



INTERNSHIP REPORT

On

“Analysis of Marketing Strategies of Premium Homes Ltd”

Prepared For:

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Major in Marketing

Program: BBA

Date of submission: 13 Sep 2025

Letter of Transmittal

Sep 13, 2025

Ms. Sharmin Jahan

Assistant Professor

Faculty of Business Administration Daffodil International University

Subject: Submission of the Internship report.

Dear Ma'am,

I am pleased to submit my internship report, which is titled “**Analysis of Marketing Strategies of Premium Homes Ltd: A Study on Premium Homes Ltd**”. This report throws some light on the present state of affairs of the real estate industry in Bangladesh and examines the marketing approaches employed by the company.

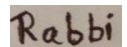
I have tried my best to write this report. In case of any errors, I apologise. Your assistance, mentoring and motivation enabled me to complete this work.

I have learned a lot through this internship and under your supervision, which will assist me in my future career. I wish to thank you and the university with all my heart, as well as support me in this process and thank you very much.

If you have any questions or need further information, please feel free to let me know.

Thank you.

Sincerely yours,



Md Rabbi Hossain

ID: 221-11-1622

Business Administration

Acknowledgement

Firstly, I would like to state that I have done this internship report successfully thanks to the strength and ability of Almighty Allah.

I wish to express my sincere gratitude to Ms Sharmin Jahan, Assistant Professor, Faculty of Business Administration, Daffodil International University, who provided me with guidance, support and tips of the trade during the process of preparing this report.

I also owe thanks to everyone who supported me in some manner during this period.

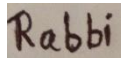
Special thanks to my boss, who was very helpful in this report, and his guidance and support on information sources and on important issues were of great help.

Student Declaration

This report has been commissioned to meet the requirements of the Bachelor of Business Administration (BBA) course at Daffodil International University. It is an extension of the academic curriculum that provides students with practical experience and allows them to apply the knowledge that they have learned in the classroom in a real business environment.

I, Md Rabbi Hossain, do testify that the internship report titled “**Analysis of Marketing Strategies of Premium Homes Ltd**” is my original work. The facts and discussion in this report rely on my experience as an intern and the relevant information that I gathered using genuine sources.

I also affirm that the report is not presented in any other university, college or institution as a component of any academic qualification.



Md Rabbi Hossain

ID: 221-11-1622

Business Administration

Letter of Acceptance

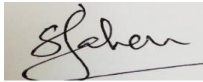
The report titled “**Analysis of Marketing Strategies of Premium Homes Ltd**” has been submitted as a partial requirement for the BBA program.

This report has been prepared by **Md Rabbi Hossain**, ID: **221-11-1622**, major in Marketing, BBA program at DIU, under my supervision and guidance.

I have reviewed the report and found it satisfactory in terms of quality and content.

I wish her every success in the future.

Best regards,



Ms. Sharmin Jahan

Assistant Professor

Faculty of Business Administration

Daffodil International University

Executive Summary

The real estate business in Bangladesh is not very old and mostly happens in the city of Dhaka. The government must give it proper attention and support it as it is a profitable industry. Complementary to clear laws, this industry also needs enough support to grow and continue serving the people. This report outlines the business activities and marketing tactics of Premium Homes Ltd., a real estate company that is expanding in Bangladesh. The company uses a special Land Share Model to offer inexpensive but good quality housing through projects like Premium Smart City. Its marketing efforts use both traditional and digital ways to attract and keep clients happy. Several challenges impact the company's growth, such as delays in project approvals, poor communication between departments, underuse of advanced CRM systems, and a limited understanding of the target audience. These problems affect how long projects take, how well marketing works, and how happy customers are. Key recommendations to address these challenges involve establishing a centralized approval management system, enhancing internal communication, broadening the target audience to include suburban and investment groups, and upgrading CRM systems to enable automated and personalized customer follow-ups. Taking these steps can make operations run better, make customers more trustful, and help reach more people in the market. Overall, Premium Homes Ltd. demonstrates a commitment to innovation, transparency, and customer-centric solutions in addressing the rising housing demand in Bangladesh.

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Chapter 1: Introduction

1.1 Background of the study

The internship program is a component of the Business Administration program that is designed to expose students to real-world business practices as well as help them bridge the gap between theory and practice in business. As my major is Marketing, I wanted to identify a place where I could go and study how marketing strategies are developed and executed in a competitive environment. Keeping this aim in mind, I decided to pursue my internship placement in Premium Homes Ltd., a developing real estate company in Bangladesh.

Bangladesh is a densely populated nation in the world and has struggled with the rising housing demand. This need cannot be met by the government alone because of limited resources, making the real estate sector play a great role in this. This industry has been growing rapidly ever since the 1970s due to urbanisation, economic growth, as well as the increasing population of a strong middle-class. Real estate today has not only provided a solution to housing, but also contributed significantly to the economic development and social life in the country.

One of the prominent companies in this industry, with an aim to supply modern, eco-friendly, and affordable housing, is Premium Homes Ltd. The premier smart city is one of its major projects that reflect this vision. Located in the Dhaka Amin Mohammad Model town, it is a huge township which has living and commercial zones and other available advancements of lifestyle like shopping malls, day care, sports facilities, cycling tracks, a swimming pool and eco-friendly programs like solar energy and underground wiring. The architecture of the project is developed in such a way that it combines the buildings with open green areas in order to provide modern family members with a comfortable and sustainable living environment with a sense of community. I chose Premium Homes Ltd. to undertake my internship needs since it is closely related to the objectives of my course, which is Business Administration.

During my internship, I got an opportunity to apply in practice the knowledge acquired in such courses as Marketing Management, Consumer Behaviour, Strategic Management, and Business Communication. This experience has enabled me to understand how marketing techniques are applied to appeal to customers in a very competitive real estate market and how business decisions are made considering the needs of customers as well as the business goals.

The report will describe my experience as an intern in Premium Homes Ltd., the marketing plan in the company, the tasks I had to implement, the challenges, and the knowledge I have acquired.

1.2 Problem Statement

The Premium Smart City is a condominium project by Premium Homes Ltd., which has led to its remarkable success. Nevertheless, the company still faces some difficulties in its marketing strategies. The firm has not been in a position to fully adopt modern, data-based marketing methods due to its time and resource constraints and the requirement to maintain confidentiality. Underuse of new digital marketing platforms, poor customer relationship management platforms, and inability to adequately access wider target markets are all limiting its growth. These weaknesses should be addressed by more creative and effective means in order to remain competitive and be sustainable in an ever-changing Bangladesh real estate market.

1.3 Objectives of the Study

The objectives of this study are:

1. To present an organizational overview of Premium Homes Ltd.
2. To analyse the marketing strategies of Premium Homes Ltd.
3. To pinpoint issues that may be affecting the effectiveness of its marketing strategies.

1.4 Methodology of the Study

The study is based on both primary and secondary data sources.

- a) **Primary Data:** Sources of primary data are discussions with employees and observing the business processes.
- b) **Secondary Data:** Sources of secondary data are books, published articles, and the official website of Premium Homes Ltd.

1.5 Limitations of the Study

- a) **Time Constraint:** The depth of data collection and analysis was limited by time.
- b) **Busy Professionals:** Most executives and managers were inaccessible because of their tight schedules.

- c) **Confidentiality Issues:** It was unable to publish certain sensitive information, like financial data and internal strategies.
- d) **Limited Sample Size:** A small number of respondents reduced the scope of statistically significant analysis.

Chapter 2: Organizational Overview

2.1 Overview of the Company

The Premium Homes Ltd. is a real estate company that has quickly found its way as a brand name to be considered unique and reliable in the Bangladesh housing industry. The company, which is based at Land View Commercial Centre, Gulshan Circle-2, Dhaka, and has a site office at Tokyo Plaza, Ashulia Model Town, Khagan Bazar, is committed to offering affordable housing to its customers, but of high quality. The Premium Homes Ltd. is a unique company that functions using a unique system called the Land Share Model, unlike other conventional real estate developers, which encourage transparency, affordability and direct ownership among buyers. Under the initiatives of The Premium Green Valley, The Premium Glory Garden, The Premium Harmony Residence, The Premium Urban Residence, The Premium Green Haven, The Premium Floral Heaven, The Premium Sunleaf Garden, The Premium Classic Residence, and The Premium Orchid Residence, the company has a wide array of projects, which include signature condominiums like The Premium Smart City, studio apartment complexes like The Premium Studio Suite 1.0 and 2.0 and single-family residential buildings. The combination of innovative housing solutions and flexible payment plans will guarantee a safe and affordable means for the client to attain homeownership while retaining the high construction standards and property value. The company has gained a reputation for a customer-focused, professional and committed attitude to create sustainable communities in a short time. The Premium Homes Ltd. believes in trust, innovation, and excellence, and thus, their development in the competitive real estate market in Bangladesh has been going on with the aim of redefining the standards of modern living and ensuring that everyone can afford homeownership.

2.2 Mission

The vision of The Premium Homes Ltd. is the ability to provide affordable housing to everyone by offering comfortable and well-designed houses which are secure and comfortable so that homeowners can feel at home.

1. The firm strives to offer affordable housing.
2. It focuses on the safety, quality construction, and customer satisfaction.
3. The mission indicates the ideology that a decent house is no luxury but a basic right.

2.3 Vision

The company vision extends beyond building buildings, and it is to build sustainable communities that enhance improved living, human relationships, and value.

1. The company aims to develop contemporary residential developments with facilities incorporated.
2. The Premium Smart City represents this vision perfectly with an integration of residential buildings with schools, healthcare, sports, and business facilities.
3. The vision is to develop complete lifestyle resorts and not apartments.

2.4 Values

The Premium Homes Ltd. is supported by the core values of all its operations: trust, transparency, commitment, quality, innovation and customer empowerment.

- **Trust and Transparency:** To create trust and confidence with the clients, proper land registration, ownership procedures and transparency at all levels.
- **Commitment:** Be committed to delivering on time, keeping promises made to clients and being reliable in services in the long term.
- **Quality & Innovation:** Designing with current designs, sustainable planning, and customer-driven construction decisions to offer enduring value.
- **Customer Empowerment:** This is the ability to allow buyers to design their own layouts, choose their own materials, and personally track building progress to guarantee that they are satisfied, and that ownership has been acquired.

2.5 History and Current Operations

Premium Homes Ltd. was founded in December 2022 with a mission of transforming the real estate industry in Bangladesh by taking a customer-focused approach with an innovative business approach. Since its inception, the company has focused on the issue of affordability and transparency, as it differentiates itself through its Land Share Model. In this model, the clients are required to pay a booking fee to obtain their preferred flat and the land share is then registered and mutated in their names. This initial ownership prevents the possibility of fraud and unnecessary registration expenses. After paying the development charge, buyers are given the official

documents, and only then do construction works commence after carrying out a good soil test and designing the structures so as to avoid any accidents and damages. Construction fees can be paid in instalments over a flexible period of 36-48 months, in small monthly instalments, and the company only applies a small service fee of 1015 per cent to manage the construction.

At the point of time, The Premium Homes Ltd. has its projects in quite varied market segments. Its flagship project is The Premium Smart City, which is a condominium project meant to rebrand city living by incorporating residential, commercial, educational, and recreational amenities within a single safe and sustainable space. The company is also in the process of developing smaller residential projects with different plots (3 katha and 5 katha, 9 katha and 10 katha) and launching smaller modern solutions such as studio apartments to young professionals and small families. Its operations are not limited to construction, but it also runs businesses on long-term property management since it assumes full responsibility for the maintenance of the projects even after the handover. The company has also made real estate investment more lucrative and risk-free by providing the buyers with the freedom of choice when it comes to materials, customisation of the design and the possibility to resell the land share at a profit.

This combination of low cost, innovation, and transparency has seen The Premium Homes Ltd. develop a strong image in the real estate market within a very limited time. It has been growing to serve more customers through its customer-first philosophy, which seeks to empower people and families to have homes that represent their dream, and also participate in the sustainable urban development in Bangladesh.

Chapter 3: Internship Role and Responsibilities

3.1 Role and Responsibilities:

In my internship period in the Sales and Marketing Department of Premium Homes Ltd. I was engaged in numerous projects to contribute to the team and get an opportunity to be practically involved in the real estate industry. My primary duties were to support the marketing campaigns, promotional events, and sales activities on a day-to-day basis.

I engaged in the simplest market research to know the needs of the customers and collect data about the competitors. I also served to advertise the company projects on social media and other online networks to create awareness of the brand.

I was also assisting the sales team in gathering leads, communicating with prospective customers, and providing information regarding the products and services offered at the company. I also served to ensure that I had good relationships with the clients as I answered their questions and gave them the support they needed.

In general, I was to help the Sales and Marketing Department with their daily operations, acquire practical skills in marketing, and support the company in the promotional and selling operations.

3.2 Rationale of Roles and Responsibilities:

My duties as an intern were predominantly to assist the Sales and Marketing team with its day-to-day running. I aided in the generation of leads and interacting with customers and gathering information about competitors.

Those assignments enabled me to help the team advertise the projects of company and attract more customers. I was supervised by the senior team members and engaged in various activities that helped in achieving the marketing and sales objectives of the company.

3.3 Examples of Tasks and Projects Completed

1. Helped in the implementation of online marketing campaigns to attract possible flat buyers.
2. Attended the organising and marketing activities of the marketing events to present possible projects to potential customers.
3. Interact with the customers using CRM to develop a relationship, get to know their needs, and offer solutions to their specific needs.

4. Was able to create leads successfully and close them into sales and made 12 sales throughout the internship.
5. Acquired hands-on experience in customer relations, deal closing and persuasive communication that improved my professional skills.

The internship experience gave me practical experience within the real estate business and enabled me to acquire important analytical skills in marketing, sales and customer relationship management, and also play a significant role in the organisational objectives of The Premium Homes Ltd.

Chapter 4: Key Learnings and Experiences

4.1 STP (Segmentation, Targeting, Positioning)

4.2.1 Segmentation

Premium Homes Ltd. It identifies its targeted customers well and serves them with an elaborate and diversified approach to categorising them. In order to customise its real estate products to the requirements and preferences of various categories of customers, the company has applied demographic, regional, and psychographic segmentation, each, in turn, having its own sub-categories.

1. Demographic Segmentation: Premium Homes categorises their customers in terms of quantifiable characteristics, such as age, income and occupation.
2. Geographic Segmentation: The different areas, specific places, and regions with high demand make Premium Projects be located in areas that are easily accessible by clients and have a good growth potential.
3. Psychographic Segmentation: In another aspect, Premium Homes is also focused on customers and their beliefs, attitudes and lifestyle choices, taking into consideration their lifestyle, social status and values.

Through the sub-variable segmentation, Premium Homes Ltd. will be able to provide the home projects to the particular client profile, which will ensure a greater market relevance, better customer satisfaction, and better brand loyalty in the beloved real estate market.

4.2.2 Targeting

Premium Homes Ltd. choose the particular customer segments, which are consistent with its services and brand image as well as business objectives. The company combines the sub-factors in order to have a targeted strategy that is based on the areas that have good returns and growth opportunities.

1. Professionals (doctors, IT experts, lawyers) - Although placing more emphasis on lifestyle, comfort and modern facilities.
2. Ex-officials and expatriates - Interested in retirement homes or investment property with high quality.

3. Families in the middle age- These are seeking large homes, accommodation with family needs, as well as facilities in the community.
4. Rich and middle-income people- Able to afford prime apartments, villas, and gated communities.
5. High-net-worth people (HNWIs) - Want to invest in custom-made houses and high-end property development.
6. Overseas Bangladeshis (NRBs) are interested in high-end properties to invest in or relocate to as their homes in future.
7. Ecologically conscious people who want to live environmentally friendly and sustainably.

With such specific sub-variables in various contexts, including demographics, location and lifestyle preference, Premium Homes Ltd. can ensure that its marketing and sales activities are perfectly fitted to its needs, expectations and buying capacity of its most valuable client groups.

4.2.3 Positioning

Premium Homes Ltd. will position itself as a reputable, transparent and inventive real estate developer providing affordable and high-quality housing solutions via its exclusive Land Share Model. The company focus on environmentally considerate communities, empowerment of the customers (customisation options), as well as flexible payment systems to distinguish the company among the traditional developers. Their flagship project is Premium Smart City, which is positioned as a complete township integrating housing and facilities of a modern lifestyle.

4.2 Marketing Mix 4ps

Premium Homes Ltd. is a fast-expanding real estate company in Bangladesh whose core business is to provide luxury residential solutions to the upper-middle-income earners and wealthy individuals. Its marketing mix is a strategic mix of product innovation, high prices, selective placement, and emphasis on promotion in order to become a reputable and high-end real estate brand.

4.2.1 Product

Premium Homes Ltd. offers a diverse portfolio of residential products designed to meet the varying preferences of modern urban customers. Their product offerings are divided into three major categories:

A. Single Residential Buildings

Premium Homes Ltd. has developed several elegant single residential buildings in prime locations. These include:

- a. The Premium Green Valley
- b. The Premium Glory Garden
- c. The Premium Harmony Residence
- d. The Premium Urban Residence
- e. The Premium Green Haven
- f. The Premium Floral Heaven
- g. The Premium Sunleaf Garden
- h. The Premium Classic Residence
- i. The Premium Orchid Residence
- j. The Premium Southpoint Villa

These buildings emphasise spacious layouts, modern designs, and a serene community environment, ideal for families seeking a comfortable and prestigious lifestyle.

B. Condominium Project

The company has expanded into large-scale community living through its flagship condominium project, The Premium Smart City.

- a. This massive 160 katha project consists of 7 residential buildings, 1 commercial building, and multiple community facilities.
- b. Notable amenities include an international standard English medium school (Strambridge International School), a basketball court, football turf, swimming pool, and modern community spaces.

- c. This project is designed to offer a complete lifestyle experience within a gated, secure, and well-planned environment.

C. Studio Apartments

For individuals and small families seeking compact yet sophisticated living spaces, Premium Homes Ltd. offers studio apartments under the Premium Studio Suite series, such as:

- a. The Premium Studio Suite 1.0
- b. The Premium Studio Suite 2.0
- c. The Premium Studio Suite 3.0

These studio apartments are designed with functionality, smart space utilisation, and stylish finishes to cater to professionals, bachelors, and young couples

4.2.2 Price

In its pricing strategy, Premium Homes Ltd. will use the dual pricing approach, where it balances affordability to the middle-income clients and a premium positioning to the luxury seekers. By doing so, the company will have the ability to serve a larger group of customers without losing its reputation for exclusivity and being of quality.

A. Affordability & Flexibility through the Land Share Model

Among the most notable aspects of the Premium Homes Ltd. pricing strategy is the Land Share Model that enables the clients to obtain the ownership of property at the earliest possible stage, which will result in the reduction of the possible risks of investments to a great extent.

- a. The customers may opt to have a variable instalment plan of 36 to 48 months, with the instalment being spread over a long period.
- b. Only a small service fee of 10-15 is charged, and this makes the investment easier to handle.
- c. The model is especially efficient in allowing the middle-income category of people to have access to homeownership, since they would otherwise not be able to afford the luxury apartments.

B. Premium Pricing for Luxury Products

In addition to the flexible, Premium Homes Ltd. has also had a premium pricing system for its high-end products as a representation of quality, special features, and luxurious lifestyle the company promises to its customers.

a) Price Ranges:

1. 2,900 -3,100 Tk per sft is 2,900 Tk per sft of Single Residential Buildings
2. 3,100 - 3,200 Tk per sft is 3,100 Tk per sft of Studio Apartments.
3. 4,200 Tk per sft of Condominium Apartments.

b) Justification for Premium Pricing:

1. **High-Quality Materials and Finishes:** The company works with the best-grade construction materials, imported fittings, energy-saving technologies, and classy interior finishing. These elements guarantee durability, comfort, and beauty that, in turn, increase the cost of production and are worth the price.
2. **Exclusive Amenities:** Each of the projects will have its own rooftop gardens, personal parking, gymnasiums, intelligent homes, 24/7 surveillance systems, concierge shops and new-fashioned lifts. These high-quality facilities make life better and bring much value to the purchasers.
3. **Lifestyle Positioning:** In addition to the physical location, Premium Homes is selling an aspirational lifestyle, which is secure, elegant, technologically advanced and community-oriented.

4.2.3 Place

Premium Homes Ltd. is a strategic company that chooses emerging and potential urban zones to develop its projects, making them easily accessible and having investment potential.

- a) Current Location:** The flagship projects of the company lie in Ashulia Model Town (A, B, C, D, E, F blocks), which is quickly developing into a planned residential area in the vicinity of Dhaka. It is a place that provides metropolitan ease and country calmness.
- b) Future Expansion:** Premium Homes Ltd. will also introduce the projects in other prime locations in Dhaka. Expanding the targets to new customer segments and enhancing its market share in the luxury housing area of the city.

4.2.4 Promotion

The promotional strategy adopted by Premium Homes Ltd. is well balanced and combines both conventional media and the new digital marketing tools to reach the target market; this is mainly upper-middle and wealthy customers.

A. Digital Marketing

- a) **Targeted Ads:** Ads on such sites as LinkedIn and Instagram, showing the benefits of the lifestyle as a gated community, rooftop gardens, and home automation.
- b) **Email Campaigns:** Customised and targeted emails will provide pre-sale discounts, unique project visit, loyalty points and offers of the season. Their email marketing has an average open rate of 2630% and a click-through rate of 35% and this shows that they are highly engaged.
- c) **Influencer Collaborations:** Cooperating with luxury lifestyle influencers and reputed realtors will make the brand more credible and access niche customer bases.
- d) **SEO-Optimised Website:** The company has a digital showroom in the form of a website with virtual touring, interactive floor plans, customer testimonials, and special offers, which have periods of limitations. This develops trust and facilitates the making of decisions.

B. Traditional Marketing

- a) **Print Ads:** Full page, pictorial advertisements in national dailies such as The Daily Star and Prothom Alo feature the introduction of the project, investment and special facilities.
- b) **TV Ads:** The television adverts should be done during prime time on stations like NTV and Channel i, and these ads should show the luxurious lifestyle that is attached to Premium Homes projects.
- c) **Features in Premium Magazines:** The sponsored articles and editorial in magazines such as Luxury Living and Architect's Digest are part of promoting the image of the company as a luxury brand.
- d) **Real Estate Expos and Private Events:** Attendance at elite expos and invitation-only events would allow us to directly interact with high-end buyers. During these events, exclusive discounts and flexible EMI are provided in order to promote bookings.

C. Promotional Activities and Offers

- a) **Limited-Time Offers:** First-mover discounts and discounts on corner units to establish urgency.
- b) **Referral Bonuses:** Bonuses to current customers who are invited to refer new customers.
- c) **Festive Campaigns:** Special offers or discounts on fees during special celebrations such as Eid or New Year.
- d) **Corporate Tie-Ups:** Profession-specific deals of partner organisations (Banks or Telecommunication companies).
- e) **Brand Storytelling:** Customers are connected emotionally, and brand identity is built through reels on social media, customer testimonials and behind-the-scenes videos.

4.3 Rationale of Roles and Responsibilities:

The duties and roles of my marketing internship at Premium Homes Ltd. were aimed at equipping me with practical skills and assisting the company with the simple marketing and sales processes. As my research was based on the analysis of marketing strategies of Premium Homes Ltd., the activities I performed, i.e., the help with the generation of leads, gathering of information about competitors, and promotion activities, were directly connected to this goal. Such activities enabled me to know how the company is using its marketing practices in actual scenarios. My position was beneficial to the day-to-day operations of the team and allowed me to acquire new knowledge about marketing as a significant aspect of the development of the company.

4.4 Connection with Academia

The internship enabled me to relate the theory in the classroom with practice. Marketing Management, Consumer Behaviour, and Strategic Management concepts have become real, and I was able to apply them to real-life campaigns and the interaction with customers. I illustrate this by the fact that the consumer decision-making theories assisted me to learn why clients were reluctant to make final property purchases, whilst strategic marketing theories assisted me in analysing competitor positioning. The Business Administration experience equipped me with the means to analyse the problems, and the internship helped me to gain the experience of solving the problems in a professional environment. This combination of theory and practice in the industry has boosted my confidence and increased my knowledge of how the real business works.

4.5 Sample Growth Experiences

Another aspect of my internship that proved to be the most lucrative experience was my opportunity to interact with prospective customers. Initially, I was a little bit nervous; however, I learned to speak to clients with confidence and exchange information about the works of company. I have also assisted the team in gathering information about competitors and sharing what I have noticed, and this supported my research on the analysis of the marketing strategy of Premium Homes Ltd. These activities assisted me in enhancing my communication, teamwork and marketing knowledge. The internship, in general, provided me with hands-on experience which related what I studied in school to the actual work conditions. It has also made me gain confidence and a better idea of how the marketing strategy is implemented in the real estate sector.

Chapter 5: Critique and Reflections

5.1 Critical Evaluation

Through my evaluation of the marketing tactics employed by Premium Homes Ltd. in my internship, I can state that the firm has achieved significant milestones in positioning its brand in the real estate business in Bangladesh, and more so, through its flagship project of The Premium Smart City condominium. The project indicates a good grasp of the middle- to upper-income sector of the urban population with a focus on modernity, luxury and convenience.

However, several areas indicate opportunities for improvement from a marketing perspective:

- ❖ **Weak Customer Relationship Management (CRM) :** CRM systems are essential for building long-term client relationships and encouraging repeat business by ensuring consistent and effective communication. The company's current CRM approach is straightforward, and there isn't much automated follow-up or personalized communication involved. The improvement of CRM functions can lead to better client retention, increased customer satisfaction, and more referrals, which are crucial in the highly competitive real estate industry.
- ❖ **Limited Reach to Broader Target Groups :** Current marketing campaigns are focused on serving a localized urban segment, leaving a significant portion of the market unexplored, including potential suburban consumers and investment clients. Expanding the group of people you reach out to can help increase how much of the market you control and how well-known your brand becomes. This can be done by creating special plans and strategies that are tailored to different groups within the market.
- ❖ **Delay in Project Initiation Due to Lengthy Approval Process:** One major issue I observed is that Premium Homes Ltd. frequently experiences delays in starting projects due to the lengthy government approval process. Approvals from agencies such as RAJUK and utility departments take considerable time, which slows down overall project implementation. These delays disrupt the company's operational timeline, make clients dissatisfied, and create uncertainty among potential buyers, ultimately affecting the company's reputation.
- ❖ **Internal Miscommunication Between Departments:** Another significant problem I observed is miscommunication between different departments within the organization. For example, the Sales and Marketing Department and the Engineering Department often lack

proper coordination²⁹ regarding project updates, delivery timelines, and customer queries. This internal communication gap leads to inconsistent information being provided to clients, which ultimately reduces client satisfaction and trust. It also creates confusion among employees and affects overall efficiency.

5.2 Key Challenges Faced

The biggest challenge I had to deal with was dealing with clients who were not enthusiastic or confident when it came to investing in real estate projects. Motivating them was also about time and patience, convincing messages, and excellent knowledge of the product and the customer psychology. The second issue was the workload when there was a promotional event, and both time and responsibility needed to be handled with a swift mind. Another issue that I also faced at first was the competitor research, because to be able to extract relevant insights on a saturated market, both accuracy and attention to detail were required. Lastly, being time-bound with limited access to some internal information (because of confidentiality) contributed to the challenge.

5.3 Learning from Challenges

These difficulties enabled me to develop greatly. Through working with cynical clients, I got the idea that to develop trust, it is necessary to listen actively and speak straightforwardly. Event management helped me to understand how crucial teamwork and the ability to adjust at the moment of stress are. The competitive research procedure, which was very rigorous, helped to sharpen my analytical skills and also helped me to learn to identify only meaningful gaps in the market and not to gather random information. Having to manage time working on several tasks taught me the importance of prioritising and being focused when under pressure. In brief, all these adversities became a chance to enhance my professional competence.

5.4 Overall Reflection

In retrospect, I could not have simply said that my internship in Premium Homes Ltd. was merely a working experience, but it was also a time when I underwent personal and professional change. It provided me with a sense of security in the work with my academic knowledge and enhanced my persuasive communication skills and my problem-solving skills. I also gained a better insight into the way that real estate companies compete within a specific market and stay trustworthy and

transparent to clients. On the personal level, the experience helped me to become more disciplined, patient, and adaptable.

In the professional context, it has equipped me with enhanced capabilities in marketing, customer relationship management and strategic thinking in the corporate world.

To sum up, the internship proved to be a landmark in my career as a marketing professional that provided me with concepts that I will continue to learn later on in my career.

Chapter 6: Conclusion

6.1 Conclusion

The internship experience with Premium Homes Ltd. has been a pleasant experience that has enabled me to fill the gap between theoretical knowledge and practice. During the internship, I had a practical exposure to sales and marketing operations, which included lead generation, digital marketing, customer relationship management, market research and competitor analysis. Not only did they enhance my technical and analytical abilities, but they also demonstrated to me the value of being flexible and working in a team and communicating effectively in a high-speed business world.

A key understanding that took place during my internship was the ability to practically implement the marketing theories I had learned in my BBA program. The marketing mix, consumer behaviour, targeting, positioning and segmentation became a reality in the real world of business. I have understood that establishing customer trust, being transparent and having consistent engagements are equally important as promotional campaigns or price strategies are. Moreover, the direct work with the clients helped me to become more confident, persuasive, and the necessity to cope with problems like suspicious customers or pressure in competition on the market contributed to my development of problem-solving skills.

All in all, this internship has been a life-changing experience. Not only did it make me realise the reality of the real estate industry, but it also made me ready to confront the obstacles of the professional world in the future with increased confidence. In the future, I intend to establish myself as a professional in the sphere of marketing, and the knowledge that I have acquired during this internship, such as strategic thinking, customer relationship management, and digital marketing, will be a good base. I am now better motivated and better prepared to work towards my long-term objective of becoming a competent marketing professional who can make a significant contribution to the growth of organisations.

Chapter 7: Implications

7.1 Implications

The experiences I had during my internship with Premium Homes Ltd. had much deeper implications as compared to the work and the duties I undertook. It was more of a process of linking academic theories to professional practice, service to organisational purpose, and learning skills that will lead me in my future profession.

- ❖ **Applicability of Academic Learning:** This internship gave me an opportunity to apply my knowledge of the classroom in practical environments. I was no longer dealing with concepts like segmentation, targeting, positioning (STP), or marketing mix as abstract theoretical models but as tools that I could use when analysing customer behaviour or putting together campaigns. The study of such courses as Consumer Behaviour and Strategic Management provided me with a backbone, yet only when I worked with Premium Homes did I actually observe how such theories worked in a vibrant market place. In the case of an example, the decision-making model of consumer hesitation taught me to meet the concerns of clients more productively.
- ❖ **Organisational Impact:** My contribution has positively impacted the marketing activities of Premium Homes Ltd. Since the creation and transformation to leads, as well as the support of the digital campaigns and competitor research, were supported by me, the sales and marketing department was directly involved in my work. The ability to make 12 sales in the internship was a personal victory in addition to the company increasing its revenue. Moreover, my knowledge about competitive tactics and customer demands provided the organization with new horizons that might be utilised in its future marketing campaigns..
- ❖ **Industry Relevance:** There is intense competition in the Bangladesh real estate industry. The experience of both offline and online marketing techniques taught me that the field is slowly being transformed into a more data-focused approach. The experience highlighted that marketing of real estate in the future will be based on a combination of personal client relations and outreach via technology. This change will be essential to learn in my future as an employee in this industry.
- ❖ **Lessons Learned:** Among the largest lessons I have learned is the fact that marketing does not only encompass promotion, but rather the establishment of trust. Clients used to require reassurance, transparency and constant interaction before they could make decisions

regarding investments. I also learned that persistence and adaptability are important characteristics in such a sphere. It was dealing with sceptical customers, meeting deadlines, and dealing with promotional events, I learned to be calm, patient and solutions-oriented.

- ❖ **Skill Development:** In this process, I enhanced my critical skills in the form of persuasive communication, negotiation, market analysis and digital marketing. The experience with a variety of clients helped me improve my skills to read the needs of people, and competitor research improved my analytical skills. The process of event promotion allowed me to learn about teamwork and coordination, and digital campaigns helped me become more technologically skilled.
- ❖ **Challenges Faced:** This internship was not devoid of challenges, just like any other professional venture. Difficulties in persuading doubtful clients, handling the stress of the events and access to confidential information that is not available readily were huge challenges. Nonetheless, every wear and tear helped me to become stronger; it taught me to be strong, patient, and resourceful.
- ❖ **Networking and Relationships:** Another rewarding thing was the construction of relationships. I related to others, such as colleagues, mentors and clients, all of whom expanded my professional perspective. These networks were not only instrumental in my internship life, as they offered me guidance, but they also formed the basis of my life in marketing in the future.

7.2 Recommendations and Future Directions

- ❖ **Strengthen CRM Systems:** Make automation better and use personalized follow-ups to improve how you manage customer relationships, which will help keep clients coming back and make them happier. Implement a centralized CRM platform to monitor client interactions, preferences, and feedback in real time. Regularly review CRM data to spot possible leads, create customized marketing plans, and foster more meaningful, lasting connections with customers.
- ❖ **Expand Target Audience:** Tap into unexploited segments, including suburban purchasers and investors, by creating specific campaigns. Develop tailored promotional materials

highlighting affordability, future growth potential, and infrastructural benefits of suburban projects. Collaborate with local communities and agents to build trust and increase brand visibility in emerging markets.

❖ **Establish a Dedicated Approval Management System:** Premium Homes Ltd. should create a specialized liaison and legal team to handle all approval-related activities efficiently. By maintaining regular communication with government authorities, closely tracking each approval stage, and integrating clear timelines into project planning, the company can minimize delays, resolve issues proactively, and build greater client confidence

❖ **Enhance Internal Communication and Coordination:** Premium Homes Ltd. should establish a structured information-sharing system through regular inter-departmental meetings, centralized digital platforms, and clear communication protocols. By improving collaboration and ensuring all departments work in sync, the company can deliver accurate and timely information to clients, ultimately boosting customer satisfaction and service quality.

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