



Daffodil
International
University

An Analysis of the Customers' Satisfaction of Landing Address Limited

Submitted

to:

**Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
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Submitted By:

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Date of Submission: January 27, 2025

Letter of Transmittal

January 27, 2025

To

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report.

Dear Sir,

I am pleased to submit my internship report titled, “An Analysis of the Customers’ Satisfaction of Landing Address Limited.” This report has been completed based on the research period from April 1, 2024 to June 30, 2024. I have put in every effort to compile relevant and insightful data and present it in an organized manner. Working on this topic has been a valuable experience for me.

I sincerely appreciate your guidance and continuous support throughout this project, and I hope the report meets your expectations.



Mominul Amin

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B.Com (honours) Program

Major in Marketing

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Letter of Acceptance

This is to authenticate that the internship report entitled “An Analysis of the Customers’ Satisfaction of Landing Address Limited.” has been prepared by Mominul Amin, ID: 052-18-674, as a requisite for the Bachelor of Commerce (Honours) Program, Faculty of Business and Entrepreneurship at Daffodil International University.

The report is approved for submission.



Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Declaration

I am pleased to submit my internship titled “**An analysis of Customer Satisfaction of Landing Address Ltd.**” was specifically created by me following the end of a three-month internship program at Landing Address Ltd.

I further attest that the study was conducted exclusively for my academic obligations, with no ulterior motives. It can't be used to the enemy of the company's advantage.



Mominul Amin

ID: 052-18-674

B.Com (honours) Program

Major in Marketing

Faculty of Business and Entrepreneurship

Executive Summary

Practical knowledge operates in complex ways, often differing significantly from academic learning, yet it plays a crucial role in reinforcing theoretical knowledge. Internship programs serve as excellent opportunities to bridge this gap, allowing students to apply academic insights to real-world scenarios. To this end, the Department of Business Administration has introduced an internship program, enabling business students to gain hands-on experience.

Landing Address Ltd., established in 2017, aims to provide clients with top-quality real estate services. Founded on the idea of creating a customer-centered real estate business, the company is committed to meeting clients' needs through tailored solutions designed to fulfill specific requirements.

Various methods were employed to gather data for this study, including surveys of fifty clients, discussions with long-term employees, direct interactions with company representatives, face-to-face client meetings, desk research, and a review of the company's website.

In summary, this report introduces Landing Address Ltd. by detailing its values, vision, mission, and business strategy, alongside its history. The study then evaluates the quality of services provided by Landing Address Ltd., using a structured questionnaire model, and includes an overview of my responsibilities during the internship. This synopsis also highlights the range of services Landing Address Ltd. offers, as well as insights into customer satisfaction, which are essential for understanding client satisfaction and overall experience.

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1.1 Introduction

In the real estate industry, unlike in manufacturing and some service sectors, success involves much more than simply selling goods or services. It includes managing long-term contracts, building diverse service relationships, and "selling" one's reputation to potential buyers and clients. The sector prioritizes client retention over merely acquiring new tenants, recognizing the benefits of focusing on existing clients' needs. As customers have become more discerning about the services they receive, the real estate industry has increasingly acknowledged the importance of meeting these evolving expectations.

One of Bangladesh's top private real estate Landing Address Ltd was founded 2017 and its objective was to give clients the best real estate services possible. Landing Address Ltd started its journey by following real state law in Bangladesh.

Landing Address Ltd. is passionate about its work and takes pride in the strong relationships it has built with partners and clients. Its success stems from a commitment to quality, and it is honored to have earned a reputation for exceptional customer service and consistently meeting customer expectations.

Looking ahead, Landing Address Ltd. is excited to expand its offerings, adding more services to provide customers with better choices. With a wider range of facilities, it will be easier for customers to select options that align with their unique needs and preferences.

1.2 Context of the study

Through the B.Com (hons), internship program, I can apply my academic knowledge to real-world situations while developing fundamental soft skills like problem-solving, leadership, teamwork, and flexibility. I also obtain information from their diverse clients. I obtained some data from their website. During my internship, I was able to expand my skills and gain more self-assurance in the job.

1.3 Scope of the Study

Without customers, real estate companies couldn't operate. If customers stopped investing their time, money, or interest, the business would collapse. That's why the satisfaction of each customer truly matters. Understanding customer service and satisfaction is essential for the success of any real estate business.

Providing superior service quality and exceptional customer care sets a company apart from its competitors. This commitment to excellence not only attracts customers but also fosters strong, lasting relationships with them. While many companies may offer similar services and products, it's the experience and feedback from customers that give one company an edge over others. By actively listening to customer feedback and continuously enhancing the service experience, a company can demonstrate its effectiveness and dedication, positioning itself as the preferred choice in the market. Through this focus on quality and responsiveness, the company strengthens its reputation, builds trust, and cultivates loyalty, all of which are vital for long-term success.

The report covers:

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

1.4 Objectives of the Study

Broad Objective:

The broad objective of the study is to evaluate customers' satisfaction in Real Estate Business of Bangladesh: A study on Landing Address Ltd.

Specific Objective:

1. To explain customer satisfaction;
2. To measure customer satisfaction of Landing Address Ltd;
3. To identify challenges in ensuring superior customer service of Landing Address Ltd;
4. To make some recommendations to overcome the challenges;

1.5 Methodology of Study

To carry out analyses that have been provided by the report, the study made use of both primary and secondary data. Employees of **Landing Address Ltd** and clients who have used the company's services were the first to provide information on general operations and customer satisfaction. Numerous sources, such as websites, annual reports, relevant periodicals, and so on, were used to collect Secondary facts.

Primary Data:

- Data was collected from customers of Landing Address Ltd.
- In-person discussions with clients.
- Observation during the internship tenure.

Secondary Data:

- Annual Report (2020-2022), Landing Address Ltd.
- Investment Handbook, Landing Address Ltd.
- Company Website
- Related articles and books.

Population of the Study:

Company clients.

1.5.1 Sample Size

The sample size is the number of customers that you need to survey to get reliable and valid results. The sample size depends on several factors, such as the confidence level, the margin of error, the population size, and the variability of the population. For conducting the research the sample size was 50.

1.5.2 Techniques of sampling

There are two main types of sampling method- Probability and Non-probability. But due to lack of full customer list we haven't selected the probability method. Rather going randomly, we have chosen company clients based on some criteria hence our sampling technique is Non-probability method.

1.5.3 Data collection method

The data collection tool is the instrument that we use to gather customer satisfaction data from our sample. There are different types of data collection tools, such as surveys, interviews, focus groups, observations, and experiments. Based on our research objectives, we have chosen survey as our data collection tool.

Questionnaire Survey: A questionnaire survey is used to collect data from a specific population or sample in the form of opinions, behaviors, attitudes, and information. A systematic and open-ended questionnaire for **Landing Address Ltd** customers was prepared for this report.

1.6 Limitations of the Study

The following restrictions arose when the research was conducted:

- The main limitation of the research was insufficient data, which restricted the capacity to do the necessary analysis for the study.
- Not getting enough time to cover all the activities.
- Since almost 90% of clients are business owners, it might be challenging to receive a response from them because of their hectic schedules.
- Managing some information for this study is challenging as every firm protects the privacy of its internal data.

Chapter 2

Organization Overview

2.1 History of Landing Address Ltd

The story of us at Landing Address Ltd. is one of quality, passion, and devotion. It was established in 2017, Landing Address Ltd.'s objective was to give clients the best real estate services possible. Landing Address Ltd.'s journey started with a straightforward concept: to establish a real estate firm that prioritizes meeting the requirements of customers. Its goal was to establish a business that puts the interests of its clients first by offering individualized solutions specially designed to fulfill their requirements.

Since then, It has put in countless hours to become the top real estate firm in the business. Landing Address Ltd. is enthusiastic about what do and is proud of the connections it has made with partners and clients. Its success is a direct result of our dedication to quality, and it is honored to have developed a reputation for offering outstanding customer service and exceeding clients' expectations with outcomes. Management is enthusiastic about Landing Address Ltd.'s future and is looking forward to growing and adding more services to its offerings. Its dedication to clients never wavers, and it'll keep working hard to make sure every customer it serves gets the finest results possible.

2.2 Vision

The vision of Landing Address Ltd. Is:

1. To become a top real estate firm that leads the sector in quality and standards.
2. The goal is to become the go-to source for real estate services for everyone looking to purchase or sell a home and to be known for its professionalism, knowledge, and commitment to customers.
3. Landing Address Ltd. is dedicated to innovation and constant progress, making use of the newest trends and technology to give clients the finest results.
4. Helping clients reach their real estate objectives and create better futures for themselves.

2.3 Mission

The mission of Landing Address Ltd. is:

1. To provide exceptional real estate services to clients, with a focus on customer satisfaction, integrity, and professionalism.
2. Landing Address Ltd. is committed to building strong relationships with clients and partners,
3. To provide personalized solutions that meet their unique needs and exceed their expectations.
4. Its goal is to be the most trusted and respected real estate company in the industry, delivering results that help our clients achieve their goals and build its future.

2.4 Code of Conduct

Landing Address Ltd. is committed to maintaining the greatest levels of ethics, professionalism, and client care. A Code of Standards is a collection of values that directs its operations and aids in making sure it's providing the greatest results for our customers. Requirements are:

Professionalism: From its interactions with partners and clients to daily operations and procedures, Landing Address Ltd. is committed to maintaining the highest standards of professionalism in everything it does. The company believes in operating with unwavering integrity, honesty, and transparency at all times.

Customer service: Landing Address Ltd. is dedicated to delivering exceptional customer service, always prioritizing clients' needs. The company strives to understand each client's unique goals and preferences, allowing them to provide customized solutions that fully meet their expectations.

Open and honest communication is something we really believe in, and we inform our partners and clients at every stage. We pledge to give timely answers to questions and concerns as well as consistent updates on the status of real estate transactions.

Knowledge and experience: To give its clients the finest results possible, Landing Address Ltd. makes use of its vast industry knowledge and experience. Landing Address Ltd. staff of experts keeps abreast of the most recent advancements and trends in the field, guaranteeing that they are constantly knowledgeable and prepared to provide outcomes.

Respect and secrecy: Landing Address Ltd. is committed to treating its partners and clients with dignity and discretion, preserving their privacy, and making sure that any sensitive data is kept safe.

Accountability: Landing Address Ltd. is dedicated to keeping its word and accepting accountability for its choices and actions. Landing Address Ltd. is committed to maintaining the greatest levels of professionalism and ethics at all times, as well as being accountable to our partners and clients.

2.5 Services of Landing Address Ltd.

Landing Address Ltd has three services:

- 1) Building luxury and affordable apartments
- 2) Buying and selling apartments
- 3) Interior Design

Landing Address Ltd is a prominent building developer in Bangladesh, known for delivering quality projects and customer-centric services. The company has developed several successful projects, establishing itself as a trusted name in real estate. Through partnerships with other esteemed developers, such as DOREEN Development Ltd, The Purba Ltd, Somerset Properties Ltd, Edison Real Estate Ltd, and Seraj Properties Ltd, Landing Address Ltd makes contracts to sell ready and under-construction flats and offices with timelines ranging from 6 to 12 months.

Focused on building development, apartment sales, and interior design, Landing Address Ltd caters to customers' needs at affordable prices. Whether clients are interested in move-in-ready flats, partially completed apartments, or office spaces, they can find options that align with their preferences and budget. For customers who want to personalize their space, Landing Address Ltd also offers custom interior design services, providing elegant and tasteful designs created by skilled, professional interior designers at highly competitive rates.

With a commitment to quality and customer satisfaction, Landing Address Ltd has earned a strong reputation, quickly becoming a preferred choice for many customers. Their dedication to excellence and their reliable services have helped them gain the trust and loyalty of their clients, positioning Landing Address Ltd as a leading player in the Bangladeshi real estate market.

Landing Address Ltd focuses on growing their company to develop more projects. Now they focus on buying and selling apartments with interior design.

Chapter 3

Discussion and Analysis

3.1 Some issues in Real estate sector

1. Over value of land

Year	Mirpur	Uttara	Banani
2019	30,00,000–90,00,000 Per Katha	60,00,000-160,00,000 Per katha	100,00,000-300,00,000 Per katha
2020	100,00,000-110,00,000 Per Katha	170,00,000-190,00,000 Per katha	350,00,000-400,00,000 Per katha
2021	130,00,000–140,00,000 Per Katha	210,00,000-290,00,000 Per katha	430,00,000-480,00,000 Per katha
2022	155,00,000–170,00,000 Per Katha	320,00,000-380,00,000 Per katha	500,00,000-550,00,000 Per katha
2023	180,00,000–200,00,000 Per Katha	400,00,00-450,00,000 Per katha	600,00,000-680,00,000 Per katha

2. High Value of Construction Materials.

Year	Brick	Rod	Sand	Cement
2019	1000 Unit-7800-13000	Ton 60,000-68,000	Per CFT 18-40tk	Per bag 470-900tk
2020	1000 Unit-8800-14500	Ton 65000-74,000	Per CFT 20-43.5tk	Per bag 480-930tk
2021	1000 Unit-10500- 16000	Ton 70,000-83,000	Per CFT 23-45tk	Per bag 490-950tk
2022	1000 Unit-11300-17500	Ton 78,000-90,000	Per CFT 25-47.5tk	Per bag 500-960tk
2023	1000 Unit-13100-18000	Ton 88,000-102,000	Per CFT 27-55	Per bag 510- 990tk

3. High Apartment Price:

Year	Mirpur	Uttara	Banani
2019	3,700-7,000 per ft	6,500-9,500 per ft	11,000-18,000 per ft
2020	4,000-8,000 per ft	6,800-10,300 per ft	12,000-19,500 per ft
2021	4,300-9,000 per ft	7000-11,500 per ft	13,500-20,500 per ft
2022	4,500-10,200 per ft	7,500-12,200per ft	14,000-22,000 per ft
2023	4,800-11,000 per ft	8000-13,500 per ft	14,800-23,500 per ft

4. High House Rent.

Year	Lower Income Group	Middle Income Group	High Income Group
2019	8,500-13,500	12,500-22,500	25,000-60,000
2020	15000-17,500	25,000-28,500	70,000-85,000
2021	18000-23,500	30,000-35,000	90,000-1,00,000
2022	25,000-30,000	36,000-38,000	1,10,000-1,20,000
2023	30500-33,500	40,000-50,000	1,25,000-1,35,000

5. House Loan Interest Rate.

- Pubali Bank PLC: 9.50%
- Lanka Bangla Finance: 10.50%
- Standard Chartered Bank: 8.50%
- Midland Bank: 8.90%

- IPDC Finance Limited: 9.99%
- City Bank Limited: 8.00%
- Eastern Bank Ltd: 8.50%

3.1.2 Customer Services of the Real Estate Business:

A. Handling Customer Complaints-

- In case of Hand over date Expansion Company tries to reduce this kind of problem even company try to do hand over the project within time. If any customer face pricing issues company try to reduce the price to earn a minimum profit from the customer. Project location is a big issue for customer sometimes customers think the location will be best but when customer arrive in the location, customer feels this is not a suitable location for his family in that issue company offer them other location regarding customer demand. Some customer doesn't like Apartment design and interior design so company design the whole apartment as per customer demand. In case fittings issues company send some expert and skilled people to fix tall kind of fittings issues so that customer feel premium and safe.
- B. Utility connection-** Now a days Titas doesn't allow to serve new gas line in new building that why company create a small room on the underground of building of LPG Gas. The electricity connection supplied through Desco and Water supplied by WASA.
- C. Project handover-**Company handover the project in expected time but sometimes it depends on how the big is this. For example, if the project is commercial or residential building then company take time complete all the procedures.
- D. Registration-** In case of registration company do a deed with customer that they will hand over the apartment with all the papers collected from Rajuk that's why company collect all the papers of customer with proven document and goes to Rajuk for registration. Company collects paper from various customer who are willing to buy apartment from company because when company gives mane customer papers to Rajuk, Rajuk did all the works togther and company can handover many project's to customers and customers feel safe and customer feel happy as they got their apartment on time.

3.2 Data Analysis of the Survey

Various factors were highlighted in the survey's analysis section. These answers are compiled to show the customer's sentiments regarding the company as a whole as well as their perceptions of a variety of other issues. 50 people who are primarily clients of Landing Address Ltd. were questioned as part of the survey. The results of each question were shown, and the majority of questions were direct or close-ended.

Graphical representations and clarification are displayed for each response:

Statement no 1:

1.Count of Age

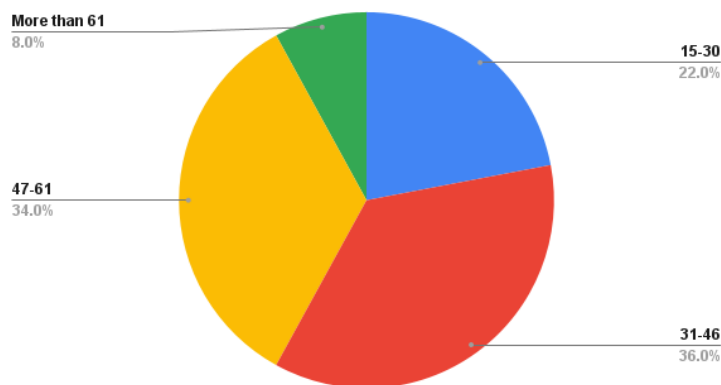


Figure: Age

The pie chart shows that the majority of respondents 36.0% are between 31-46 years. About 34.0% of the respondents are 47-61 years old, 22.0% of the respondents are 15-30 years old and 8.0% are more than 61.

2. Count of Occupation

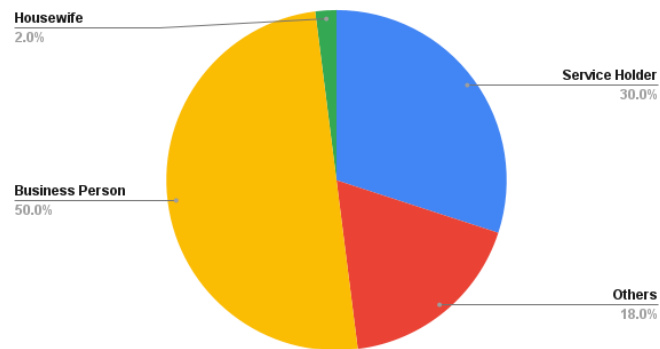


Figure: Occupation

The pie chart shows that the majority of respondents 50.0% are business person. About 30.0% of the respondents are service holders, 2.0% are housewives and 18.0% of the respondents are doing other types of responsibility.

3. Count of Gender

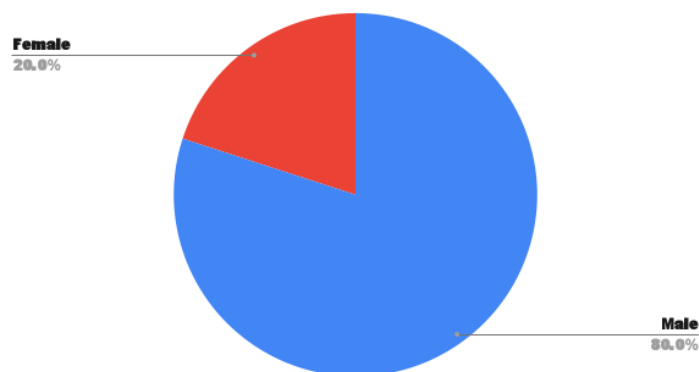


Figure: Gender

The pie chart shows that the majority of respondents 80.0% are male. About 20.0% of the respondents are female.

4. Count of Marital Status

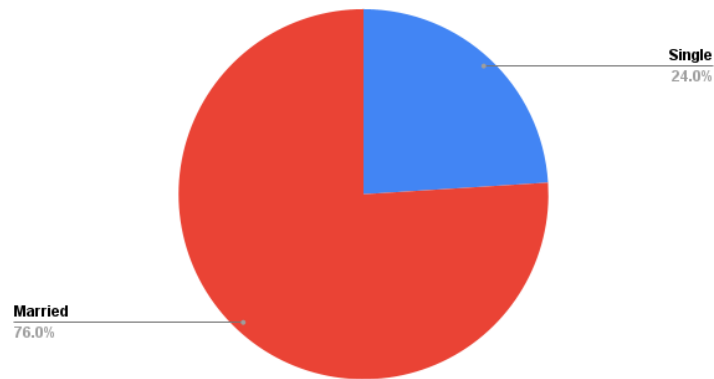


Figure: Martial status

Pie chart shows that the majority of respondents 76.0% are married. About 24.0% of the respondents are single.

5. The ventures of family improvement ltd. Are endorsed by RAJUK

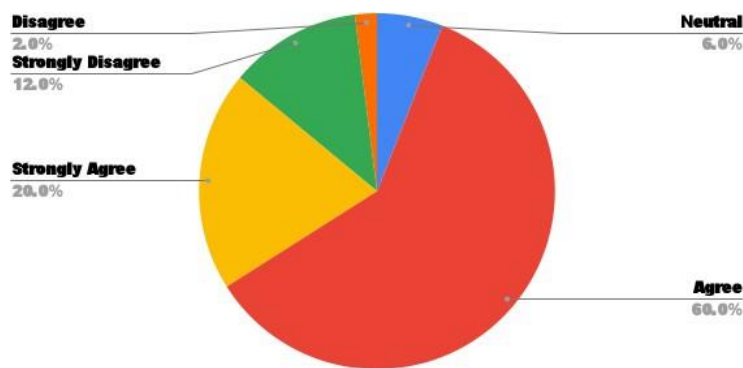


Figure: Project approved

The pie chart shows that the majority of these surveyed 60.0% chose to “agree” in this case, 20.0% chose to strongly agree and 6.0% are neutral which results give a positive vibe towards customer satisfaction. Only 12.0% of respondents strongly disagreed with the statement and 2.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

6. Different sizes of land are available

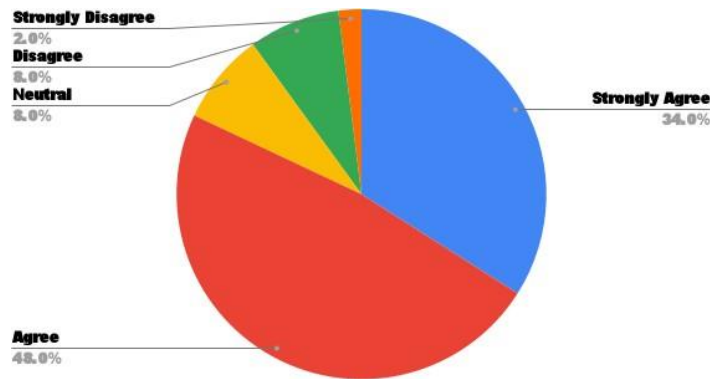


Figure: Land Size

The pie chart shows that the majority of these surveyed 48.0% chose to “agree” in this case, 34.0% chose to strongly agree and 8.0% are neutral which results give a positive vibe towards customer satisfaction. Only 8.0% of respondents disagreed with the statement and 2.0% of respondents chose to strongly disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

7. The price of the land is reasonable

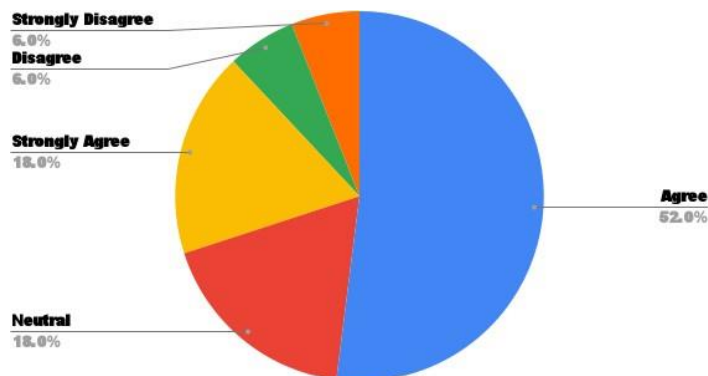


Figure: Land price

The pie chart shows that the majority of these surveyed 52.0% chose to “agree” in this case, 18.0% chose to strongly agree and 18.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and

6.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

8. Enlistment is appropriately done after full installment

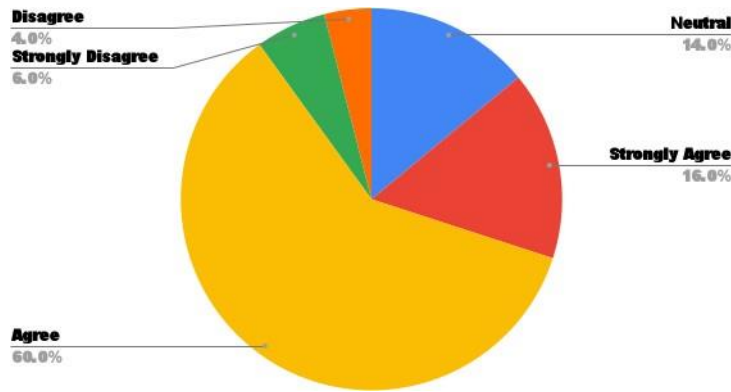


Figure: Registration

The pie chart shows that the majority of these surveyed 60.0% chose to “agree” in this case, 16.0% chose to strongly agree and 14.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 4.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

9. The location of the landing address Ltd. free of flood area.

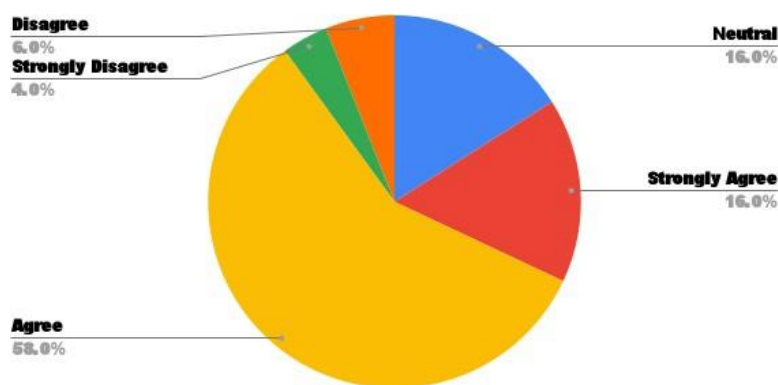


Figure: Location

The pie chart shows that the majority of these surveyed 58.0% chose to “agree” in this case, 16.0% chose to strongly agree and 16.0% are neutral which results give a positive vibe towards

customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 6.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

10. A number of installations are good enough.

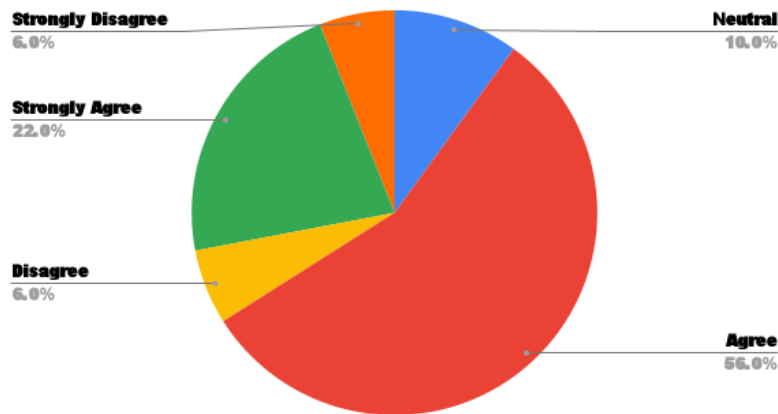


Figure: Installations

The pie chart shows that the majority of these surveyed 56.0% chose to “agree” in this case, 22.0% chose to strongly agree and 10.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 6.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

11. Commercial bank and clinic are found close to your extend.

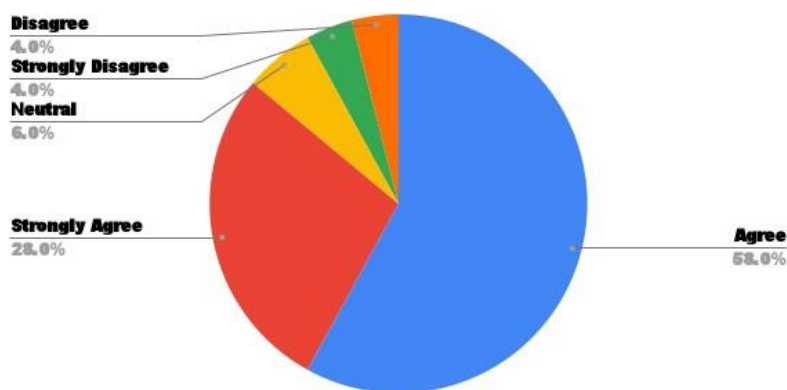


Figure: Location of clinic and bank

The pie chart shows that the majority of these surveyed 58.0% chose to “agree” in this case, 28.0% chose to strongly agree and 6.0% are neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 4.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

12. How old Green saves 35% of arrive for biological adjust.

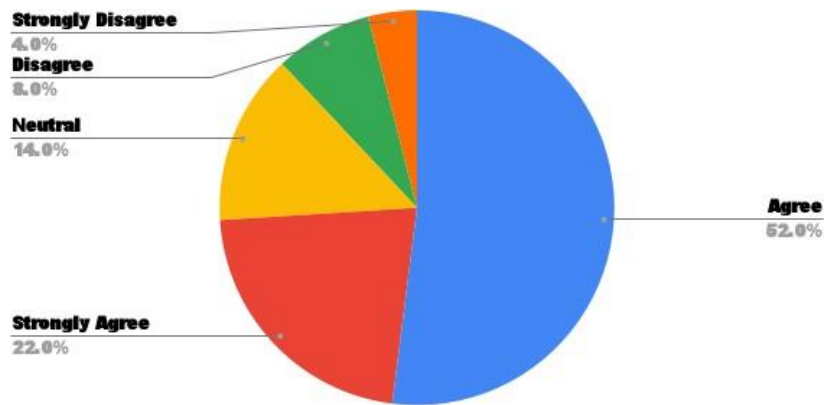


Figure: Ecological balance

The pie chart shows that the majority of these surveyed 52.0% chose to “agree” in this case, 22.0% chose to strongly agree and 14.0% are neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 8.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

13. The area of your plot is Plan by proficient city organizers, designers and naturalists.

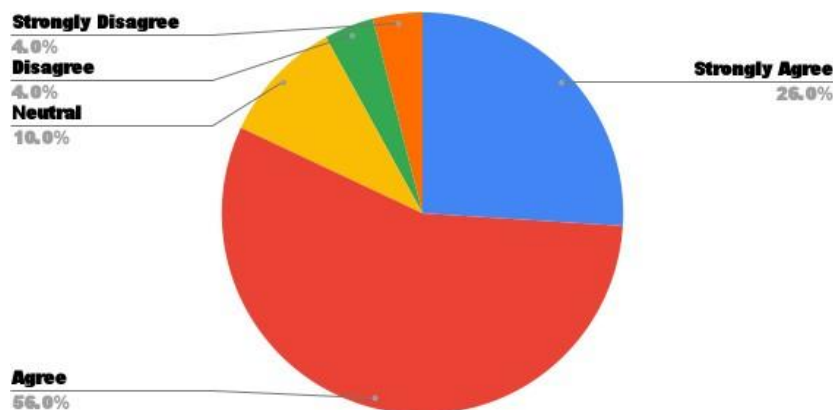


Figure: Location Design

The pie chart shows that the majority of these surveyed 56.0% chose to “agree” in this case, 26.0% chose to strongly agree and 10.0% are neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 4.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

14. Your project holds strong administration and security facilities.

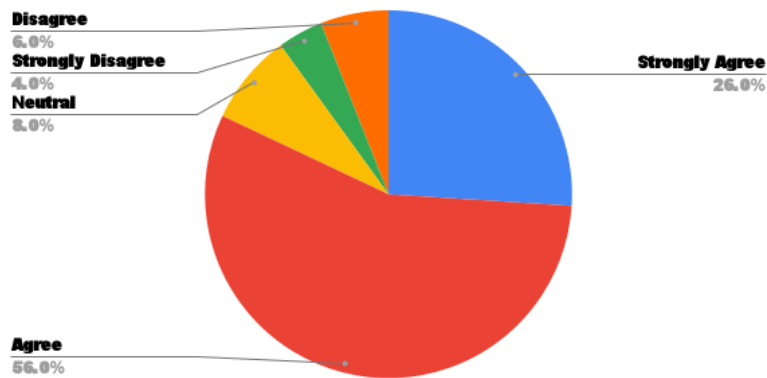


Figure: Facilities

The pie chart shows that the majority of these surveyed 56.0% chose to “agree” in this case, 26.0% chose to strongly agree and 08.0% are neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 4.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

15. The location has an eco-friendly environment.

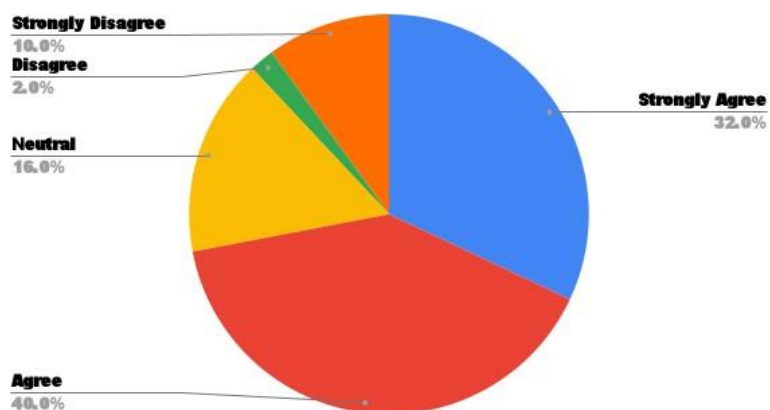


Figure: Location

The pie chart shows that the majority of these surveyed 40.0% chose to “agree” in this case, 32.0% chose to strongly agree and 16.0% are neutral which results give a positive vibe towards customer satisfaction. Only 10.0% of respondents strongly disagreed with the statement and 2.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

16. The project’s design attracts you.

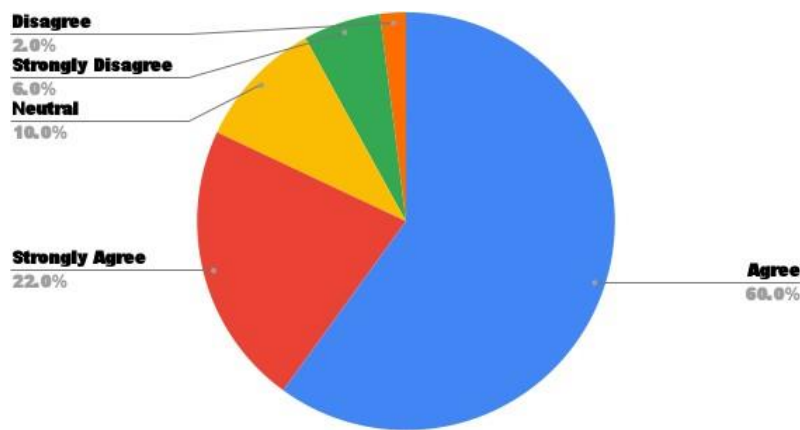


Figure: Project design

The pie chart shows that the majority of these surveyed 60.0% chose to “agree” in this case, 22.0% chose to strongly agree and 10.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 2.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree then it is clear that most of the customers agree with that and they are satisfied.

17. Power, gas and water associations are accessible on location as committed.

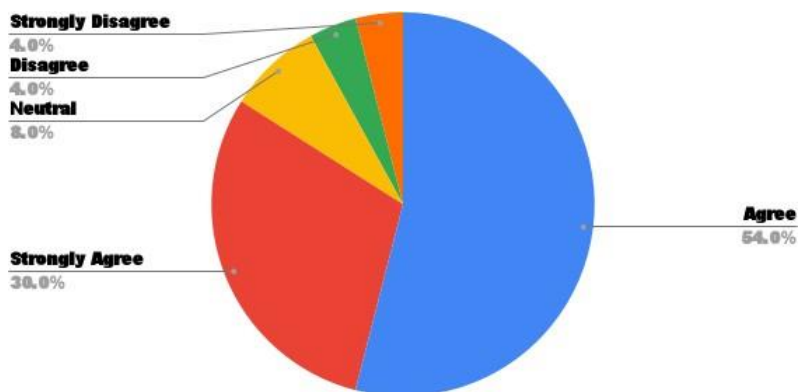


Figure: Utility

The pie chart shows that the majority of these surveyed 54.0% chose to “agree” in this case, 30.0% chose to strongly agree and 8.0% are neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 4.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

18. Always to provide better service to its customers.

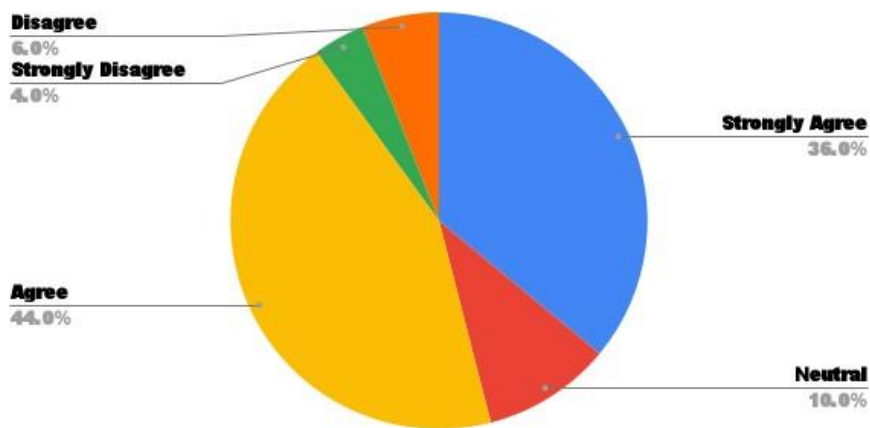


Figure: Customer service

The pie chart shows that the majority of these surveyed 44.0% chose to “agree” in this case, 36.0% chose to strongly agree and 10.0% were neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 6.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Chapter 4

Problems and recommendations

Problems Identified

4.1 Some problems in Real Estate Business:

➤ **Delayed Delivery of Services**

Customers face frequent delays in receiving services or products, leading to dissatisfaction and loss of trust.

➤ **Poor Customer Support**

Customer support is either unavailable, unhelpful, or difficult to access, resulting in frustration among clients.

➤ **Lack of Transparency in Pricing**

Hidden charges or unclear pricing structures create a negative impression and lead to dissatisfaction.

➤ **Low-Quality Services or Products**

Customers feel the quality of services or products provided does not meet their expectations or advertised standards.

➤ **Inadequate Follow-Up**

There is a lack of proper follow-up after services are provided, leaving customers feeling neglected.

➤ **Limited Accessibility of Service Locations**

The company's services may not be easily accessible to customers due to poor location choices or lack of coverage in key areas.

➤ **Untrained or Rude Staff**

Customers experience poor interaction with staff who are either unprofessional, undertrained, or lack customer service skills.

➤ **Failure to Adapt to Customer Feedback**

The company does not effectively use customer feedback to improve its services, resulting in recurring issues and dissatisfaction.

4.2 Recommendations

➤ **Enhance Delivery Timeliness**

Implement streamlined processes and better resource allocation to ensure services or products are delivered within the promised time frame.

➤ **Improve Customer Support Availability**

Establish a dedicated customer service team available across multiple channels (phone, email, live chat) to provide quick and effective assistance.

➤ **Increase Pricing Transparency**

Clearly communicate all costs upfront, including any additional fees, to build trust and avoid dissatisfaction caused by hidden charges.

➤ **Maintain High-Quality Standards**

Conduct regular quality checks and implement training programs for staff to ensure consistent delivery of high-quality products or services.

➤ **Introduce a Follow-Up System**

Develop a systematic follow-up mechanism to check customer satisfaction after service delivery and address any issues proactively.

➤ **Expand Service Accessibility**

Identify underserved areas and expand the company's service locations to make services more accessible to a broader customer base.

➤ **Train Staff on Customer Service Skills**

Provide ongoing training for employees on professionalism, effective communication, and customer service best practices to ensure positive interactions.

➤ **Leverage Customer Feedback for Improvements**

Actively collect and analyze customer feedback, then use it to implement meaningful changes that address recurring concerns and improve satisfaction.

4.3 Conclusion

Landing Address Ltd. has transformed the real estate industry in Bangladesh by introducing innovative ideas and approaches. In just eight years, it has made a significant impact on the national economy, supporting diverse entrepreneurs through daily profit growth that enables financing for initiatives like micro-businesses, international trade, and various other ventures.

Along with exceptional services, the company provides valuable assets to its clients, solidifying its reputation in the market. With this experience, Landing Address Ltd. is committed to staying ahead in a rapidly evolving domestic business environment. In light of current global economic challenges, the company aims to boost its productivity to overcome these obstacles and maintain a strong competitive edge both locally and internationally.

The exceptional service they provide has earned them extensive positive feedback, and customer satisfaction surveys reflect that most clients are pleased with Landing Address Ltd.'s offerings. However, there are areas for potential improvement to further enhance the overall client experience and reinforce customer loyalty.

Appendix

Questions:

1. General Question :

Your Name..... (Optional)

Email:

2. Information About Yourself:

1.	Age(years)	15-30	31-46	47-61	More than 61
2.	Occupation	Service Holder	Housewife	Business Person	Others
3.	Gender	Male	Female	Others	
4.	Marital Status	Single	Married		

3. The questionnaire survey:

Serial No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5.	The ventures of family improvement ltd. Are endorsed by RAJUK	5	4	3	2	1

6.	Different sizes of land are available.	5	4	3	2	1
7.	The price of the land is reasonable.	5	4	3	2	1
8.	Enlistment is appropriately done after full installment	5	4	3	2	1
9.	The location of the Landing Address Ltd project is of flood area.	5	4	3	2	1
10.	A number of installations are good enough.	5	4	3	2	1
11.	Commercial bank & Hospital are located near to your project.	5	4	3	2	1
12.	Household Green City reserves 35% of land for ecological balance.	5	4	3	2	1
13.	The location of your plot is designed by professional city Planners, architects & environmentalists.	5	4	3	2	1

14.	Your project holds strong administration & security facilities.	5	4	3	2	1
15.	The location has an eco-friendly environment.	5	4	3	2	1
16.	The project's design attracts you.	5	4	3	2	1
17.	Electricity, gas & water connections are available on-site as committed.	5	4	3	2	1
18.	Always tries to provide better services to its customers.	5	4	3	2	1

References

- ✓ Palm, P. (2016). 'Measuring Customer Satisfaction: A Study of the Swedish Commercial Real Estate Industry'. *Diva Portal*.
- ✓ <https://www.landingaddressltd.com/>
- ✓ **Landing Address Ltd** annual report.