



**Internship Report on
Sales & Marketing Strategies of
The Premium Homes Ltd.**



Submitted To

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Letter of Transmittal

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Mr. H. A. M Ekram, Lecturer,

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Subject: Turning in of the Project entitled "Sales & Marketing Strategies of The Premium Homes Ltd."

Dear Sir,

I'm really excited to submit my project "Sales & Marketing Strategies of The Premium Homes Ltd." for internship report on the department of Innovation & Entrepreneurship. I hope you will find it interesting and useful.

I've just done a lot of research and looking to try and get this project as complete as possible when it comes to all the different info. I tried my best the best I could within the limited time but there are a few parts which could be a little bit mismatched due to some of the constraints. An: 'Please appreciate you understanding about it.'

Sincerely yours,



Nabila Chowdhury

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Certificate of Approval

It is a certification that Ms. Nabila with Student Identification Number 241-45-063 is a full time student in the Department of Innovation and Entrepreneurship, under the Faculty of Business and Entrepreneurship in Daffodil International University.

She has effectively done a project under the title of Sales and Marketing Strategies of The Premium Homes Ltd.

At review, the project has been considered to have a viable business concept.

I wish her the best of luck in the future.



H.A.M Ekram, Lecturer,
Department of Innovation and Entrepreneurship,
Daffodil International University.

Acknowledgment

I have been able to complete this project with the benevolence of Allah merciful. However, it is not possible to achieve this without the help and aid of many people and organizations, which I owe a lot.

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Finally, I would like to recognize that the given project is a group one, and I am grateful to all the people who have helped the project to become a reality.

Abstract

This internship report gives a close examination of the marketing and sales strategies of The Premium Homes Ltd., which is a growing real estate company in Bangladesh. The company needs to be in a highly competitive market since in Dhaka, most individuals are shifting to apartments due to rapid urbanization. The report indicates the way the company combines the old practices with the new electronic gadgets to achieve this.

The paper is based on a three-month internship experience in the Sales, Marketing, and Client Relationship Management (CRM) departments. In the course of that time I was assisted in finding potential buyers, communicating with clients, visiting sites, as well as making project records. The report notes that the success of the company relies primarily on making the customers feel secure and transparent particularly via technologies such as the TPHL App, which allows clients to monitor the progress of the projects in real time.

The key findings are that most new customers are now attracted by the social media sites like Facebook, Instagram, and YouTube. Making personal follow-ups and providing them with proper legal documents are the keys to converting such customers into buyers. The report also discusses the issues that I encountered, such as dealing with complex sales questions posed by clients and coordination between building crews and sales associates.

Lastly, the report recommends that The Premium Homes Ltd. should fix their market standing by enhancing their presence online, as well as ensuring that customer services they provide after sales are more smoother. Briefly, the internship connected theory of what makes customers act with the work of day to day real estate.

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Chapter 1: Introduction

1. Background of the Study

The real estate sector forms a very influential part of the Bangladeshi economy, especially in cities like Dhaka. Owing to the phenomenal growth in population, globalization and the rising urge for planned residential developments, increasing numbers of people are choosing apartment or villa accommodation instead of independent houses. Limited land availability and rising land prices have made multi-unit dwellings the most viable choice for middle-class and upper-middle-class households.

Purchasing a flat or apartment in Dhaka is a financial investment rather than just a purchase. The transaction is characterized by strong emotional attachment, long-term planning, and significant legal commitments. Consequently, potential buyers are extremely careful in choosing a real-estate agency in Bangladesh, seeking guarantees of transparency, compliance with delivery dates, guaranteeing security under the law. These factors make marketing and sales practices in the real estate industry quite different from those of other Bangladeshi industries.

- In the last couple of years, there has been a fundamental change in real estate marketing. Traditional advertising modalities such as newspapers, posters, and billboards are now joined by digital varieties, of course, Facebook, Instagram, YouTube, and specialised real estate websites. The majority of prospective buyers first come across projects through the internet, accumulate information digitally, and then subsequently decide if they will attend an onsite visit or not. As a result, sales teams need skills beyond just being a good salesperson and will include being a good communicator, building trust, and managing customer relationships.
- This internship report can be derived from the experiences of working hands on at The Premium Homes Ltd. with a particular focus on the marketing and sales strategies being implemented at the company. It records first-hand experience of lead generation, customer communication, project visits, follow-ups and closure of deals. The general goal is to connect the theory in the classroom with lessons learned from empirical based practices in the workplace.

1.2 Objectives of the Report

The main aim of this kind of report is to examine The Premium Homes Ltd. marketing and sales strategies supported by the practical experience. The specific goals are:

- To shed light on the use of digital platforms to generate real estate leads;
- To see all the sales process, from lead generation to booking confirmation;
- To analyse patterns of customer behaviour and decision-making;

- To measure the importance of trust and transparency on customer conversion.

1.3 Scope of the Study

The research focuses on the Sales and Marketing Department of The Premium Homes Ltd. The scope includes activities such as handling of the lead, customer calling, explaining the projects, actual coordination of sites, following the clients up and supporting the proceedings of the booked. Outsourcing - Other departments such as Legal, Engineering, and Construction are seen as only relevant to the extent that they help in the sales and marketing activities. A thorough technical or financial analysis is still out of bounds for this report.

1.4 Methodology of the Study

This report is based on primary and secondary data sources. Primary data was gathered from immersing oneself in the day-to-day functioning of the sales operations, observing client interactions, attending site visits, and talking with higher-up sales executives and sales personnel. Secondary data were obtained from the company's official website and social media pages, brochure, internal documents, scholastic publications, journals and online articles related to the real-estate sector in Bangladesh.

1.5 Limitations of the Study

- Despite the efforts made to make this report as exhaustive as possible, the following limitations were encountered:
- The duration of the internship was short, so it was not possible to observe long term results of the project;
- Some of the company's confidential information could not be revealed;
- Market analysis was based on observation rather than a thorough survey of customers;
- Findings are limited to a single organisation and may not be generalizable to an entire industry.

Chapter 2: Introduction to the Organization

2.1 Introduction to The Premium Homes Ltd.

The Premium Homes Ltd. is a real estate company of the 21st century based in Bangladesh, which really cares about planned housing, customer trust and long term sustainability. The idea was to provide quality homes that were affordable, legally safe and professionally managed. In a market where buyers are often concerned about delivery, paperwork and the quality of construction, The Premium Homes Ltd come out on top as an obvious and customer focused group.

Lead by Mr. Mainul Hasan Dulon, the company promotes ethical business practices and organised operations. Right from the start, The Premium Homes Ltd. adopted the role of being a full-scale developer like the big names in the world, rather than working on informal or ad-hoc projects. This way, the method allows the company to run projects efficiently and keep everyone accountable from land acquisition all the way to the final handover.

In the short time, The Premium Homes Ltd. have grown rapidly and now they have a number of residential projects running simultaneously. It's knack to coordinate different departments in one integrated system is an indication of professional management and a line of sight on long term growth.

2.2 Vision and Mission of the company

The vision of The Premium Homes Ltd. is to re-define the meaning of urban living in Bangladesh through modern and security oriented residential spaces with a community focus. The company wants to create homes where people feel safe, connected and genuinely proud to live - not just build apartments to make a profit.

The company's mission is developed with four key principles: trust, quality, customer satisfaction, and innovation. The Premium Homes Ltd. works hard to be up front with the pricing, legal paperwork, and updates of the project to help customers make informed decisions with confidence. Using reliable materials and delivering quality construction aren't options, they are commitments that the company takes seriously.

Another major component of the mission is using smart and innovative solutions in real estate. This includes digital marketing, customer management with CRM based solutions, and technology such as the TPHL App which helps clients get informed about their investments. With the continual improvement and an open hierarchy towards learning, The Premium Homes Ltd. aspire progress in a sustainable way while adhering to high ethical standards.

2.3 Core Values and Organizational Philosophy

The work culture at The Premium Homes Ltd. is determined by certain core values which define decisions at every level.

The basis of this is trust and transparency. In real estate, a place where trust can be fragile, the company makes sure there is clear communication on pricing, payment schedules, registration, and construction timelines, in the first place. This approach helps overcome hesitation and creates solid and long-term relationships with customers.

Quality manifests itself in how they build as well as the way they serve. The company is committed to hard planning, husbandry of experienced engineering supervision, and close collaboration between architects, engineers, and construction managers to ensure all projects are durable and well-designed.

Putting the customer first is another one of its core philosophies. Instead of aggressive sales tactics, sales and marketing teams are trained to really understand what customers need. The company believes that genuine customer satisfaction generates referrals for and long term values of the brand.

Innovation and growth make the company open itself to digital tools, online marketing and modern project management techniques. The organization is always looking for new ways to improve both the customer experience and way the business runs.

2.4 Nature of the Business Operations

Premium Homes Ltd. is a full-service real estate developer - which means that they handle every step in every home building. From purchasing land, planning of the project, house designing to checking every legal details, construction, marketing and selling, after sale support are some of the services they have in store for you.

Unlike most companies who hire out majority of their work, Premium Homes does everything in-house and makes sure all departments communicate with each other. This close coordination means that the quality stays up to a high standard and they are able to make fast and effective decisions.

For many of projects, the company applies a land/share based development model. This way both the landowners and buyers can be open participants in the whole process. All the legal registrations are fingered out before even construction commences - that really helps the buyers trust the company.

2.5 Department and Organizational Structure

Premium Homes has a straight organization, however, like the big real estate firms on the market out there. Each of the departments has its own role to help projects from the beginning to the end.

Sales & Marketing Department

This team does everything from finding leads and chatting to customers, showing them the site and following them up, and discussing the prices and price bookings. They're the ones who bring in the money and build the brand of the company.

Branding and Digital Marketing Department

This department is responsible for running social media ads, influencer collaborations, videos and all of the promos. Their work is essential in order to get new buyers.

Client Experience (CRM) Team

They maintain contact with customers post sales - updates to customers, FAQs and communication with legal and construction teams. Their goal is to keep customers happy in the long haul.

Legal Department

They take care of registration of land, paperwork, compliance and work closely with government offices. Their transparency with legal stuff is a great strength.

Accounting & Finance Department

They deal with the payments, the fee bookings, keeping track of the instalments and all the finance related reports.

Architecture and Engineering Department

This team is responsible for designing the projects, getting plans approved, safety and give technical oversights.

Construction Team Management Team

At the construction sites, they supervise everything - materials, labor and keeping the schedule on point.

Procurement Team

Responsible for finding building materials and working with vendors.

Human Resource and Administration Department

They are responsible for hiring, welfare of employees, company policies and office admin.

Having clear roles such as this means that the company can stay efficient and that everyone is accountable.

2.6 Product and Project Portfolio The Latin Language Study

Premium Homes has a bunch of home residential projects to suit in all sorts of needs and budgets. Their portfolio includes:

Young professionals and small families - studio apartments

- Standard residential apartments for middle income buyers

- Condominium developments that are shared with others

- High end housing to luxury housing for high end customers They have both ongoing and completed projects in Ashulia Model Town, Bashundhara Residential Area and Ati Model Society - places which are chosen for future growth with good connectivities and great livability.

2.7 Use of Technology and Digital Systems

What really sets Premium Homes apart is how they are utilizing tech to make it all more open to them and upgrade their customer experience. They use CRM systems to track leads, customer interactions and follow retrospectively-in so no potential client gets lost.

The TPHL App allows clients to check the updates of their projects, payment details and communication logs anywhere any time. This digital transparency is good for removing the confusion and fostering trust, especially for buyers who can't visit the site often.

2.8 Market Location & Competitive Advantage

Premium Homes is in a super competitive real estate market, with the big builders as well as informal builders. Their primary edge stems from a transparent process, customer first sales, great digital marketing, and good systems internally.

Even though they don't have the decades-long history of some of the bigger firms, they make-up for this with ethical practices, clear communication and modern marketing strategies. These strengths appeal to buyers who are interested in reliability and security in the long run rather than only interested in the lowest price.

Chapter 3: Description of the Internship Program

3.1 Background of the Internship

Internships are like a bridge between what we get to know in school and the real world. They allow us to move from theoretical to practice, and help us see how a workplace actually works, what is professional ethics, and how things operate in a workplace on a daily basis.

I did an internship in The Premium Homes Ltd. which is one of the leading real estate development companies in Bangladesh. It provided me with hands-on exposure of the industry. The program was designed so that interns like me could see all aspects of the business - from land acquisition to project management to selling the project, marketing, client relations, and construction supervision.

This internship allowed me to observe how big business decisions are made, how day-to-day jobs are conducted, and how real-life challenges are handled in a professional environment. It also showed me how all the different departments of a real estate company work together to achieve common goals.

3.2 Objectives of Internship

The internship was based around a few key points in order to ensure I grew as a professional and received hands-on learning in:

i. Real Life Exposure to Real Estate Operations

In the process, I got to see and even help with the entire run-through of a real estate company -- buying land, planning projects, talking with clients and managing the construction.

ii. Understanding Customer Relationship Management (CRM)

A big part of the internship was getting to know The Premium Homes as they build their long-term relationships with their clients. I dealt with client data, followed up on questions and made sure they were happy.

iii. Developing and Enhancing Professional Skills

I honed my communication, teamwork, bargaining, problem-solving and time management abilities.

iv. Observing the Organizational Processes

I learned about the company structure, the way in which workflows are set up, and the way in which teams collaborate towards common goals.

v. Skills of Documentation and Reporting

I had the opportunity to write official letters, keep client records, prepare project progress relations, and other business write-ups. These tasks helped me with being more organized and analyzing things.

vi. Industry Intelligence and Career Introduction

Working with experienced professionals allowed me a look into the trends of the market and the challenges of the industry as well as career paths which will help inform my decisions in the future.

3.3 Duration and Working Hours

The internship was three months long, which allowed me the opportunity to have a structured but flexible introduction to the industry.

- Working Hours: 9.30 AM to 6.00 PM, from M- F.
- Flexibility: There were days when I was on field visits or meetings with clients out of regular office hours, which showed me the fast paced side of the real estate world.

The program was a mixture of work in an office (documentation work, reporting work, CRM work) as well as work in the field (site visits, project monitoring and client meetings). This mixed allowed me to see the whole picture of how the industry really works.

3.4 Departments Involved

I worked primarily in Business Development and Client Relationship Management (CRM), but I also worked for some time in the following other significant areas:

Sales & Marketing Department:

I got to observe the team coming up with leads, selecting targets, promoting, and closing deals. I also contributed to marketing campaigns and saw first hand how both digital and offline marketing ads worked.

Accounts & Finance Department Bliss:

I learnt about payment tracking, managing client payments, billing and account reconciliation. On the other hand, I saw to the importance of financial documents in the operation of projects and business decisions.

Legal & Documentation department :

Within this, I helped go through contracts, learn the process of registering properties, and prepare legal documents that are needed in land deals and work with clients.

Construction Team & Project Management Team:

I observed work that involves construction, projects, how materials are brought, checking the quality, and the safety rules. I gained some insight to how progress is monitored and communicated to stakeholders.

This experience taught me a lesson on how different departments work to achieve company goals, keep clients satisfied, and keep things flowing smoothly.

3.5 Significant Responsibilities and Areas of Learning

The internship was a combination of observation, hands-on and project work:

A. Working with and Managing Client Interactions and Relationships

- I discussed some project details, payment plans and how to register their properties with clients.
- I revised CRM records to provide records of inquiries, follow up, and feedback.
- I saw senior execs negotiating and solving client problems, and I learned the art of communicating professionally.

B. Learning to Document and Report

- I drafted letters, notices, invoices and reports on behalf of both the clients and the company.
- I have organised project files, client records so that they may be easily found and audited.
- I have learned how to write well-written, concise, professional reports.

C. Authorized double tax allocation: Appeal for double taxation relief. C. Marketing and Promotional Support

- I assisted in designing social media material and marketing materials;
- I witnessed how the team analysed the market and communicated with clients, how marketing is used to drive sales and create brand awareness.

D. Project Coordination as well as Field Visits

- I participated in site visits to see progresses made by that construction and make sure timelines were on track.

- I Learned about material management, coordination with the workers and quality control etc.
- I then reported my observations to the project team in order to help them make informed decisions.

E. Administrative Tasks

- Meeting schedule calendar, follow up actions tracking,
- for routine jobs I supported different departments, I gained Multitasking skills and learned professional discipline.

3.6 Skills Developed

The internship helped to develop both professional and technical skills:

- Communication - I became more lucid, persuasive and professional when communicating with clients and workers.
- Time Management - I learned to be good at time management, be more task-oriented, and be able to handle many things at once.
- Teamwork - I worked with people from many different departments and saw the importance of teams of people working to achieve a common goal.
- Problem-Solving-I got better at managing client concerns, organization of administrative issues, daily problems, etc.
- Technical Knowledge - I gained a good understanding of how real estate companies work, how to use CRM systems, how to register properties, and monitor construction projects.

3.7 Challenges and Adaptation

Getting into corporate had its own set of hurdles:

- Handling Multiple Client Requests - Handling multiple inquiries may have seemed like too much at first. Over the years, I organized my work, prioritized and was more efficient with responses.
- Understanding the Legal and Technical Documents - Getting up to speed with the language and steps of property registration and agreements required the additional effort and assistance of my mentors.
- Time -Time - Coordination - Prioritization - Organization - Balancing office work with going into the field led me to develop excellent time - management and planning skills.

Overcoming these challenges enhanced my capacity for confidence, professional discipline and problem-solving skills that will help me in any future corporate role.

Chapter 4: Activities and Experiences During the Internship

4.1 Daily Activities and Routine

My daily routine was designed to help me learn as much as possible and at the same time make a real contribution to the company. Most days were a combination of office work, field visits, dealing with clients, and then organizing with different departments.

A. tuition time Briefings and planning of tasks for each morning

B. lunchtime Circle Times

Every morning began with a team meeting with my supervisor. In these sessions:

- We talked about targets for the day and went over client queries and projects needing to be done on the day.
- I learned how to handle solo multiple responsibilities by determining what needed to be prioritized and creating realistic deadlines.
- My supervisor provided me with constructive comments on my reports, emails and follow up tasks which helped me to get better day by day.
- These meetings introduced me to how things function in an office and how important planning and working as a team are in a business setting.

B. Interaction with and Relationship Management of client

One of the most valuable parts of my internship was the opportunity of being on the ground with clients. As part of the Client Relationship Management or CRM team, I:

- Answered client queries in person, on phone and over emails regarding flat bookings, payment plans, project features and timelines.
- Kept client records current in the CRM system, ensuring that details of every client were updated, including the recording of payments and conversations.
- Watched experienced team members conduct negotiations and at times assisted in the preparation of quotes and proposals.
- Helped resolve client issues, such as payment difficulties, document check, and issues about projects.

Through these experiences, I have learned that patience, clear communication and professionalism are important in terms of building trust with clients.

C. Documentation and Reporting

Documentation was a big part of my duties. I gained practical experience of: preparing professional reports and official letters;

- Drafting payment reminders, booking confirmations and updates for clients.
- Preparing progress report on work in progress, indicating milestones, task already in progress, what I noticed about paintings while on site.
- Helping to write internal memos to communicate between the different departments, ensuring everything was stated and then consistent.

These tasks helped me improve my writing skills and of course learnt me that accuracy and being professional is important in official documentation.

D. Visit to Field and Project Monitoring

Field visits were important in learning how real estate projects function in the field. During these visits:

- I saw construction that is still in progress such as foundation, structure work, how materials were used, and quality checks.
- Talked with engineers and supervisors at the site and contractors, got to know timelines and problems they were faced with.
- Helped clients on visits to the site, explaining features of the project, various layouts, availability of amenities, and.
- Learned how the team worked on solving real-world issues, such as material delays or iteration/changes to design so projects were on track

These experiences provided me with hands on knowledge about project management, resource coordination and how important it is to communicate in a timely manner.

E.-marketing and Promotion Support

Marketing is very important for any expanding real estate company. I participated in many marketing activities including:

- Creating and planning social media communications to market projects.
- Analyzing the results of the online campaigns and offline promotions to how marketing strategies affect the responses of clients.
- Helping to organise promotional events and client meetings, which resulted in leads and building better relationships

These experiences helped me see how marketing, sales and customer service all work together in a competitive business.

4.2 Major Projects and Tasks Implemented

During my internship, I did a bunch of projects and in those projects I got grow up in new things and learnt new skills.

Client Databases Management Project

I took up a project to organize the data of clients in the CRM system more efficiently:

- I consolidated some of the client information that was scattered among several systems into a single central database.
- Made certain that all payment information, correspondence and registration records were properly documented.
- Created templates for regular client communication which made the process more efficient and less prone to errors.

This project helped me learn more about organisation, and demonstrated the role of good data management in making better business decisions.

Flat and Booking and Payment Monitoring

I assisted in monitoring and managing flat bookings for on-going projects:

- Tracked payment schedules and followed up with clients to ensure that payments were made on time.
- Worked with the Accounts Department to reconcile payments and make financial records up-to-date.
- Helped to generate invoices and receipt for clients.

This task helped me develop attention to detail and get a better understanding of how financial operation works in real estate.

Reporting and Documenting Progress in the Field

For construction projects that were to continue, I prepared detailed field reports:

- Took photographs and measurements in order to document how projects were going.
- Pointed out any deviations, delays or material shortages and reported to project managers.

Suggested minor changes to documentation processes to make them more understandable.

This enabled me connect what I have learnt in the project management classes to a real life application.

4.3 Learning Outcome

The internship provided me with a very broad range of learning experiences that enriched my knowledge both academically and professionally:

- **Professional Communication:**
I was very confident in my interaction with clients, team mates and supervisors. I learned to be able to communicate effectively and respectfully, even in challenging situations.
- **Time Management:**
Learned how to juggle with office work, field visits, meeting clients and project tasks without losing even a day.
- **Team Collaboration:**
Understood how important team work and coordination between departments plays a role in achieving company goals.
- **Problem/ Solving and Critical Thinking:**
Faced with real-life challenges, and learned to make suggestions on how to solve them in a real-life context, even under tight deadlines.
- **Industry Knowledge:**
Gained useful insights on some of the many ways in which the operations of real estate, client management, project monitoring, legal documentation, and marketing strategies can all work in unison.

4.4 Challenges Experienced and Overcoming Them

Internship life brings with it a series of challenges, and there were a few I had to face along the way:

- **Adapting to professional standards:** At first, it was difficult to adjust to corporate discipline, punctuality and high expectations.
- **Handling client queries:** Dealing with multiple client inquiries simultaneously required me to be extremely attentive and to learn to prioritize.
- **Understanding technical documentation:** Legal agreements, land registration papers and project plans required additional study and support by more experienced colleagues.
- **Field visits:** Balancing office work with field visits and project monitoring required that one be a good time manager and a competent multi tasker.

By observing my mentors, posing questions, and keeping track of everything, I was able to overcome these challenges and eventually became more confident and efficient with my work.

4.5 Personal Reflection

This was a turning point internship for me. It gave me an opportunity to implement what I have learned in school into the real world and gain confidence in a professional working environment. I learned not only about the technical side of real estate, but I also developed very important soft skills such as communication, teamwork, and problem-solving.

Working in The Premium Homes Ltd. helped me decide to become a real estate and business development major. Seeing the various departments and solving real-life problems helped me figure out my future and helped solidify my professional goals.

Chapter 05: Findings and Recommendations

5.1 Findings

These are the findings of my four months in the Sales and Marketing department in The Premium Homes Ltd. most of them with the Premium Smart City project.

- **After-Hours Client Engagement:** I discovered that many clients are only engaged during after-hours, typically from 7:30 PM to 9:30 PM. Many buyers work in offices and can increase their conversation in evening time, so sales team has to work late after full day.
- **Competitor Infiltration:** The real estate market in Ashulia is extreme competition. Sometimes people from other companies pose as buyers in order to receive secret information about prices and land deals. I found that specifying a need for an official visiting card or LinkedIn profile helps to limit those phony leads.
- **Land Share Model:** The Land Share Model is the primary selling point for the company because the company sells homes at a value that is 25-35 lower than the market. But at first, most of the clients believe this is "too good to be true" and are unsure. The staff have to fully explain the legal paperwork and how the model really works in order to make the buyers trust it.
- **Site Visit Challenges:** project in Ashulia is a long distance from the city and it is difficult to get there. Since the company does not supply transport employees have to use public buses or Rickshaw. This is tiring and makes staff difficult to look professional after long travels especially with so many site visits.
- **Incentive Policy and Staff Retention:** I saw that the bonus and commission rules of the company are not sufficient in terms of the difficult job in real estate. Salespeople work long hours and take late night calls but the incentives do not match the effort. Better rewards are required to ensure staff happiness and motivation.
- **Ashulia's Location** During site visits I was able to learn that Ashulia's location as viewed by people is as the next big place to live. Even though it is far now, clients are interested since they believe that there will be an increase in property values and they will get a good return on their investment.

5.2 Recommendations

But here are my suggestions based on what I found. These could help The Premium Homes Ltd. to work better and sell more homes:

- **After-Hours Client Engagement:** Put up a plan to have some of the sales staff work in the evening and give it some additional salary or days off in return.
- **Lead Verification:** As a rule, verify new leads using visiting card or LinkedIn profile before releasing any sort of price information. This will protect the company info against fake buyers.
- **Land Share Model Communication** Make easy to understand leaflets or videos about the Land Share Model with a clear explanation, both of the legal and money or other sides of the model. This will help to establish trust for the offer by the clients.
- **Site Visit Transport:** Provide for a company transport for site visits or provide a travel allowance. This will help the employees stay fresh and look professional when meeting the clients.
- **Better Incentive Policy:** Change the bonus and commission system so that it matches the hard work and long hours. This will help in retaining employees for longer.
- **Ashulia Location Messaging:** Promote Ashulia as a place to live and invest in the future and present facts and simple language demonstrating how property values will rise in the future.

Conclusion

My internship at The Premium Homes Ltd was a very enlightening experience for me beyond the information that I received in the classroom. It gave me an opportunity to apply my academic knowledge in actual situations, develop practical skills and learn how things work in the real estate business.

Working in areas such as client management, project monitoring, paperwork and marketing allowed me to know what in reality is a real estate company. The challenges faced while being along the way made me stronger and helped me grow, both personally and professionally.

This internship has helped me gain a firm foundation to achieve a successful career in field of real estate and business. I now have the knowledge, skills and confidence to tackle new challenges in the future and do my work honestly and well.

References

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4. Bhattacharyya, D. K. (2019). *Research Methodology* (4th ed.). Excel Books.
5. The Premium Homes Ltd. *Company Documents* (2025). Website: www.dpremiumhomes.com, internal reports, project plans, and CRM records. These were my main sources for real project and operational information and gave me direct, practical learning during my internship.