors such as labor and material availability, government regulations, and community attitudes towards development. Demand is affected by factors like interest rates, demographic shifts among buyers, and overall economic conditions.

- **Lack of young talent:**

Challenges include difficulties in training new job seekers, high turnover rates like those seen in the "Great Resignation," and concerns about pension increases. There's a need for creativity as candidates for employment obtain technical abilities that are necessary.

- **Age of the Customer Base:**

Businesses face the challenge of an aging customer demographic, necessitating strategies to adapt Services and products that are tailored to the evolving requirements of this segment while also attracting younger clientele.

4.7 Challenges Faced by the Marketing Department of the Company

- **Intense Market Competition**

- Competing with established and emerging players in the real estate and commercial development sectors.

- **Changing Customer Preferences**

- Keeping up with evolving customer demands for eco-friendly, tech-savvy, and customizable properties.

- **Brand Awareness and Positioning**

- Building and maintaining a strong brand identity in a crowded market.

- **Digital Transformation**

- Adapting to rapidly changing digital marketing trends and leveraging online platforms effectively.

- **Lead Generation and Conversion**

- Consistently attracting high-quality leads and converting them into loyal customers.

- **Economic Fluctuations**

- Managing marketing strategies amid economic uncertainties that affect customer purchasing power.

- **Sustainability Expectations**
 - Promoting sustainable practices while balancing cost-effectiveness and market appeal.
- **Budget Constraints**
 - Achieving ambitious marketing goals within limited budgets.
- **Data Utilization**
 - Effectively gathering, analyzing, and using customer data to make informed marketing decisions.
- **Collaboration Across Departments**
 - Ensuring seamless coordination between marketing, sales, and other departments to align strategies and objectives.

4.8 Marketing Tools & Technology of The Company:

- Customer Relationship Management (CRM)
- Advertising on the web.
- Social Media.
- Search Engine Optimization (SEO)
- Design and creation of content
- Video Marketing.
- Event Marketing.
- Acquisition and Conversion of Leads

4.8.1 Customer Relationship Management (CRM):

Unimass Holdings Limited's sales team aims to streamline its operations by focusing on selling products and services rather than dealing with cumbersome spreadsheets, cluttered inboxes, and inefficient tools. Hence, it is vital to implement a customer relationship management system, or CRM. CRM not only assists the sales team in managing customer relationships effectively but also serves as a centralized platform for routing leads generated by Unimass Holdings Limited to the sales team. Recognizing the significance of CRM in enhancing marketing and sales efforts, Unimass Holdings Limited considers it an indispensable tool for every team member.

4.8.2 Advertising on the web:

The Unimass Holdings Limited team allocates resources to its PPC advertising campaigns across various platforms including Google, Bing, Facebook, Twitter, and LinkedIn. However, overseeing multiple ad campaigns across different networks can be quite cumbersome. In addition to managing these campaigns, it's essential to analyze and report the performance of each one. This task can be quite challenging.

4.8.3 Social Media:

At Unimass Holdings Limited, the social media team understands the frustration of posting a social media update only to realize a minute later that there's a typo, which can lead to criticism from followers. To mitigate such risks, scheduling all utilizing social networking management tools to compose social media posts is essential for marketers. Additionally, these tools can provide valuable analytics on the performance of the company's social posts, particularly on platforms where such data is not readily available.

4.8.4 Search Engine Optimization (SEO)

Unimass Holdings Limited, marketers recognize the importance of tools that assist in the improvement of content, study of keywords, and the monitoring of present property site rankings. It is imperative to possess such tools in order to plan and improve producing content endeavors for SEO.

4.8.5 Design and creation of content:

Indeed, there are many tools available for the generation of a variety of content, including social images, logos, articles, and electronic books, when it comes to content creation., and more. The options seem endless, and each tool offers its own unique features and capabilities.

However, one newcomer in Adobe's suite of tools has garnered considerable attention and acclaim from marketers, myself included, owing to its user-friendly interface and ability to deliver exceptional results. This tool allows for the creation of stunning websites, captivating videos, and visually appealing graphics. Moreover, it's completely free and remarkably simple to use.

4.8.6 Video Marketing:

Unimass Holdings Limited employs a strategy of integrating YouTube videos into its blog posts or landing pages. However, a significant drawback arises when, before the intended video begins,

an advertisement belonging to someone else appears on the main page of the property. This is the case situation proves detrimental to conversion rates, brand reputation, and user experience.

4.8.7 Event Marketing:

Monthly client and potential events, yearly conferences, and occasional celebrations and promotional events are all routinely organized by the Unimass real estate team. It is imperative to have access to the most effective event marketing tools in order to optimize their efficiency. It is time to make the most of them. In-person events continue to be one of the best options for influencing prospects and creating enduring brand experiences for your customers, prospects, and community.

4.8.8 Acquisition and Conversion of Leads:

The procedure of converting a visitor into a lead on the Unimass Holdings Limited website is commonly referred to as the generation of leads. This usually transpires in e-commerce through payment pages, registration forms, and lead generation pages. A lead generation form is a technology that is used to gather consumer information.

Chapter 05

Findings, Analysis and Recommendations

5.1 Findings:

I. Lack of Efficient Strategies for New Development of Products:

Product quality and technical utilization for marketing efforts and promotions are inadequate. Unimass Holdings Limited primarily employs electronic and print media for advertising purposes.

II. Absence of a Fixed Price Approach:

In comparison to other real estate or construction companies, the pricing policy for products is perceived as overpriced. Furthermore, the installment policy is not customer-friendly, which results in customers' hesitancy to invest in the company.

III. Insufficient Advertising Policies:

Unimass Holdings Limited does not have a complete advertising strategy that includes print media, electronic media, local TV ads, and a variety of offers for promotion. Additionally, the organization fails to execute promotions such as Occasional Offers, Giant Offers, and Seasonal Offers.

IV. Inadequately efficient channels of distribution:

Timing issues frequently arise in the distribution of products, which can lead to failed deliveries, unhappiness among merchants, customers, and vendors, and an absence of confidence. In order to efficiently reach on-demand places, businesses have to implement successful advertising services.

V. Limited Number of Skilled Personnel:

Due to Unimass Holdings Limited's workforce lacking a background in real estate, they may struggle to provide accurate answers to client queries.

VI. Absence of Highly Modern Technology:

The company lacks sophisticated equipment and technology, which can hinder its operations and competitiveness in the market.

VII. Complicated Marketing Approval Process

Partners or organizations of approvers cooperate during the marketing permission approach, leading to delays in response times. Simplifying approval workflows by providing a platform for easy communication and discussion among parties can improve efficiency.

5.2 Recommendations:

The following recommendations are suggested in accordance with the findings.:

I. Developing an Efficient Policy for the Advancement of New Products:

The utilization of excellent goods and strong technical management should be prioritized. Increase the emphasis on location to guarantee the highest level of customer service.

II. Formulating A Standard Pricing Strategy:

Given that the pricing of products offered by Unimass Holdings Limited is considered as expensive, it's essential to carefully consider the target customer segment before making any pricing adjustments.

III. Developing an Effective Advertising Policy:

Implement a comprehensive advertising strategy that includes international and local TV spots, billboards featuring various offers, engaging in promotional activities, and social work initiatives.

IV. Choosing Effective Sales Channels:

Ensure timely product distribution with clear and specific terms. Enhancing the performance of distribution channels by optimizing the use of network agents or expanding the network of agents.

V. Hiring Fully Professional Individuals:

Unimass Holdings Limited can utilize its real estate assets and trained employees in certain regions to fill vacancies with adequately skilled workers.

VI. Adopting Sufficiently Advanced Technology:

Implement various technological facilities such as soil testers, fire extinguishers, etc., which are deemed essential for Unimass Holdings Limited's operations.

VII. Simplifying the Marketing Approval Process:

Simplify the marketing approval process by clearly defining roles and responsibilities at each stage. Introduce a standardized checklist for content and budget review to expedite approvals, and implement a digital workflow tool to facilitate faster communication and tracking of progress, ensuring smoother transitions between each step.

These recommendations aim to address the identified issues and optimize the company's performance in various aspects of its operations.

5.3 Conclusion:

The housing & real estate sector of Bangladesh is experiencing rapid growth and intensifying competition, necessitating clear goals and strategic plans for success. While the industry is expanding swiftly, participation is often limited to higher social classes due to the high prices of properties. Middle-class individuals with stable finances or access to bank loans may afford apartments, yet the prices remain prohibitive for many. Lowering property prices can benefit both customers and companies, leading to increased sales volume.

Despite challenges and weaknesses within the real estate sector, strategies such as Establishing trust, lowering costs, optimizing installment collections, and introducing novel offerings may assist in sustaining an established position and attaining objectives. These measures are essential for navigating the dynamic landscape of Bangladesh's real estate market.

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