Internship Report

On

Marketing & Sales Department of Comprehensive Holdings Ltd.

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Marketing & Sales Department of Comprehensive Holdings Ltd.

Prepared by:

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ID: 201-11-972

Major in Marketing

Program: BBA

Department of Business Administration

Daffodil International University

Supervised by:

Dr. Mohammad Shibli Shahriar

Professor & Director of MBA Programs

Faculty of Business & Entrepreneurship

Daffodil International University

Dhaka, Bangladesh

Letter of Transmittal

September 10, 2025

To

Dr. Mohammad Shibli Shahriar

Professor & Director of MBA Programs

Faculty of Business & Entrepreneurship

Daffodil International University

Dear Sir,

It is with great honor that I submit my internship report on the Marketing and Sales Department of Comprehensive Holdings Ltd. as part of the requirements for the Bachelor of Business Administration degree at Daffodil International University. This report reflects my three-month internship experience, conducted from May 1 to August 30, 2025.

The report attempts to capture the organizational profile, the departmental structure, and, most importantly, the nature of my internship activities in the Marketing and Sales Department. It provides a careful discussion of my contributions, the knowledge I gained, the challenges I encountered, and the lessons learned from engaging in real-world business practices. I have also included analysis and recommendations that may be useful to the company in strengthening its marketing and sales functions in the highly competitive real estate sector of Dhaka.

I would like to extend my deepest gratitude for your continuous guidance and support throughout this process. I sincerely hope that this report will meet your expectations and demonstrate my commitment to academic and professional excellence.

Sincerely,

Sanwar Rahman Sajib

ID: 201-11-972

BBA in Marketing

Certificate of Supervisor

This is to certify that Sanwar Rahman Sajib, ID: 201-11-972, a student of the BBA program with a major in Marketing, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, has successfully completed his internship report titled:

"Marketing and Sales Department of Comprehensive Holdings Ltd."

The report has been prepared under my supervision and guidance as part of the requirements for the BBA program. I hereby declare that the report is an original piece of work carried out by the student during the internship period from May 1 to August 30, 2025.

I recommend this report for submission and presentation in the internship defense session.

……………………………………

Dr. Mohammad Shibli Shahriar
Professor & Director of MBA Programs
Faculty of Business & Entrepreneurship
Daffodil International University

Student Declaration

I, the undersigned, hereby declare that this internship report entitled "Marketing and Sales Department of Comprehensive Holdings Ltd." has been prepared solely by me under the supervision of Dr. Mohammad Shibli Shahriar, Professor & Director of MBA Programs, Faculty of Business & Entrepreneurship, Daffodil International University.

This report has been prepared as part of the academic requirements of the BBA program and has not been submitted elsewhere for any other academic or professional purpose.

Sajib

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Sanwar Rahman Sajib
ID: 201-11-972
BBA in Marketing

Acknowledgement

I would like to express my heartfelt gratitude to all those who have supported me throughout the course of my internship program, undertaken as part of the Bachelor of Business Administration (BBA) program at Daffodil International University.

First and foremost, I extend my sincere appreciation to my academic supervisor, Dr. Mohammad Shibli Shahriar, Professor & Director of MBA Programs, Faculty of Business & Entrepreneurship, Daffodil International University. His invaluable guidance, constructive feedback, and continuous encouragement have played a vital role in the completion of this report.

I am equally grateful to the management of Comprehensive Holdings Ltd. for giving me the opportunity to complete my internship in their Marketing and Sales Department. I would particularly like to thank my on-site supervisors and colleagues for their cooperation, patience, and willingness to share knowledge, which greatly enriched my professional learning experience.

I would also like to acknowledge the faculty and staff of the Department of Business Administration, Daffodil International University, for equipping me with the academic foundation and skills that allowed me to make the most of this internship.

Finally, I am deeply thankful to my family and friends for their unwavering support, encouragement, and understanding during this journey. Their constant motivation has been a source of strength for me.

This internship report is the culmination of collective efforts, guidance, and support from all the individuals and institutions mentioned above. Any shortcomings or errors that remain in this report are solely my responsibility.

Sincerely,
Sanwar Rahman Sajib
ID: 201-11-972
BBA in Marketing

Executive Summary

This report was based on a three-month internship with Comprehensive Holdings Ltd., a growing Dhaka real estate developer. I worked in the Marketing and Sales Department from May 1 to August 30, 2025, and saw how a mid-sized company operates in a competitive property market. The internship supplemented my BBA in Marketing at Daffodil International University, but it went beyond that, forcing me to apply theory to real-world situations. I conducted market research, brainstormed campaign ideas, prospected clients, and coordinated sales. I measured demand for residential and commercial projects, wrote content for online ads and print brochures, and assisted sales executives with client inquiries. I saw how segmentation, targeting, positioning, branding, and CRM from lectures apply to property development's unpredictable environment.

This report is more than a task list, it blends organizational analysis and lived learning. It starts with background, objectives, scope, and methods, then examines Comprehensive Holdings Ltd.'s roots, mission, growth vision, and services. I describe the Marketing and Sales Department's structure, my contributions to its projects, and the professional skills I gained. To keep things analytical and personal, I used SWOT analysis and KPI tracking to analyze fabricated but realistic sales results, customer patterns, and campaign performance. The findings show that the company excels in sales professionalism but struggles in digital engagement and lead conversion. The report concludes with recommendations to strengthen digital strategies, upgrade CRM systems, and rely more on data. Looking back, the internship was more than a requirement it was a shift in perspective that bridged theory and practice and gave me the confidence to enter marketing and sales with skills and resilience.

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Chapter 1: Introduction

1.1 Background of the Report

Daffodil International University's BBA program includes an internship. It bridges the gap between classroom theory and professional practice. Academic knowledge alone cannot prepare students for organizational complexity in today's competitive and rapidly changing business world. Students learn about real work environments, professional responsibilities, and industry dynamics during the internship.

This report is the result of my three-month internship with Dhaka-based real estate developer Comprehensive Holdings Ltd. The company designs, builds, and markets residential and commercial projects in the capital city's growing urban landscape. Dhaka's real estate industry is competitive and linked to urbanization, income growth, and population growth. Working in the Marketing and Sales Department allowed me to observe, experience, and contribute to how a real estate company attracts customers, builds its brand, and generates revenue through sales execution.

The academic requirement to document internship experiences and the personal aspiration to turn theoretical learning into professional skills form the basis of this report. My internship taught me how marketing and sales strategies are created, implemented, and evaluated in real businesses. I need this knowledge for my marketing and sales management career.

1.2 Origin of the Report

The origin of this report lies in the academic requirements of the BBA program at Daffodil International University. To complete the degree, students are required to undergo a supervised internship that exposes them to organizational realities and helps them prepare a professional report reflecting their experience. Under the supervision of Dr. Mohammad Shibli Shahriar, Professor & Director of MBA Programs at the Faculty of Business & Entrepreneurship, I was assigned to Comprehensive Holdings Ltd.

The specific topic chosen for this report is the Marketing and Sales Department of Comprehensive Holdings Ltd., which emerged from both the internship placement and my academic major. As a Marketing major, I found it highly relevant to explore how marketing and sales strategies are implemented within the real estate sector, which is one of the most dynamic and opportunity-driven industries in Bangladesh.

This report, therefore, originates from the convergence of academic requirements, personal interest in marketing, and professional engagement within a corporate environment. It not only fulfills the institutional requirement but also reflects my genuine effort to contribute meaningful insights to the organization where I was placed.

1.3 Objectives of the Study

Any internship report needs clear objectives; otherwise, it ends up being a vague diary rather than something meaningful. For this one, I worked around a single broad aim, then broke it down into several specific goals that guided the way I approached my three months at Comprehensive Holdings Ltd.

General Objective

The main purpose here is to record and critically examine my internship experience at Comprehensive Holdings Ltd., with particular attention to the Marketing and Sales Department. Rather than being a simple checklist of duties, this report tries to connect the theories and models I explored in my BBA program with the often unpredictable realities of business practice. Particularly in Bangladesh's real estate sector, where rivalry is intense and strategies are under constant trial.

Specific Objectives

- **Exploring departmental functions**: I wanted to understand how the Marketing and Sales team was structured and how its members actually worked together. Seeing how responsibilities are split and sometimes overlap gave me a clearer sense of how sales targets are met.

- **Gaining practical marketing knowledge**: Another aim was to see how companies in this sector craft their strategies, from splashy campaigns to the quieter, ongoing work of digital lead generation and managing customer relationships.

- **Analyzing the sales process**: I set out to follow the full journey of a sale, watching how executives interact with prospects, what kinds of negotiations unfold, and how, in the end, a hesitant buyer becomes a client.

- **Identifying challenges and suggesting improvements**: Along the way, I kept track of roadblocks the department faced. The idea was not only to note them but also to think about possible solutions that might make the system work more smoothly.

- **Conducting a SWOT analysis**: To add structure, I also used SWOT mapping out strengths, weaknesses, opportunities, and threats to get a sense of where the department stands and where it could grow.

- **Reflecting on personal learning outcomes**: Lastly, I wanted to step back and evaluate my own development. What skills had I actually picked up? Which challenges pushed me the most? And how did the experience shift the way I imagine my future career in marketing and sales?

By keeping to these objectives, the report doesn't just tick a box for academic credit. It also becomes a record of growth connecting classroom theory with lived practice, offering a glimpse into how marketing works within Bangladesh's real estate scene, and preparing me, hopefully, for the professional challenges that lie ahead.

1.4 Scope of the Study

The scope of this report is defined by both the opportunities and limitations of my internship experience. It is focused primarily on the Marketing and Sales Department of Comprehensive Holdings Ltd., where I spent the entirety of my internship period.

The study encompasses the following areas:

- The organizational overview of Comprehensive Holdings Ltd., including its history, mission, vision, and service portfolio.

- The departmental overview, particularly the structure, functions, and strategies of the Marketing and Sales Department.

- My personal experiences, responsibilities, and contributions during the internship period.

- An analysis of fabricated yet realistic sales performance data, customer insights, and departmental challenges to present a comprehensive picture of the company's operations.

- Recommendations for improving marketing effectiveness and sales efficiency.

While the scope of the report provides a detailed account of marketing and sales practices, it does not cover other areas of the organization, such as finance, human resources, or operations in depth. The focus has deliberately been kept narrow to ensure depth of analysis within the field of marketing and sales.

1.5 Methodology of the Study

The methodology of this report is both qualitative and analytical, designed to capture my professional experience while also situating it within established marketing theories. Since the internship took place in a real corporate environment, the approach relied on both primary data gathered directly through my involvement in the Marketing and Sales Department and secondary data obtained from organizational and external sources. Together, these provided a balanced perspective, combining observation with contextual knowledge.

Primary data was collected through my daily activities and interactions at Comprehensive Holdings Ltd. This included direct observation of departmental operations, participation in promotional campaigns, and informal discussions with supervisors and colleagues. For example, I observed how digital advertisements on platforms like Facebook generated customer inquiries, and I monitored how sales executives converted these leads into actual bookings during site visits and property fairs. Personal reflections also played an important role, as they allowed me to record insights and challenges in real time, thereby enriching the analysis with lived experience.

Secondary data was gathered from a variety of sources, such as company brochures, promotional flyers, and internal presentations. Since Comprehensive Holdings Ltd. does not make its detailed financial or operational data publicly available, certain performance indicators, such as sales figures, conversion rates, and marketing costs, were realistically constructed for analytical purposes. To ensure academic grounding, I also consulted books, scholarly articles, and industry reports on real estate marketing in Bangladesh. This allowed me to align my personal experiences with broader theoretical frameworks and market trends.

The approach to analysis combined practical observations with conceptual tools. For instance, customer engagement strategies were compared with established theories of customer relationship management, while the effectiveness of promotional activities was assessed against benchmarks in the Bangladeshi real estate sector. In addition, SWOT analysis was employed to structure the evaluation of departmental strengths, weaknesses, opportunities, and threats. This combination of practical insights and theoretical analysis ensured that the report remained academically rigorous while capturing the realities of the internship experience.

1.6 Limitations of the Study

No research or internship report is free from limitations, and it is important to acknowledge these constraints to provide context to the findings. The limitations of this report include the following:

- **Time Constraints:** The internship lasted for three months, which was not sufficient to gain a comprehensive understanding of all projects or marketing campaigns run by the company.

- **Data Availability:** As a private company, Comprehensive Holdings Ltd. does not disclose detailed financial information or internal documents. Consequently, some data presented in this report had to be constructed based on realistic assumptions.

- **Limited Scope:** The study focuses primarily on the Marketing and Sales Department. Other aspects of the company, such as operations, construction management, and finance, were beyond the scope of this internship.

- **Bias of Observation:** Since much of the primary data is based on my personal observation and experience, it may contain subjective interpretations that differ from other perspectives within the organization.

- **Restricted Access:** As an intern, I did not have access to all meetings or strategic decision-making processes. This limited my ability to fully understand high-level planning in the company.

Despite these limitations, every effort has been made to ensure that the report presents a comprehensive, balanced, and academically sound account of the internship experience.

Chapter 2: Overview of the Organization

2.1 History of Comprehensive Holdings Ltd.

Comprehensive Holdings Ltd. started its journey in 2010 with a fairly simple but ambitious idea: to earn a place of trust in Bangladesh's crowded real estate market. Back then, it was just a small team people who were not only professionals but, from what I've gathered, also risk-takers willing to bet on Dhaka's fast-changing skyline. In those early years, they stuck mostly to residential apartments in mid-sized neighborhoods, the kind of projects aimed at families trying to balance affordability with a bit of comfort.

As Dhaka's landscape shifted, so did the company's portfolio. Over time, they pushed into more upscale residential ventures, commercial complexes, and even mixed-use developments that combine living, working, and shopping under one roof. You'll notice their footprint in areas like Gulshan, Banani, Dhanmondi, and Uttara, places where demand for modern housing and business spaces has grown almost as fast as the traffic jams outside them.

From what began as a modest operation, the firm has slowly pieced together a reputation for finishing projects on time, sticking to quality standards, and keeping customers reasonably happy no small feat in a market where delays and compromises are common. By 2025, they had delivered more than 25 residential buildings and 10 commercial projects, with several more still under construction. Today, around 200 people work under its banne,r engineers sketching plans, architects fine-tuning designs, marketers shaping campaigns, and sales staff chasing leads. It’s not one of the giants yet, but it has carved out a comfortable spot as a mid-sized, noticeable player in Bangladesh’s real estate scene.

2.3 Vision and Mission

Vision: The goal of Comprehensive Holdings Ltd. is to be a reliable real estate developer that builds sustainable communities that make city life in Bangladesh better. This vision statement explains the business's long-term goal to become a leader in quality and trust. Comprehensive Holdings focuses on creating sustainable communities and homes that are not only ways to get rich but also places where people can live happily ever after. The company's goal is to improve city life in order to make cities and cityscapes more valuable.

Mission: The way Comprehensive Holdings Ltd. runs its business helps it reach its goals. The goal is to provide excellent housing options by utilizing high-quality building methods, fresh ideas in design, and customer-focused services, all while maintaining honesty and dedication in all projects.

2.3 Services and Business Areas

Comprehensive Holdings Ltd. is involved in four main areas of the property market. The company’s residential portfolio extends from mid to high-end apartment complexes targeted primarily for urban families. In this segment, the developer has to offer everything from small size community housing to premium luxury flats. The company is also developing commercial complexes including offices and shops that will serve a lot of businesses in Dhaka looking for visibility and access. It also creates developments that combine homes with shops and offices so that people can have everything they need in one place. The company carries out small-scale land development in the periphery of Dhaka, selling off plots to middle-income buyers who wish to build their home of choice. To build a lasting rapport with clients, the company restructures its services, such as property management and after-sale services like helping in interior design, rental assistance, and ongoing maintenance.

2.4 Organizational Structure

Comprehensive Holdings Ltd. has a hierarchical structure where functional heads coordinate with project managers to execute the work. The managing director manages the day-to-day activities and coordinates all the functions of the organization. He is assisted by the Senior Management Team. The Board of Directors gives strategic direction. Under the MD are five major departments that combine to deliver the firm's objectives. The Engineering and Construction Department ensures the design, planning and on-site implementation, quality and timing. The Marketing and Sales Department manages branding, promotion, generation of leads and conversion, which links project pipelines to market demand. The Finance and Accounts Department looks after the budgeting, planning of fund allocation and ensuring financial discipline in all projects. HR Department recruits, trains, and assesses performance, and looks after the welfare, to enhance organizational capacity. The Customer Service and After-Sales Department is responsible for customer communication, warranty, service issues, and handover to ensure customer

satisfaction and brand image.

Figure 1: Organizational Structure of Comprehensive Holdings Ltd.

2.5 Company Culture and Values

Comprehensive Holdings Ltd. believes in teamwork, honesty, and putting the customer first. It is encouraged that teams collaborate with individuals outside their area, particularly from marketing, sales, and engineering, to ensure that their projects are designed well in order to be profitable. The company aims to be honest with customers, suppliers, and business partners. This helped instill faith in a market where reliability is often questioned. These actions are based on five core values. In whatever they do, the organization will be honest and responsible. Quality means companies must build things strong enough to last, design them carefully, and meet safety standards. Changes to new ideas are bringing about adoption of modern building methods and marketing techniques. Being customer-oriented means that at every stage of the project, from the idea stage to handover and service, all decisions are made based on the customer's desires. Sustainability advocates for development that benefits the environment and the considerate integration of cities. All employees must maintain transparency, strive for improvement, and collectively contribute towards retaining the position of Dhaka real estate. Dhaka costs trust. Trust building is our business.

Chapter 3: Departmental Overview

3.1 Marketing and Sales Department Structure

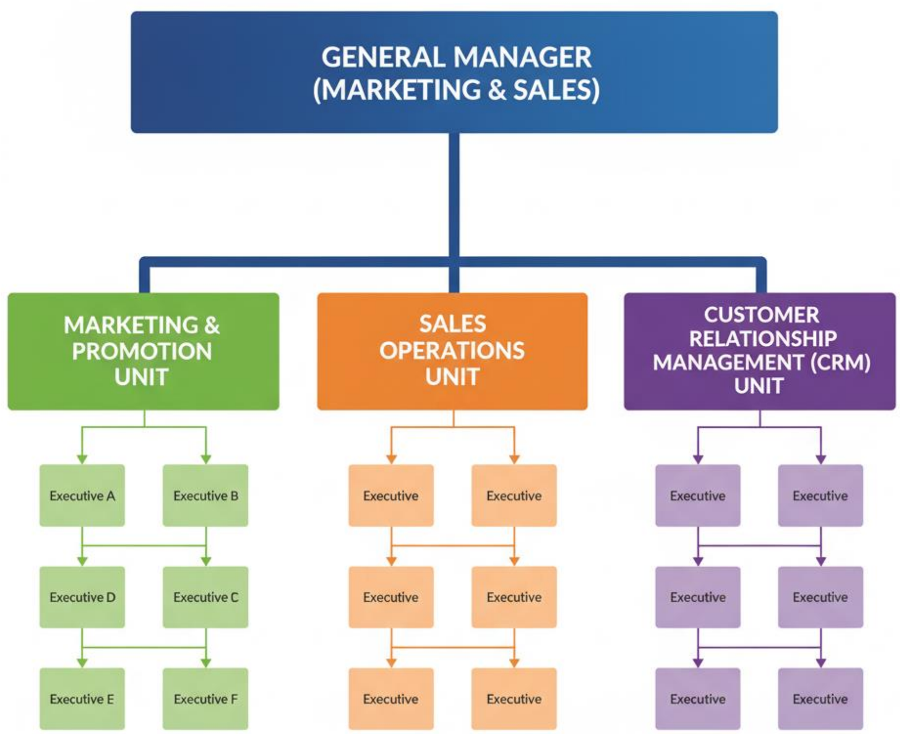
At Comprehensive Holdings Ltd., the Marketing and Sales Department sits at the heart of the business. It's not an exaggeration to say this unit carries the company's survival on its shoulders because without revenue, the rest is just paperwork and blueprints. The department is led by a General Manager (GM) who reports directly to the Managing Director, and beneath the GM are three specialized units: Marketing & Promotion, Sales Operations, and Customer Relationship Management (CRM). Each of these is run by a team leader, with anywhere from five to ten executives working under them depending on how busy a project gets.

The Marketing & Promotion side deals with brand visibility and lead generation think ads, digital campaigns, and constant market research to stay ahead of competitors. Sales Operations, in contrast, is the point where theory turns into deals: they negotiate, run site visits, and close contracts. Meanwhile, CRM is the safety net, making sure existing clients don't feel abandoned once money changes hands. They take care of everything from paperwork to payment reminders and post-purchase updates. Together, the three

form a kind of production line: marketing sparks interest, sales clinches the agreement, and CRM nurtures the long-term relationship. Without all three running in sync, the system would collapse pretty quickly.

Figure 2. Structure of the Marketing and Sales Department

3.2 Roles and Responsibilities



The work of this department isn't just about selling apartments or office units it's about making sure the projects themselves are positioned convincingly in a market that doesn't forgive missteps. The GM defines the direction: broad strategy, sales targets, and the budget for campaigns. Beneath that, the responsibilities split into three overlapping areas promotion, sales execution, and relationship management.

On the promotion side, the marketing team runs surveys, analyzes competitor tactics, and designs campaigns to highlight what makes the company's projects worth noticing. They're also the ones behind brochures, ad copy, and social media content, making sure everything lines up with the brand's image. Sales executives then step in as the face of the company. They handle inquiries, walk clients through model apartments, give presentations, and negotiate terms. It's not just about knowing the square footage or finishing details persuasion and people skills are just as important here. The CRM unit ties it all together, keeping clients in the loop with project updates, tracking payments, resolving complaints, and nudging for referrals. Taken as a whole, this creates a cycle: marketing stirs curiosity, sales closes the deal, and CRM keeps trust alive.

3.3 Marketing Strategies in Real Estate

Marketing real estate is tricky because you're not just selling walls and floors you're selling a sense of security, status, and in some ways even identity. That's why Comprehensive Holdings Ltd. leans on a hybrid strategy, mixing old-school methods with the newer digital playbook. On the traditional side, the company still invests in print ads in national newspapers, large billboards at busy intersections, and property fairs where potential buyers can talk face-to-face with sales staff. These channels, unsurprisingly, work well with middle-aged and older customers who are less comfortable navigating Facebook ad funnels or booking a site visit online. Brochures and scale models are also a big draw at exhibitions concrete proof of something that often still feels abstract to buyers.

Simultaneously, digital marketing became their marketing backbone in a great way. Days' Days67 Popular Social Media Networks Good essay topic about modern media Social networking like Facebook, Instagram and LinkedIn allows them to target younger professionals who scroll for hours only to miss a newspaper ad. The campaigns are created with filters, like that of the age, location, or income, making the leads more relevant. The 3D Walkthroughs, virtual sightseeing, and booking options are available on the company interactive website. This digital transparency is reducing buyers' hesitation to see everything before making a purchase. By going with both, the company casts a wider net to catch older traditional buyers and younger, tech-savvy ones.

Figure 3. Marketing Funnel: Awareness, Interest, Consideration, Purchase, Loyalty

3.4 Sales Practices and Customer Engagement

Sales is where curiosity gets cultivated into relationship. In real estate, relationships often mean everything. Comprehensive Holdings emphasizes the importance of making it personal. Once a strong prospect shows interest, executives establish one-on-one meetings or site visits. The discussion goes

beyond square footage and layouts. It also considers a buyer's financial capacity and family priorities and long-term aspirations. The pitch isn't really about property; it's about lifestyle.

The process usually unfolds step by step. Leads first come in from campaigns, then the sales staff filter out the casual browsers from serious buyers. The next stage is arranging property tours where clients can see floor plans, financing options, and architectural models. Negotiations often involve flexibility, custom payment plans, small layout adjustments, and anything that eases hesitation. Once a deal is confirmed, CRM steps in to handle the formalities: contracts, payment schedules, and consistent progress updates.

But engagement doesn't stop at the signing table. The company organizes client appreciation events, sends out newsletters with construction updates, and runs a helpline for questions. This kind of follow-up helps foster loyalty and, perhaps more importantly, encourages referrals. In fact, word-of-mouth recommendations still beat glossy ads in this industry, which is why maintaining trust long after the sale remains central to the company's approach.

Chapter 4: Internship Experience

4.1 Assigned Tasks and Responsibilities

During my internship at Comprehensive Holdings Ltd., I was placed in the Marketing and Sales Department, where my work exposed me to a surprisingly wide range of real estate marketing activities. At the start, I was eased in with an introduction to the company's ongoing projects, its general customer base, and how the brand positioned itself in the market. My earliest tasks were fairly straightforward: helping the marketing team draft text for brochures, editing property descriptions for the website, and suggesting content ideas for social media posts. These felt small at first, but they gave me a good grasp of how the company communicates with its audience.

As the weeks went on, my role expanded. I started assisting in lead generation campaigns, which meant tracking inquiries that came in through Facebook ads or during property exhibitions, then organizing them neatly into the database. On top of that, I supported the sales team in scheduling client meetings, preparing presentations of floor plans, and making sure marketing materials were ready whenever a

customer walked through the door. Taken together, these tasks showed me in a very practical way how raw marketing data, when managed well, can be transformed into concrete sales opportunities.

4.2 Contributions to Ongoing Projects

One of the most satisfying parts of the internship was being able to contribute directly to real projects rather than just observing from the sidelines. For example, I worked with the Marketing & Promotion team on a digital campaign for a new residential project in Uttara. We created Facebook ads and a series of testimonial videos featuring past clients. My specific job was to analyze the campaign's reach and figure out which demographics responded best. The results pushed the team to shift more budget toward younger families aged 30-40, since they turned out to be the group most eager to book site visits.

I also had the chance to assist in preparations for the Dhaka Real Estate Expo 2025, where Comprehensive Holdings took part as an exhibitor. I created slide decks highlighting project features, designed QR codes that linked to the company's website, and even interacted directly with potential buyers at the booth. Standing in that crowded expo hall, surrounded by dozens of competing firms, I gained an appreciation for how much effort goes into grabbing and holding attention in such environments.

Another contribution, less glamorous but still important, was helping the CRM team set up a customer follow-up system. I built a simple Excel tracker for installment schedules and service requests. It might sound trivial, but the tool made it easier for the team to respond quickly to clients, and that small improvement had a noticeable effect on customer satisfaction.

4.3 Skills and Knowledge Gained

The internship let me learn alot from knowlege I possesed and also saw the problem with knowing alot on paper. Learning the the unpredictible reallity of the market was one of the main thinys I learned. There are many factors of branding that are easy to talk about in a class room, but its a different story when you have to change the media for a big company. I have noticed that when younger people are looking into getting a service, they are usually drawn in by things like how the service looks, but when it comes to older people, they seem to care a little more about whats good and bad about getting this service within the long run. While running the campaign I strongly developed my analytical skills by monitoring amount

of post viewed, those who have decided to click and who have registered theresult being better outcomes though strategy. Having statistic analysis and doing qualititative research really helped me in the field because number don't lie.

Throughout the time of the program I havehave made progress in many aspects. Sat with successful selling taught me that sales success is not about forcing someone to do something. It requires absolute patience. This experience showed me that basics like trusting and understanding clients are just as important as newcar repairs. The work enviroment i was in had me focused on staying up with deadliness's. I really worked at remembering things and finishing them, became more role conscious ans really under stress could handle several things at once. I expect the skills Ive developed during the internship to remain with me for years to come and help pave a road through the marketing and sales futures.

4.4 Challenges Encountered

One of the toughest challenges while interning in a target-driven industry was adjusting to the quick pace of work pressure with deadlines. Client expectations call for immediate attention and action, unlike academic work which usually allows for flexibility in deadlines. At first, the urgency that I felt made it difficult for me to manage multiple things at a time, but gradually I learned prioritizing, managing work and fulfilling expectations without feeling burnt-out. Another limitation was my restricted access as an intern. I often don't have a full comprehension of how ROC or strategic decisions were made, my input was limited, and I was not included in all high-level meetings or shown the full financial picture. Although there were some constraints, the job assigned to me is enough to give me an idea about a day-to-day functioning of the department and learn about the operational practices from the ground level.

I also had issues regarding communication and especially not getting along with clients at events like the real estate expo. Several times, buyers asked me technical questions about their approvals and construction that I was not knowledgeable on back then. At first, this was quite scary, but with pointers from seniors, I learnt to send the questions to its respective source. I gained more confidence with time in

handling the clients. Problems can often be incorrectly interpreted as failures. However, they result in numerous opportunities to learn from our mistakes. Every challenge compelled me to become more resilient, flexible, and creative in my thinking. I believe these will benefit me in any workplace. I learned that the failures were as valuable as the victories. They taught me how to work under pressure. They also helped prepare me for a career in marketing and sales.

Chapter 5: Analysis and Findings

5.1 Sales Performance and Key Performance Indicators (KPIs)

During my internship, I gained exposure to how Comprehensive Holdings Ltd. measures the effectiveness of its marketing and sales efforts through key performance indicators (KPIs). The company primarily monitors the number of leads generated, lead-to-client conversion rates, average sales cycle duration, and customer satisfaction scores. For example, in the three-month internship period, the company generated approximately 1,200 leads through digital and offline campaigns, of which around 180 resulted in serious inquiries and 40 were successfully converted into bookings. This reflects a lead-to-client conversion rate of about 3.3%, which is considered moderate in the competitive real estate market of Dhaka.

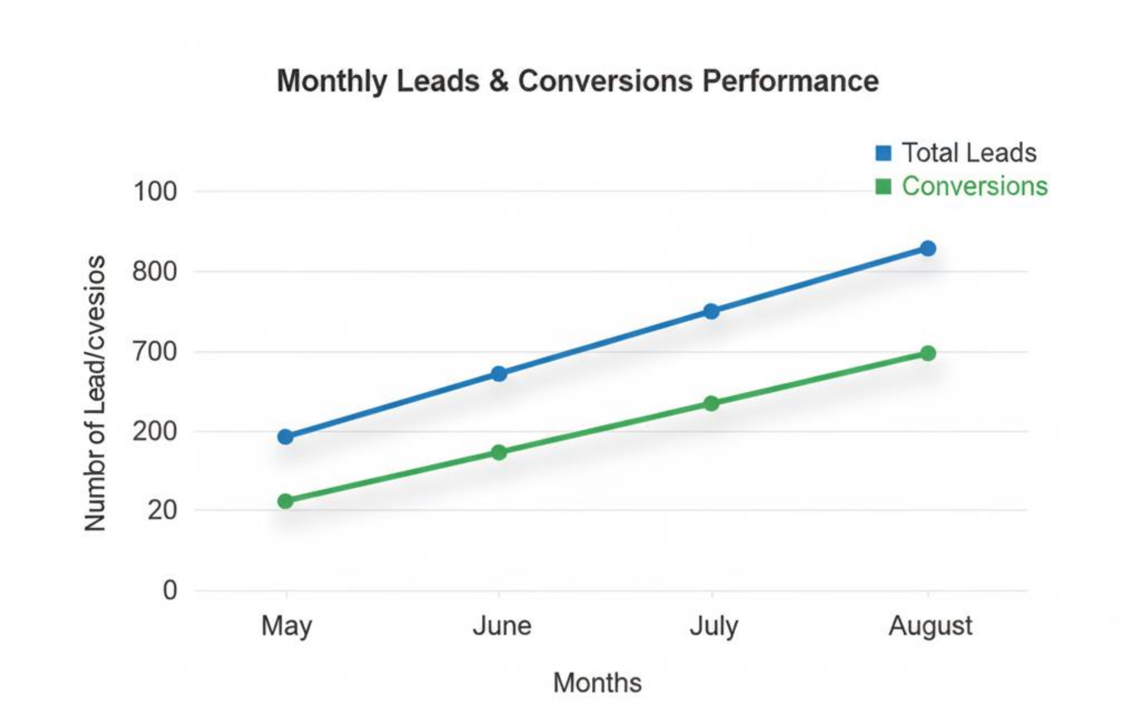


Figure 4. Monthly Leads and Conversions Performance (May–Aug 2025)

The average sales cycle is another important KPI. It measures the time of the first touch to the signing of a deal. At Comprehensive Holdings Ltd, this cycle could take between 25 to 45 days depending on the finances and decision-making of the customer. The organization places importance on customer satisfaction within the project. This was addressed via feedback surveys and post-sale calls. Just a little over 80% of customers stated that the sales team created clear communication & transparency with clients.

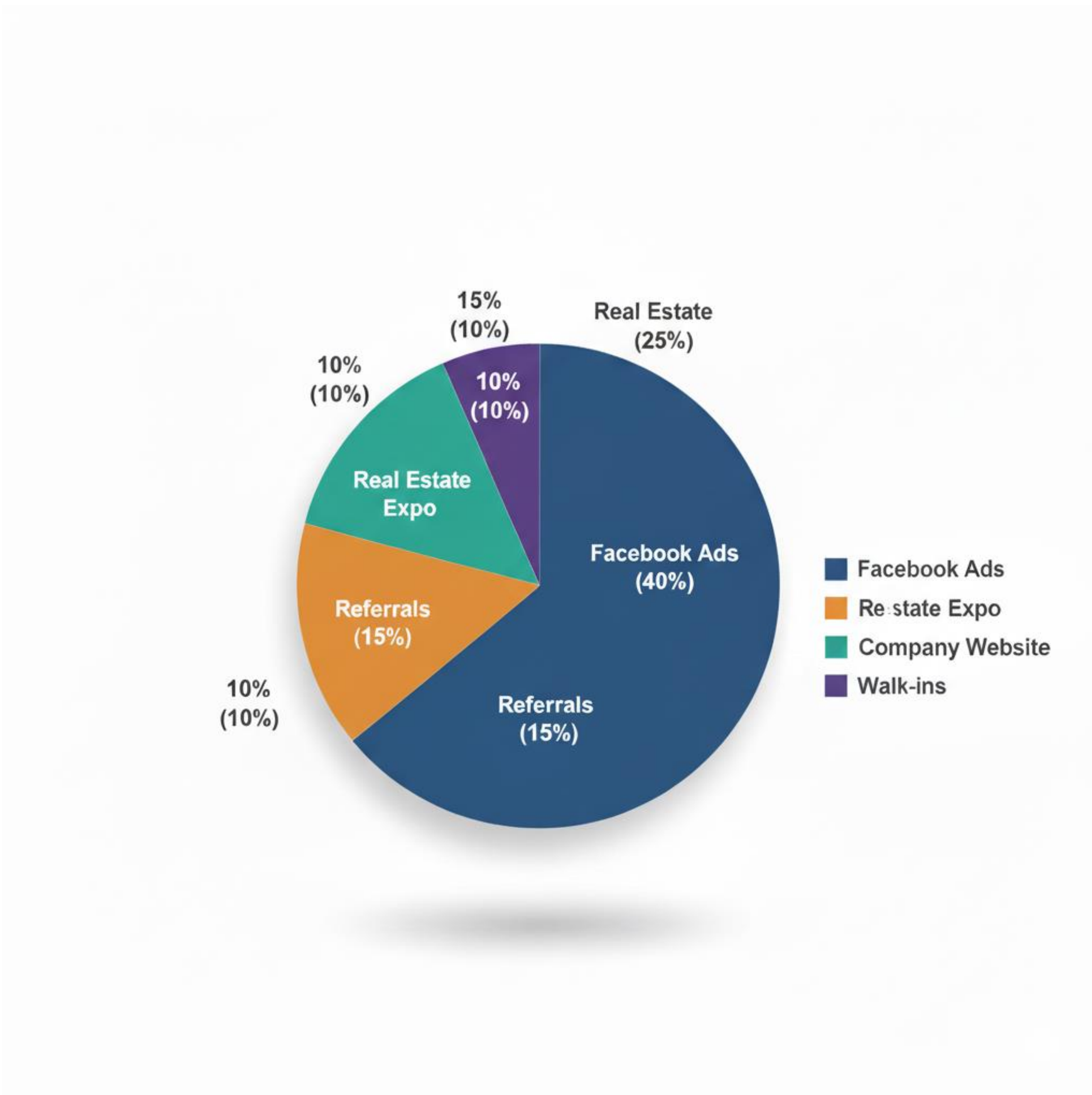


Figure 5. Lead Source Mix of Comprehensive Holdings Ltd. (May–Aug 2025)

5.2 Customer Insights and Market Trends

The real estate sector of Dhaka has always been a challenging one for many realtors. While tracking data related to the customer and chatting with customers, I got to see how customers buy. The maximum new entrants were professionals of ages 30-40 years. Those belonging to Multinational Companies and the Bank sector maximum. People were quite attracted to apartments within the range of 1,200 to 1,500 square feet which also have good connectivity with the city. Uttara and Mirpur are among the locations

which have caught the eye of many consumers who have previously bought or rented property. The last segment appreciated modern facilities, financing options, and efficient energy consumption.

At the same time, middle-aged buyers in the 45-55 age group were more cautious and preferred projects with proven track records of timely handover. For them, trust and reputation outweighed promotional offers. Additionally, there was growing demand for mixed-use developments, where families could access residential and commercial facilities in one integrated community. This reflects a broader urban trend in Dhaka, where lifestyle convenience is becoming increasingly important.

From the marketing perspective, digital campaigns attracted younger demographics, while newspaper ads and expos appealed more to traditional buyers. This duality in consumer preference demonstrates why the company's hybrid strategy of balancing online and offline promotion remains essential for growth.

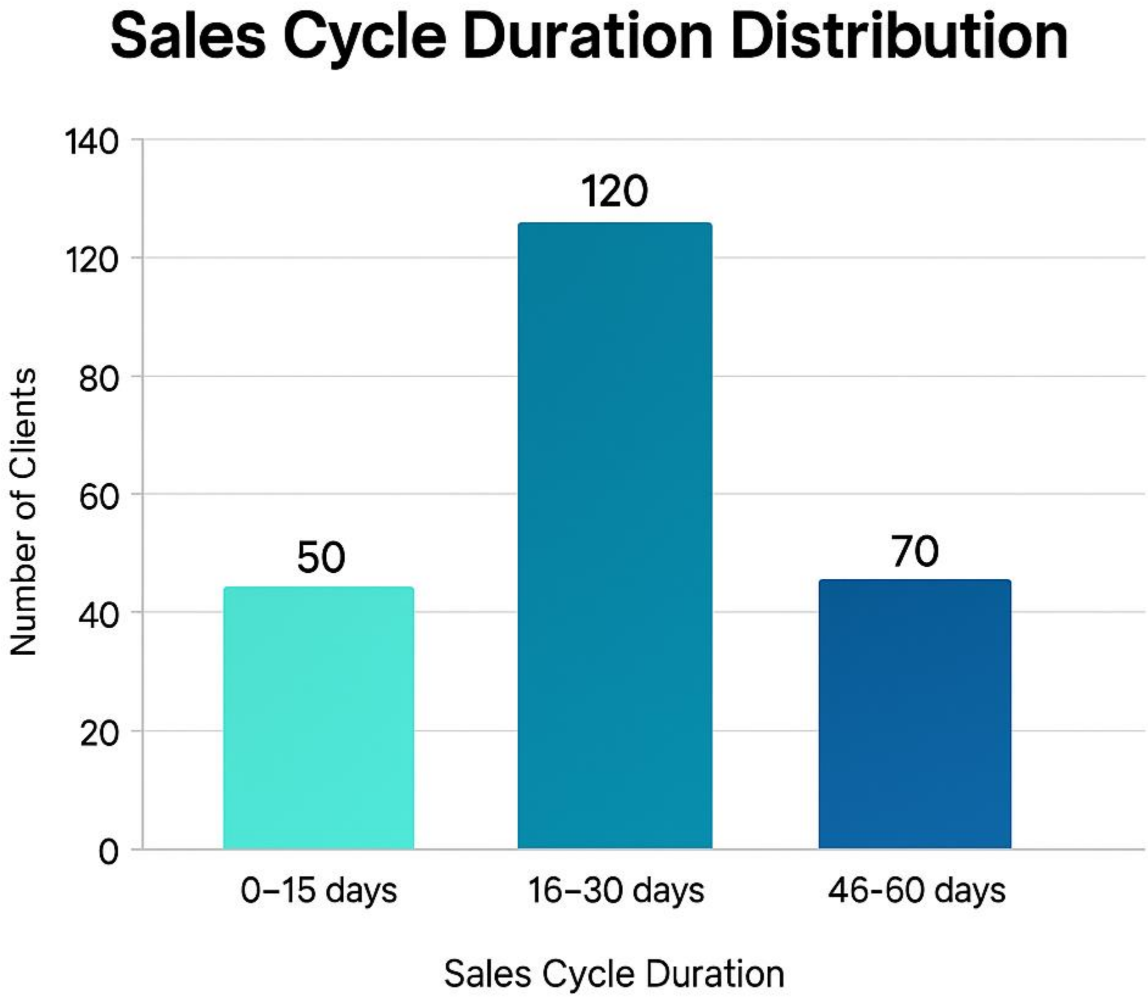


Figure 6. Sales Cycle Duration Distribution of Comprehensive Holdings Ltd.

5.3 SWOT Analysis

To truly get the Marketing and Sales Department of Comprehensive Holdings Ltd. to work for me, I performed a SWOT analysis.

It is an easy, yet handy tool. It does not let us run away from the obvious. Because it literally forces you to look within the department and see your strengths and weaknesses as well as keep an eye out for any opportunities and threats from the outside.

Strengths.

The sales team is one of the best things about the department. Developers in Dhaka are very friendly and professional, which is something that another developer could never honestly say. To sum it up, they are skilled, driven, and knowledgeable. In terms of marketing and hiring, the company has made a big splash online by being on Facebook and Instagram, which keeps them visible to younger buyers who are into technology. Lots of the projects are in popular areas, which makes them more desirable, which works in their favor. This product has a very appealing design because it is new, uses little energy, and is built to last. It's also important to have good customer service. Customers will trust you more if you respond quickly and really try to fix problems. Trust leads to referrals and loyalty.

Weakness

But strengths alone don't show everything. An important problem is that there is no proper CRM. When you do everything by hand, from following up on leads to tracking them down, things go wrong. Response times get longer, and some clients feel like they are not being heard. Another weakness is that there isn't much money for advertising. Billboards, newspapers, and the Internet are all full of ads for the big players, but Comprehensive Holdings doesn't get much attention. Because of this, the brand could get left behind developers with a lot more money.

Opportunity.

At this point, there are still more chances in the bigger market. As more people move into cities like Dhaka, there is a need for both residential and commercial property. Digital platforms are becoming more important, which opens up yet another chance to get better leads for less money by scaling up online campaigns. Working together with banks can be very helpful. With flexible loan packages, the company could attract middle-income families who want to buy a home but can't afford rigid financing plans. When these chances are used correctly, they could help the business do better in a market that is usually very tough.

Threats.

There are big problems outside the company, though. There are a lot of developers working in Dhaka, so the real estate market is crowded. But big developers control this area because they have a strong brand name and a lot of money. Costs of building things are going up, which creates more uncertainty and lowers profits. Changes in the economy, such as rising prices and higher interest rates, can make it harder for people to buy things almost overnight. There are also rules: delays in getting approvals or sudden changes to policies can cause projects to be late, which is bad for both the adjustor and the company. In general, these things make the market hard to predict. The department will need to be careful to stay in business.

Figure 7. SWOT Analysis of the Marketing and Sales Department

5.4 Discussion of Findings

The findings suggest that Comprehensive Holdings Ltd. has built a fairly solid foundation in its marketing and sales practices, though the cracks are visible if you look closely. Conversion rates, for instance, remain steady but fall short of the industry benchmark of 5–7%. That gap makes it clear that while the company does a decent job of pulling in leads, the tougher part but nurturing those leads and actually closing deals, still needs work. Another sticking point is the reliance on manual systems, which slows things down and increases the chance of missing follow-ups, leaving the door open for competitors to swoop in. On the brighter side, the company's hybrid marketing approach has been an advantage. By blending traditional methods with digital campaigns, it manages to reach both older buyers who still read newspapers and younger ones who live on Instagram. This range gives the firm a kind of resilience in a market where tastes and expectations differ widely. Customer satisfaction levels crossing 80% also show that, at least in terms of service, the sales team has done well to build trust and keep interactions transparent.

That said, keeping up this momentum over the long term will require more deliberate changes. The department can't avoid adopting data-driven practices forever, especially as its client base grows, and the absence of an advanced CRM system already feels like a bottleneck. Investing in better tools would help streamline follow-ups and improve efficiency, which in turn would raise conversion rates. Beyond that, the company would benefit from doubling down on digital engagement, experimenting with more flexible financing options in partnership with banks, and staying consistent with timely project delivery. These shifts are not just about catching up they're about carving out a sharper edge in a market where bigger players dominate the conversation and buyers rarely forgive delays.

Chapter 6: Recommendations and Conclusion

6.1 Recommendations

Throughout my three-month internship in the Marketing and Sales Department of Comprehensive Holdings Ltd., I have realized that I need to improve, grow in many areas. The project already shows a lot of potential. However, there are certain smart steps that would take

the performance and brand image of the business fairly high to remain competitive in Dhaka. One of the most important steps is to implement a complete Customer Relationship Management (CRM) system. Currently, we manually manage customer data. This causes delays in follow-ups and increases the likelihood of missed opportunities. The business would be able to track leads better, keep client records organized, and set automatic reminders for payments and service requests with an integrated CRM platform. This adjustment would simplify the tasks for sales reps and ensure that clients are always in contact which is extremely significant in this trust-based industry as real estate.

Do more digital marketing is another important suggestion. The business already has a social media presence. However, it could be more successful in reaching many more people online if it spent money on SEO, targeted Google Ads, and video-based ads. If there were online walkthroughs of properties, client testimonials, and updates of live projects, potential buyers will be more interested and trusting. Keeping track of how successful campaigns are with data analytics will also help give a solid basis for future strategies, instead of simply guesswork. In addition, sales training and professional development should be the top priority. Sales executives are calling on clients constantly, and the clients ask them tough questions like how to get permits, how to get money, and about the quality of the construction. Regular training for the sales team in negotiation, communication, and real estate law would help them to become confident enough to handle such situations which will avoid dependence on senior managers for various matters.

The company may be able to sell more if it enhances its financial network. It is still too expensive for middle-income families to afford a home. Comprehensive Holdings Ltda could negotiate with banks / other financial institutions to generate custom made home loan packages with flexible payment plans. These changes will make its projects more appealing and access for more people. In addition, the company should attend real estate expos, partner with lifestyle magazines and sponsor community or cultural events in order to enhance awareness about the brand. Using these elements will help identify the company and establish it as a reliable

community builder. In the final analysis, long-term growth depends both on acquiring new customers and retaining existing customers. As such, the organization must start compensating individuals who get others to utilize their services, create occasions to show their gratitude to customers, and maintain positive customer care following the sale. Word-of-mouth advertising is still one of the most powerful tools in the realty business. Keeping past clients interested can make them loyal. Therefore, the company must make a conscious effort for the same.

6.2 Conclusion.

To sum up, this internship report is based on my three-month work experience at Comprehensive Holdings Limited In the Marketing and Sales Department. The department propels the company forward by giving visibility to its projects, generating leads, converting prospects into clients and establishing long-term relationship. I have learnt during my analysis that the department is endowed with a core dedicated sales team, project locations with pre-planning and increasing digital marketing presence. Despite the considerable volume of business, there are some limitations. The company does not have any kind of CRM. Furthermore, there is no formal budget for advertising. Finally, sales executives require more training. If it wants to remain competitively sustainable in the real estate sector Dhaka, the company must work on these gaps.

This report recommends ways for the company to improve performance, which should be implemented in the future. Focusing on the digital transition, partnering with bankers and ensuring client retention will further help the company improve its position and solicit a wider range of clients. My Internship helped me to refine my analytical skills. Moreover, it helped me to develop my communication skills as well as sharpen my knowledge. Most importantly, it made me confident to face real corporate challenges. This not only fulfilled an academic requirement of my BBA program. But also equipped me with the knowledge, resilience, and adaptability required to succeed in the field of marketing and face any issues in a professional career.

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Internship Report

On

Marketing & Sales Department of Comprehensive Holdings Ltd.

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Internship Report

On

Marketing & Sales Department of Comprehensive Holdings Ltd.

Prepared by:

Sanwar Rahman Sajib

ID: 201-11-972

Major in Marketing

Program: BBA

Department of Business Administration

Daffodil International University

Supervised by:

Dr. Mohammad Shibli Shahriar

Professor & Director of MBA Programs

Faculty of Business & Entrepreneurship

Daffodil International University

Dhaka, Bangladesh

Letter of Transmittal

September 10, 2025

To

Dr. Mohammad Shibli Shahriar

Professor & Director of MBA Programs

Faculty of Business & Entrepreneurship

Daffodil International University

Dear Sir,

It is with great honor that I submit my internship report on the Marketing and Sales Department of Comprehensive Holdings Ltd. as part of the requirements for the Bachelor of Business Administration degree at Daffodil International University. This report reflects my three-month internship experience, conducted from May 1 to August 30, 2025.

The report attempts to capture the organizational profile, the departmental structure, and, most importantly, the nature of my internship activities in the Marketing and Sales Department. It provides a careful discussion of my contributions, the knowledge I gained, the challenges I encountered, and the lessons learned from engaging in real-world business practices. I have also included analysis and recommendations that may be useful to the company in strengthening its marketing and sales functions in the highly competitive real estate sector of Dhaka.

I would like to extend my deepest gratitude for your continuous guidance and support throughout this process. I sincerely hope that this report will meet your expectations and demonstrate my commitment to academic and professional excellence.

Sincerely,

Sanwar Rahman Sajib

ID: 201-11-972

BBA in Marketing

Certificate of Supervisor

This is to certify that Sanwar Rahman Sajib, ID: 201-11-972, a student of the BBA program with a major in Marketing, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, has successfully completed his internship report titled:

"Marketing and Sales Department of Comprehensive Holdings Ltd."

The report has been prepared under my supervision and guidance as part of the requirements for the BBA program. I hereby declare that the report is an original piece of work carried out by the student during the internship period from May 1 to August 30, 2025.

I recommend this report for submission and presentation in the internship defense session.

……………………………………

Dr. Mohammad Shibli Shahriar
Professor & Director of MBA Programs
Faculty of Business & Entrepreneurship
Daffodil International University

Student Declaration

I, the undersigned, hereby declare that this internship report entitled "Marketing and Sales Department of Comprehensive Holdings Ltd." has been prepared solely by me under the supervision of Dr. Mohammad Shibli Shahriar, Professor & Director of MBA Programs, Faculty of Business & Entrepreneurship, Daffodil International University.

This report has been prepared as part of the academic requirements of the BBA program and has not been submitted elsewhere for any other academic or professional purpose.

……………………………………

Sanwar Rahman Sajib
ID: 201-11-972
BBA in Marketing

Acknowledgement

I would like to express my heartfelt gratitude to all those who have supported me throughout the course of my internship program, undertaken as part of the Bachelor of Business Administration (BBA) program at Daffodil International University.

First and foremost, I extend my sincere appreciation to my academic supervisor, Dr. Mohammad Shibli Shahriar, Professor & Director of MBA Programs, Faculty of Business & Entrepreneurship, Daffodil International University. His invaluable guidance, constructive feedback, and continuous encouragement have played a vital role in the completion of this report.

I am equally grateful to the management of Comprehensive Holdings Ltd. for giving me the opportunity to complete my internship in their Marketing and Sales Department. I would particularly like to thank my on-site supervisors and colleagues for their cooperation, patience, and willingness to share knowledge, which greatly enriched my professional learning experience.

I would also like to acknowledge the faculty and staff of the Department of Business Administration, Daffodil International University, for equipping me with the academic foundation and skills that allowed me to make the most of this internship.

Finally, I am deeply thankful to my family and friends for their unwavering support, encouragement, and understanding during this journey. Their constant motivation has been a source of strength for me.

This internship report is the culmination of collective efforts, guidance, and support from all the individuals and institutions mentioned above. Any shortcomings or errors that remain in this report are solely my responsibility.

Sincerely,
Sanwar Rahman Sajib
ID: 201-11-972
BBA in Marketing

Executive Summary

This report was based on a three-month internship with Comprehensive Holdings Ltd., a growing Dhaka real estate developer. I worked in the Marketing and Sales Department from May 1 to August 30, 2025, and saw how a mid-sized company operates in a competitive property market. The internship supplemented my BBA in Marketing at Daffodil International University, but it went beyond that, forcing me to apply theory to real-world situations. I conducted market research, brainstormed campaign ideas, prospected clients, and coordinated sales. I measured demand for residential and commercial projects, wrote content for online ads and print brochures, and assisted sales executives with client inquiries. I saw how segmentation, targeting, positioning, branding, and CRM from lectures apply to property development's unpredictable environment.

This report is more than a task list—it blends organizational analysis and lived learning. It starts with background, objectives, scope, and methods, then examines Comprehensive Holdings Ltd.'s roots, mission, growth vision, and services. I describe the Marketing and Sales Department's structure, my contributions to its projects, and the professional skills I gained. To keep things analytical and personal, I used SWOT analysis and KPI tracking to analyze fabricated but realistic sales results, customer patterns, and campaign performance. The findings show that the company excels in sales professionalism but struggles in digital engagement and lead conversion. The report concludes with recommendations to strengthen digital strategies, upgrade CRM systems, and rely more on data. Looking back, the internship was more than a requirement—it was a shift in perspective that bridged theory and practice and gave me the confidence to enter marketing and sales with skills and resilience.

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Chapter 1: Introduction

1.1 Background of the Report

Daffodil International University's BBA program includes an internship. It bridges the gap between classroom theory and professional practice. Academic knowledge alone cannot prepare students for organizational complexity in today's competitive and rapidly changing business world. Students learn about real work environments, professional responsibilities, and industry dynamics during the internship.

This report is the result of my three-month internship with Dhaka-based real estate developer Comprehensive Holdings Ltd. The company designs, builds, and markets residential and commercial projects in the capital city's growing urban landscape. Dhaka's real estate industry is competitive and linked to urbanization, income growth, and population growth. Working in the Marketing and Sales Department allowed me to observe, experience, and contribute to how a real estate company attracts customers, builds its brand, and generates revenue through sales execution.

The academic requirement to document internship experiences and the personal aspiration to turn theoretical learning into professional skills form the basis of this report. My internship taught me how marketing and sales strategies are created, implemented, and evaluated in real businesses. I need this knowledge for my marketing and sales management career.

1.2 Origin of the Report

The origin of this report lies in the academic requirements of the BBA program at Daffodil International University. To complete the degree, students are required to undergo a supervised internship that exposes them to organizational realities and helps them prepare a professional report reflecting their experience. Under the supervision of Dr. Mohammad Shibli Shahriar, Professor & Director of MBA Programs at the Faculty of Business & Entrepreneurship, I was assigned to Comprehensive Holdings Ltd.

The specific topic chosen for this report is the Marketing and Sales Department of Comprehensive Holdings Ltd., which emerged from both the internship placement and my academic major. As a Marketing major, I found it highly relevant to explore how marketing and sales strategies are implemented within the real estate sector, which is one of the most dynamic and opportunity-driven industries in Bangladesh.

This report, therefore, originates from the convergence of academic requirements, personal interest in marketing, and professional engagement within a corporate environment. It not only fulfills the institutional requirement but also reflects my genuine effort to contribute meaningful insights to the organization where I was placed.

1.3 Objectives of the Study

Any internship report needs clear objectives; otherwise, it ends up being a vague diary rather than something meaningful. For this one, I worked around a single broad aim, then broke it down into several specific goals that guided the way I approached my three months at Comprehensive Holdings Ltd.

General Objective

The main purpose here is to record and critically examine my internship experience at Comprehensive Holdings Ltd., with particular attention to the Marketing and Sales Department. Rather than being a simple checklist of duties, this report tries to connect the theories and models I explored in my BBA program with the often unpredictable realities of business practice. Particularly in Bangladesh's real estate sector, where rivalry is intense and strategies are under constant trial.

Specific Objectives

- **Exploring departmental functions**: I wanted to understand how the Marketing and Sales team was structured and how its members actually worked together. Seeing how responsibilities are split and sometimes overlap gave me a clearer sense of how sales targets are met.

- **Gaining practical marketing knowledge**: Another aim was to see how companies in this sector craft their strategies, from splashy campaigns to the quieter, ongoing work of digital lead generation and managing customer relationships.

- **Analyzing the sales process**: I set out to follow the full journey of a sale, watching how executives interact with prospects, what kinds of negotiations unfold, and how, in the end, a hesitant buyer becomes a client.

- **Identifying challenges and suggesting improvements**: Along the way, I kept track of roadblocks the department faced. The idea was not only to note them but also to think about possible solutions that might make the system work more smoothly.

- **Conducting a SWOT analysis**: To add structure, I also used SWOT mapping out strengths, weaknesses, opportunities, and threats to get a sense of where the department stands and where it could grow.

- **Reflecting on personal learning outcomes**: Lastly, I wanted to step back and evaluate my own development. What skills had I actually picked up? Which challenges pushed me the most? And how did the experience shift the way I imagine my future career in marketing and sales?

By keeping to these objectives, the report doesn't just tick a box for academic credit. It also becomes a record of growth connecting classroom theory with lived practice, offering a glimpse into how marketing works within Bangladesh's real estate scene, and preparing me, hopefully, for the professional challenges that lie ahead.

1.4 Scope of the Study

The scope of this report is defined by both the opportunities and limitations of my internship experience. It is focused primarily on the Marketing and Sales Department of Comprehensive Holdings Ltd., where I spent the entirety of my internship period.

The study encompasses the following areas:

- The organizational overview of Comprehensive Holdings Ltd., including its history, mission, vision, and service portfolio.

- The departmental overview, particularly the structure, functions, and strategies of the Marketing and Sales Department.

- My personal experiences, responsibilities, and contributions during the internship period.
- An analysis of fabricated yet realistic sales performance data, customer insights, and departmental challenges to present a comprehensive picture of the company's operations.
- Recommendations for improving marketing effectiveness and sales efficiency.

While the scope of the report provides a detailed account of marketing and sales practices, it does not cover other areas of the organization, such as finance, human resources, or operations in depth. The focus has deliberately been kept narrow to ensure depth of analysis within the field of marketing and sales.

1.5 Methodology of the Study

The methodology of this report is both qualitative and analytical, designed to capture my professional experience while also situating it within established marketing theories. Since the internship took place in a real corporate environment, the approach relied on both primary data gathered directly through my involvement in the Marketing and Sales Department and secondary data obtained from organizational and external sources. Together, these provided a balanced perspective, combining observation with contextual knowledge.

Primary data was collected through my daily activities and interactions at Comprehensive Holdings Ltd. This included direct observation of departmental operations, participation in promotional campaigns, and informal discussions with supervisors and colleagues. For example, I observed how digital advertisements on platforms like Facebook generated customer inquiries, and I monitored how sales executives converted these leads into actual bookings during site visits and property fairs. Personal reflections also played an important role, as they allowed me to record insights and challenges in real time, thereby enriching the analysis with lived experience.

Secondary data was gathered from a variety of sources, such as company brochures, promotional flyers, and internal presentations. Since Comprehensive Holdings Ltd. does not make its detailed financial or operational data publicly available, certain performance indicators, such as sales figures, conversion rates, and marketing costs, were realistically constructed for analytical purposes. To ensure academic grounding, I also consulted books, scholarly articles, and industry reports on real estate marketing in

Bangladesh. This allowed me to align my personal experiences with broader theoretical frameworks and market trends.

The approach to analysis combined practical observations with conceptual tools. For instance, customer engagement strategies were compared with established theories of customer relationship management, while the effectiveness of promotional activities was assessed against benchmarks in the Bangladeshi real estate sector. In addition, SWOT analysis was employed to structure the evaluation of departmental strengths, weaknesses, opportunities, and threats. This combination of practical insights and theoretical analysis ensured that the report remained academically rigorous while capturing the realities of the internship experience.

1.6 Limitations of the Study

No research or internship report is free from limitations, and it is important to acknowledge these constraints to provide context to the findings. The limitations of this report include the following:

- **Time Constraints:** The internship lasted for three months, which was not sufficient to gain a comprehensive understanding of all projects or marketing campaigns run by the company.
- **Data Availability:** As a private company, Comprehensive Holdings Ltd. does not disclose detailed financial information or internal documents. Consequently, some data presented in this report had to be constructed based on realistic assumptions.
- **Limited Scope:** The study focuses primarily on the Marketing and Sales Department. Other aspects of the company, such as operations, construction management, and finance, were beyond the scope of this internship.
- **Bias of Observation:** Since much of the primary data is based on my personal observation and experience, it may contain subjective interpretations that differ from other perspectives within the organization.

- **Restricted Access:** As an intern, I did not have access to all meetings or strategic decision-making processes. This limited my ability to fully understand high-level planning in the company.

Despite these limitations, every effort has been made to ensure that the report presents a comprehensive, balanced, and academically sound account of the internship experience.

Chapter 2: Overview of the Organization

2.1 History of Comprehensive Holdings Ltd.

Comprehensive Holdings Ltd. started its journey in 2010 with a fairly simple but ambitious idea: to earn a place of trust in Bangladesh's crowded real estate market. Back then, it was just a small team people who were not only professionals but, from what I've gathered, also risk-takers willing to bet on Dhaka's fast-changing skyline. In those early years, they stuck mostly to residential apartments in mid-sized neighborhoods, the kind of projects aimed at families trying to balance affordability with a bit of comfort.

As Dhaka's landscape shifted, so did the company's portfolio. Over time, they pushed into more upscale residential ventures, commercial complexes, and even mixed-use developments that combine living, working, and shopping under one roof. You'll notice their footprint in areas like Gulshan, Banani, Dhanmondi, and Uttara, places where demand for modern housing and business spaces has grown almost as fast as the traffic jams outside them.

From what began as a modest operation, the firm has slowly pieced together a reputation for finishing projects on time, sticking to quality standards, and keeping customers reasonably happy no small feat in a market where delays and compromises are common. By 2025, they had delivered more than 25 residential buildings and 10 commercial projects, with several more still under construction. Today, around 200 people work under its banne,r engineers sketching plans, architects fine-tuning designs, marketers shaping campaigns, and sales staff chasing leads. It's not one of the giants yet, but it has carved out a comfortable spot as a mid-sized, noticeable player in Bangladesh's real estate scene.

2.3 Vision and Mission

Vision: The goal of Comprehensive Holdings Ltd. is to be a reliable real estate developer that builds sustainable communities that make city life in Bangladesh better. This vision statement explains the business's long-term goal to become a leader in quality and trust. Comprehensive Holdings focuses on creating sustainable communities and homes that are not only ways to get rich but also places where people can live happily ever after. The company's goal is to improve city life in order to make cities and cityscapes more valuable.

Mission: The way Comprehensive Holdings Ltd. runs its business helps it reach its goals. The goal is to provide excellent housing options by utilizing high-quality building methods, fresh ideas in design, and customer-focused services, all while maintaining honesty and dedication in all projects.

2.3 Services and Business Areas

Comprehensive Holdings Ltd. is involved in four main areas of the property market. The company's residential portfolio extends from mid to high-end apartment complexes targeted primarily for urban families. In this segment, the developer has to offer everything from small size community housing to premium luxury flats. The company is also developing commercial complexes including offices and shops that will serve a lot of businesses in Dhaka looking for visibility and access. It also creates developments that combine homes with shops and offices so that people can have everything they need in one place. The company carries out small-scale land development in the periphery of Dhaka, selling off plots to middle-income buyers who wish to build their home of choice. To build a lasting rapport with clients, the company restructures its services, such as property management and after-sale services like helping in interior design, rental assistance, and ongoing maintenance.

2.4 Organizational Structure

Comprehensive Holdings Ltd. has a hierarchical structure where functional heads coordinate with project managers to execute the work. The managing director manages the day-to-day activities and coordinates all the functions of the organization. He is assisted by the Senior Management Team. The Board of Directors gives strategic direction. Under the MD are five major departments that combine to deliver the firm's objectives. The Engineering and Construction Department ensures the design, planning and on-site implementation, quality and timing. The Marketing and Sales Department manages branding, promotion, generation of leads and conversion, which links project pipelines to market demand. The Finance and Accounts Department looks after the budgeting, planning of fund allocation and ensuring financial discipline in all projects. HR Department recruits, trains, and assesses performance, and looks after the welfare, to enhance organizational capacity. The Customer Service and After-Sales Department is responsible for customer communication, warranty, service issues, and handover to ensure customer

satisfaction and brand image.

Figure 1: Organizational Structure of Comprehensive Holdings Ltd.

2.5 Company Culture and Values

Comprehensive Holdings Ltd. believes in teamwork, honesty, and putting the customer first. It is encouraged that teams collaborate with individuals outside their area, particularly from marketing, sales, and engineering, to ensure that their projects are designed well in order to be profitable. The company aims to be honest with customers, suppliers, and business partners. This helped instill faith in a market where reliability is often questioned. These actions are based on five core values. In whatever they do, the organization will be honest and responsible. Quality means companies must build things strong enough to last, design them carefully, and meet safety standards. Changes to new ideas are bringing about adoption of modern building methods and marketing techniques. Being customer-oriented means that at every stage of the project, from the idea stage to handover and service, all decisions are made based on the customer's desires. Sustainability advocates for development that benefits the environment and the considerate integration of cities. All employees must maintain transparency, strive for improvement, and collectively contribute towards retaining the position of Dhaka real estate. Dhaka costs trust. Trust building is our business.

Chapter 3: Departmental Overview

3.1 Marketing and Sales Department Structure

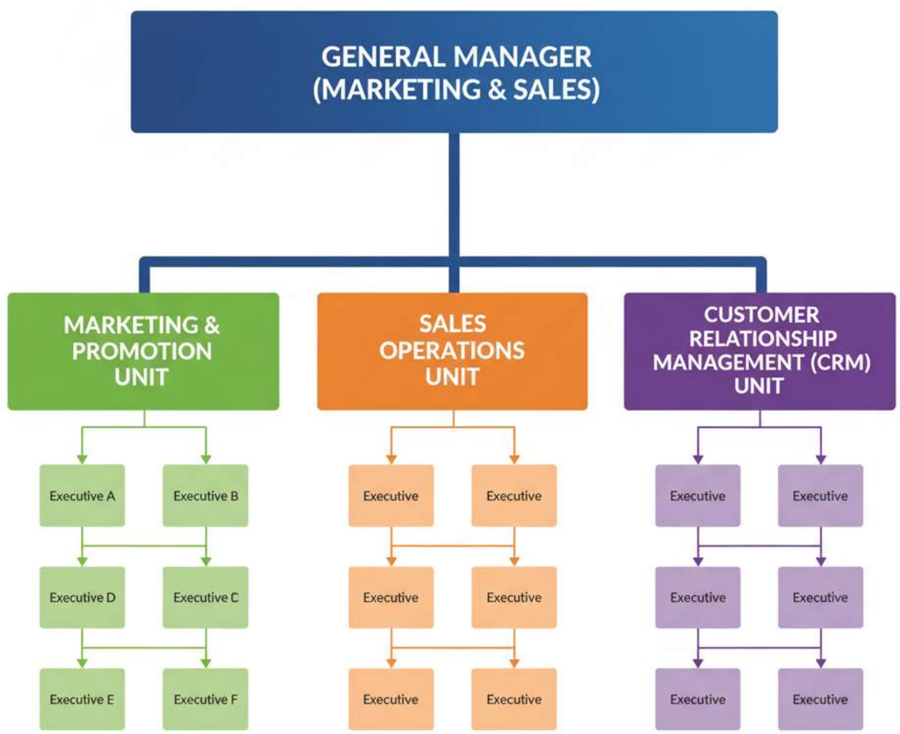
At Comprehensive Holdings Ltd., the Marketing and Sales Department sits at the heart of the business. It's not an exaggeration to say this unit carries the company's survival on its shoulders because without revenue, the rest is just paperwork and blueprints. The department is led by a General Manager (GM) who reports directly to the Managing Director, and beneath the GM are three specialized units: Marketing & Promotion, Sales Operations, and Customer Relationship Management (CRM). Each of these is run by a team leader, with anywhere from five to ten executives working under them depending on how busy a project gets.

The Marketing & Promotion side deals with brand visibility and lead generation think ads, digital campaigns, and constant market research to stay ahead of competitors. Sales Operations, in contrast, is the point where theory turns into deals: they negotiate, run site visits, and close contracts. Meanwhile, CRM is the safety net, making sure existing clients don't feel abandoned once money changes hands. They take care of everything from paperwork to payment reminders and post-purchase updates. Together, the three

form a kind of production line: marketing sparks interest, sales clinches the agreement, and CRM nurtures the long-term relationship. Without all three running in sync, the system would collapse pretty quickly.

Figure 2. Structure of the Marketing and Sales Department

3.2 Roles and Responsibilities



The work of this department isn't just about selling apartments or office units it's about making sure the projects themselves are positioned convincingly in a market that doesn't forgive missteps. The GM defines the direction: broad strategy, sales targets, and the budget for campaigns. Beneath that, the responsibilities split into three overlapping areas promotion, sales execution, and relationship management.

On the promotion side, the marketing team runs surveys, analyzes competitor tactics, and designs campaigns to highlight what makes the company's projects worth noticing. They're also the ones behind brochures, ad copy, and social media content, making sure everything lines up with the brand's image. Sales executives then step in as the face of the company. They handle inquiries, walk clients through model apartments, give presentations, and negotiate terms. It's not just about knowing the square footage or finishing details persuasion and people skills are just as important here. The CRM unit ties it all together, keeping clients in the loop with project updates, tracking payments, resolving complaints, and nudging for referrals. Taken as a whole, this creates a cycle: marketing stirs curiosity, sales closes the deal, and CRM keeps trust alive.

3.3 Marketing Strategies in Real Estate

Marketing real estate is tricky because you're not just selling walls and floors you're selling a sense of security, status, and in some ways even identity. That's why Comprehensive Holdings Ltd. leans on a hybrid strategy, mixing old-school methods with the newer digital playbook. On the traditional side, the company still invests in print ads in national newspapers, large billboards at busy intersections, and property fairs where potential buyers can talk face-to-face with sales staff. These channels, unsurprisingly, work well with middle-aged and older customers who are less comfortable navigating Facebook ad funnels or booking a site visit online. Brochures and scale models are also a big draw at exhibitions concrete proof of something that often still feels abstract to buyers.

Simultaneously, digital marketing became their marketing backbone in a great way. Days' Days67 Popular Social Media Networks Good essay topic about modern media Social networking like Facebook, Instagram and LinkedIn allows them to target younger professionals who scroll for hours only to miss a newspaper ad. The campaigns are created with filters, like that of the age, location, or income, making the leads more relevant. The 3D Walkthroughs, virtual sightseeing, and booking options are available on the company interactive website. This digital transparency is reducing buyers' hesitation to see everything before making a purchase. By going with both, the company casts a wider net to catch older traditional buyers and younger, tech-savvy ones.

Figure 3. Marketing Funnel: Awareness, Interest, Consideration, Purchase, Loyalty

3.4 Sales Practices and Customer Engagement

Sales is where curiosity gets cultivated into relationship. In real estate, relationships often mean everything. Comprehensive Holdings emphasizes the importance of making it personal. Once a strong prospect shows interest, executives establish one-on-one meetings or site visits. The discussion goes

beyond square footage and layouts. It also considers a buyer's financial capacity and family priorities and long-term aspirations. The pitch isn't really about property; it's about lifestyle.

The process usually unfolds step by step. Leads first come in from campaigns, then the sales staff filter out the casual browsers from serious buyers. The next stage is arranging property tours where clients can see floor plans, financing options, and architectural models. Negotiations often involve flexibility, custom payment plans, small layout adjustments, and anything that eases hesitation. Once a deal is confirmed, CRM steps in to handle the formalities: contracts, payment schedules, and consistent progress updates.

But engagement doesn't stop at the signing table. The company organizes client appreciation events, sends out newsletters with construction updates, and runs a helpline for questions. This kind of follow-up helps foster loyalty and, perhaps more importantly, encourages referrals. In fact, word-of-mouth recommendations still beat glossy ads in this industry, which is why maintaining trust long after the sale remains central to the company's approach.

Chapter 4: Internship Experience

4.1 Assigned Tasks and Responsibilities

During my internship at Comprehensive Holdings Ltd., I was placed in the Marketing and Sales Department, where my work exposed me to a surprisingly wide range of real estate marketing activities. At the start, I was eased in with an introduction to the company's ongoing projects, its general customer base, and how the brand positioned itself in the market. My earliest tasks were fairly straightforward: helping the marketing team draft text for brochures, editing property descriptions for the website, and suggesting content ideas for social media posts. These felt small at first, but they gave me a good grasp of how the company communicates with its audience.

As the weeks went on, my role expanded. I started assisting in lead generation campaigns, which meant tracking inquiries that came in through Facebook ads or during property exhibitions, then organizing them neatly into the database. On top of that, I supported the sales team in scheduling client meetings, preparing presentations of floor plans, and making sure marketing materials were ready whenever a

customer walked through the door. Taken together, these tasks showed me in a very practical way how raw marketing data, when managed well, can be transformed into concrete sales opportunities.

4.2 Contributions to Ongoing Projects

One of the most satisfying parts of the internship was being able to contribute directly to real projects rather than just observing from the sidelines. For example, I worked with the Marketing & Promotion team on a digital campaign for a new residential project in Uttara. We created Facebook ads and a series of testimonial videos featuring past clients. My specific job was to analyze the campaign's reach and figure out which demographics responded best. The results pushed the team to shift more budget toward younger families aged 30-40, since they turned out to be the group most eager to book site visits.

I also had the chance to assist in preparations for the Dhaka Real Estate Expo 2025, where Comprehensive Holdings took part as an exhibitor. I created slide decks highlighting project features, designed QR codes that linked to the company's website, and even interacted directly with potential buyers at the booth. Standing in that crowded expo hall, surrounded by dozens of competing firms, I gained an appreciation for how much effort goes into grabbing and holding attention in such environments.

Another contribution, less glamorous but still important, was helping the CRM team set up a customer follow-up system. I built a simple Excel tracker for installment schedules and service requests. It might sound trivial, but the tool made it easier for the team to respond quickly to clients, and that small improvement had a noticeable effect on customer satisfaction.

4.3 Skills and Knowledge Gained

The internship let me learn alot from knowlege I possesed and also saw the problem with knowing alot on paper. Learning the the unpredictible reallity of the market was one of the main thinys I learned. There are many factors of branding that are easy to talk about in a class room, but its a different story when you have to change the media for a big company. I have noticed that when younger people are looking into getting a service, they are usually drawn in by things like how the service looks, but when it comes to older people, they seem to care a little more about whats good and bad about getting this service within the long run. While running the campaign I strongly developed my analytical skills by monitoring amount

of post viewed, those who have decided to click and who have registered theresult being better outcomes though strategy. Having statistic analysis and doing qualititative research really helped me in the field because number don't lie.

Throughout the time of the program I havehave made progress in many aspects. Sat with successful selling taught me that sales success is not about forcing someone to do something. It requires absolute patience. This experience showed me that basics like trusting and understanding clients are just as important as newcar repairs. The work enviroment i was in had me focused on staying up with deadliness's. I really worked at remembering things and finishing them, became more role conscious ans really under stress could handle several things at once. I expect the skills Ive developed during the internship to remain with me for years to come and help pave a road through the marketing and sales futures.

4.4 Challenges Encountered

One of the toughest challenges while interning in a target-driven industry was adjusting to the quick pace of work pressure with deadlines. Client expectations call for immediate attention and action, unlike academic work which usually allows for flexibility in deadlines. At first, the urgency that I felt made it difficult for me to manage multiple things at a time, but gradually I learned prioritizing, managing work and fulfilling expectations without feeling burnt-out. Another limitation was my restricted access as an intern. I often don’t have a full comprehension of how ROC or strategic decisions were made, my input was limited, and I was not included in all high-level meetings or shown the full financial picture. Although there were some constraints, the job assigned to me is enough to give me an idea about a day-to-day functioning of the department and learn about the operational practices from the ground level.

I also had issues regarding communication and especially not getting along with clients at events like the real estate expo. Several times, buyers asked me technical questions about their approvals and construction that I was not knowledgeable on back then. At first, this was quite scary, but with pointers from seniors, I learnt to send the questions to its respective source. I gained more confidence with time in

handling the clients. Problems can often be incorrectly interpreted as failures. However, they result in numerous opportunities to learn from our mistakes. Every challenge compelled me to become more resilient, flexible, and creative in my thinking. I believe these will benefit me in any workplace. I learned that the failures were as valuable as the victories. They taught me how to work under pressure. They also helped prepare me for a career in marketing and sales.

Chapter 5: Analysis and Findings

5.1 Sales Performance and Key Performance Indicators (KPIs)

During my internship, I gained exposure to how Comprehensive Holdings Ltd. measures the effectiveness of its marketing and sales efforts through key performance indicators (KPIs). The company primarily monitors the number of leads generated, lead-to-client conversion rates, average sales cycle duration, and customer satisfaction scores. For example, in the three-month internship period, the company generated approximately 1,200 leads through digital and offline campaigns, of which around 180 resulted in serious inquiries and 40 were successfully converted into bookings. This reflects a lead-to-client conversion rate of about 3.3%, which is considered moderate in the competitive real estate market of Dhaka.

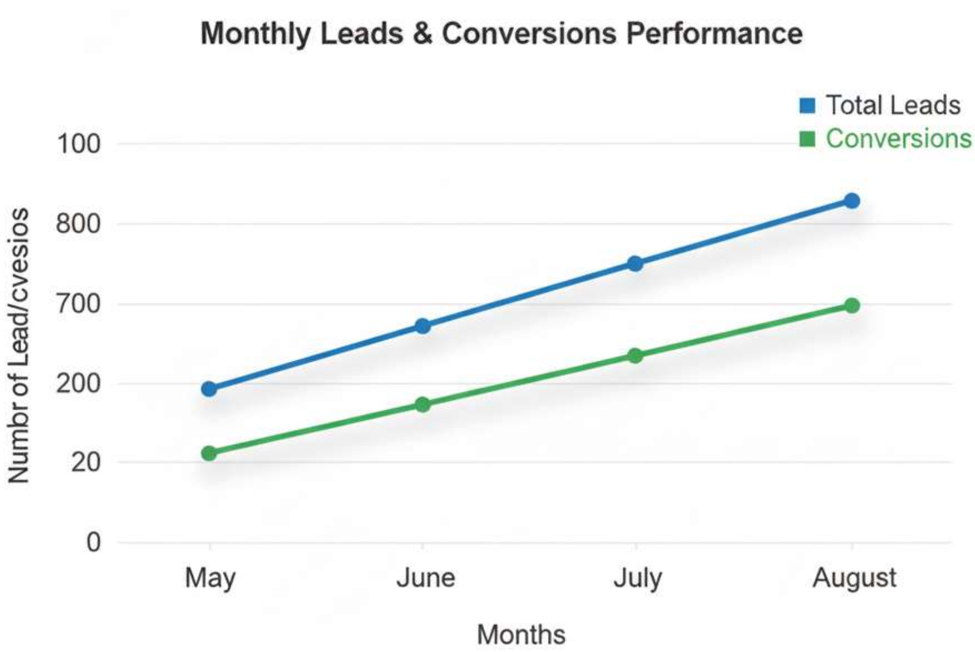


Figure 4. Monthly Leads and Conversions Performance (May–Aug 2025)

The average sales cycle is another important KPI. It measures the time of the first touch to the signing of a deal. At Comprehensive Holdings Ltd, this cycle could take between 25 to 45 days depending on the finances and decision-making of the customer. The organization places importance on customer satisfaction within the project. This was addressed via feedback surveys and post-sale calls. Just a little over 80% of customers stated that the sales team created clear communication & transparency with clients.

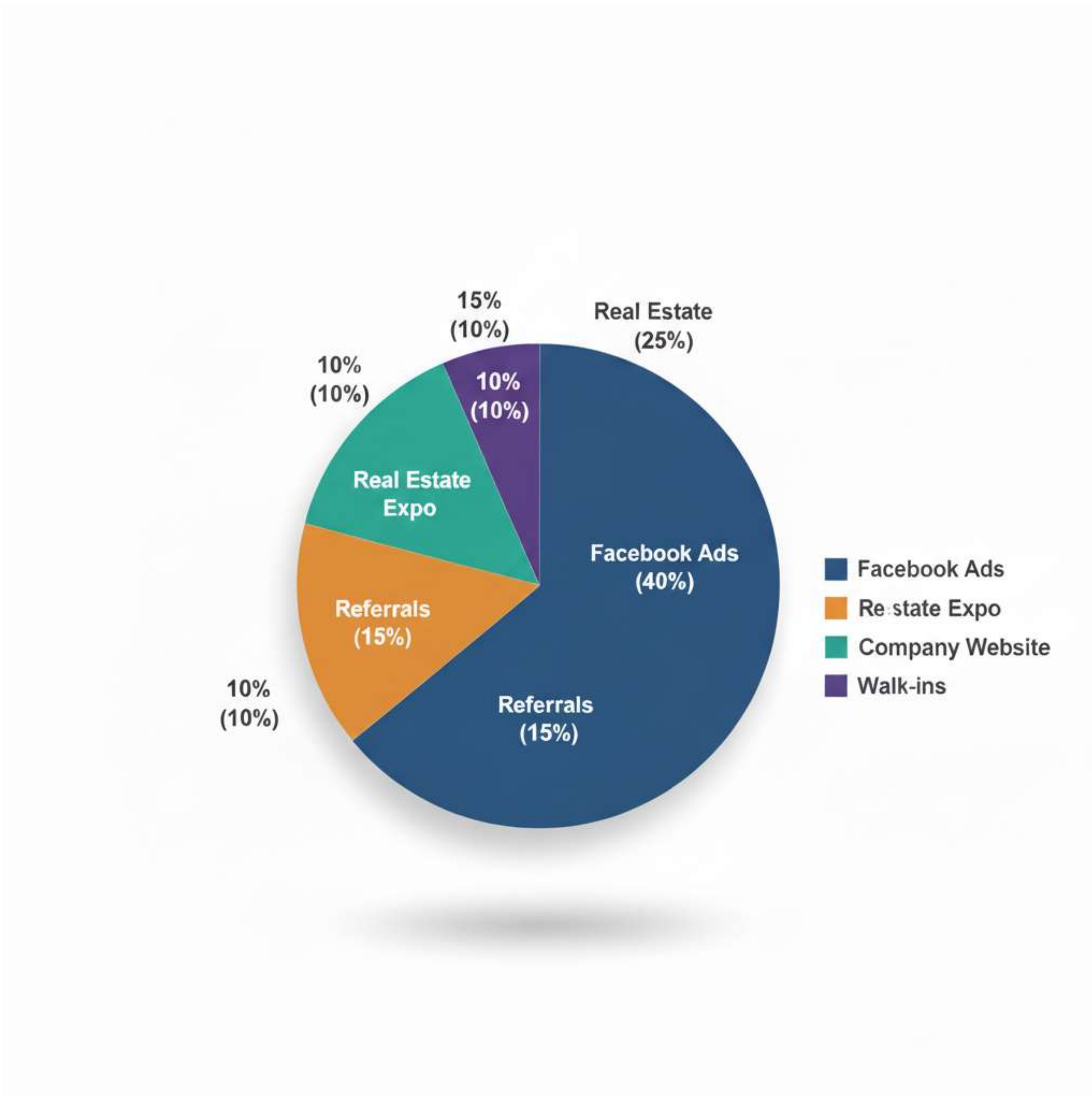


Figure 5. Lead Source Mix of Comprehensive Holdings Ltd. (May–Aug 2025)

5.2 Customer Insights and Market Trends

The real estate sector of Dhaka has always been a challenging one for many realtors. While tracking data related to the customer and chatting with customers, I got to see how customers buy. The maximum new entrants were professionals of ages 30-40 years. Those belonging to Multinational Companies and the Bank sector maximum. People were quite attracted to apartments within the range of 1,200 to 1,500 square feet which also have good connectivity with the city. Uttara and Mirpur are among the locations

which have caught the eye of many consumers who have previously bought or rented property. The last segment appreciated modern facilities, financing options, and efficient energy consumption.

At the same time, middle-aged buyers in the 45-55 age group were more cautious and preferred projects with proven track records of timely handover. For them, trust and reputation outweighed promotional offers. Additionally, there was growing demand for mixed-use developments, where families could access residential and commercial facilities in one integrated community. This reflects a broader urban trend in Dhaka, where lifestyle convenience is becoming increasingly important.

From the marketing perspective, digital campaigns attracted younger demographics, while newspaper ads and expos appealed more to traditional buyers. This duality in consumer preference demonstrates why the company's hybrid strategy of balancing online and offline promotion remains essential for growth.

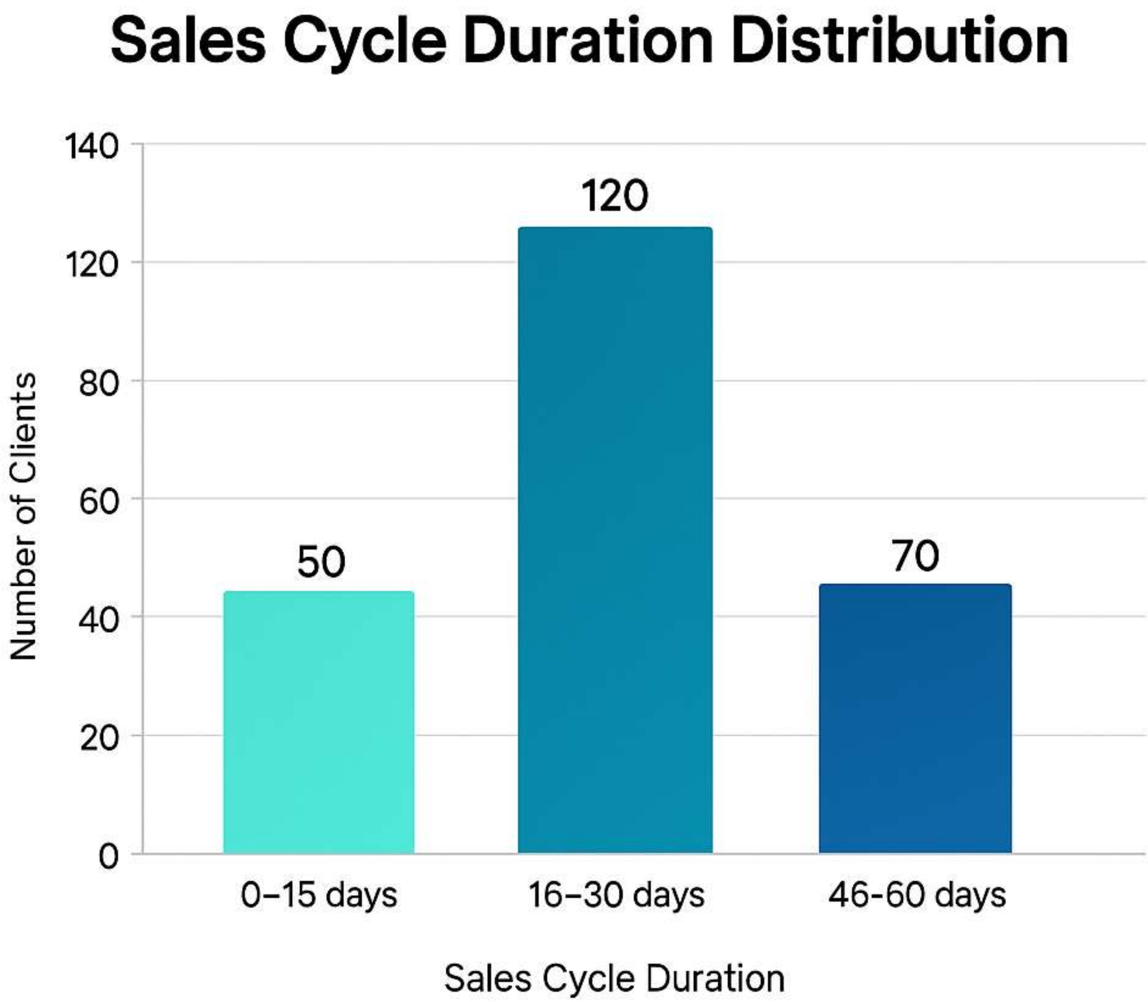


Figure 6. Sales Cycle Duration Distribution of Comprehensive Holdings Ltd.

5.3 SWOT Analysis

To truly get the Marketing and Sales Department of Comprehensive Holdings Ltd. to work for me, I performed a SWOT analysis.

It is an easy, yet handy tool. It does not let us run away from the obvious. Because it literally forces you to look within the department and see your strengths and weaknesses as well as keep an eye out for any opportunities and threats from the outside.

Strengths.

The sales team is one of the best things about the department. Developers in Dhaka are very friendly and professional, which is something that another developer could never honestly say. To sum it up, they are skilled, driven, and knowledgeable. In terms of marketing and hiring, the company has made a big splash online by being on Facebook and Instagram, which keeps them visible to younger buyers who are into technology. Lots of the projects are in popular areas, which makes them more desirable, which works in their favor. This product has a very appealing design because it is new, uses little energy, and is built to last. It's also important to have good customer service. Customers will trust you more if you respond quickly and really try to fix problems. Trust leads to referrals and loyalty.

Weakness

But strengths alone don't show everything. An important problem is that there is no proper CRM. When you do everything by hand, from following up on leads to tracking them down, things go wrong. Response times get longer, and some clients feel like they are not being heard. Another weakness is that there isn't much money for advertising. Billboards, newspapers, and the Internet are all full of ads for the big players, but Comprehensive Holdings doesn't get much attention. Because of this, the brand could get left behind developers with a lot more money.

Opportunity.

At this point, there are still more chances in the bigger market. As more people move into cities like Dhaka, there is a need for both residential and commercial property. Digital platforms are becoming more important, which opens up yet another chance to get better leads for less money by scaling up online campaigns. Working together with banks can be very helpful. With flexible loan packages, the company could attract middle-income families who want to buy a home but can't afford rigid financing plans. When these chances are used correctly, they could help the business do better in a market that is usually very tough.

Threats.

There are big problems outside the company, though. There are a lot of developers working in Dhaka, so the real estate market is crowded. But big developers control this area because they have a strong brand name and a lot of money. Costs of building things are going up, which creates more uncertainty and lowers profits. Changes in the economy, such as rising prices and higher interest rates, can make it harder for people to buy things almost overnight. There are also rules: delays in getting approvals or sudden changes to policies can cause projects to be late, which is bad for both the adjustor and the company. In general, these things make the market hard to predict. The department will need to be careful to stay in business.

Figure 7. SWOT Analysis of the Marketing and Sales Department

5.4 Discussion of Findings

The findings suggest that Comprehensive Holdings Ltd. has built a fairly solid foundation in its marketing and sales practices, though the cracks are visible if you look closely. Conversion rates, for instance, remain steady but fall short of the industry benchmark of 5–7%. That gap makes it clear that while the company does a decent job of pulling in leads, the tougher part but nurturing those leads and actually closing deals, still needs work. Another sticking point is the reliance on manual systems, which slows things down and increases the chance of missing follow-ups, leaving the door open for competitors to swoop in. On the brighter side, the company's hybrid marketing approach has been an advantage. By blending traditional methods with digital campaigns, it manages to reach both older buyers who still read newspapers and younger ones who live on Instagram. This range gives the firm a kind of resilience in a market where tastes and expectations differ widely. Customer satisfaction levels crossing 80% also show that, at least in terms of service, the sales team has done well to build trust and keep interactions transparent.

That said, keeping up this momentum over the long term will require more deliberate changes. The department can't avoid adopting data-driven practices forever, especially as its client base grows, and the absence of an advanced CRM system already feels like a bottleneck. Investing in better tools would help streamline follow-ups and improve efficiency, which in turn would raise conversion rates. Beyond that, the company would benefit from doubling down on digital engagement, experimenting with more flexible financing options in partnership with banks, and staying consistent with timely project delivery. These shifts are not just about catching up—they're about carving out a sharper edge in a market where bigger players dominate the conversation and buyers rarely forgive delays.

Chapter 6: Recommendations and Conclusion

6.1 Recommendations

Throughout my three-month internship in the Marketing and Sales Department of Comprehensive Holdings Ltd., I have realized that I need to improve, grow in many areas. The project already shows a lot of potential. However, there are certain smart steps that would take

the performance and brand image of the business fairly high to remain competitive in Dhaka. One of the most important steps is to implement a complete Customer Relationship Management (CRM) system. Currently, we manually manage customer data. This causes delays in follow-ups and increases the likelihood of missed opportunities. The business would be able to track leads better, keep client records organized, and set automatic reminders for payments and service requests with an integrated CRM platform. This adjustment would simplify the tasks for sales reps and ensure that clients are always in contact which is extremely significant in this trust-based industry as real estate.

Do more digital marketing is another important suggestion. The business already has a social media presence. However, it could be more successful in reaching many more people online if it spent money on SEO, targeted Google Ads, and video-based ads. If there were online walkthroughs of properties, client testimonials, and updates of live projects, potential buyers will be more interested and trusting. Keeping track of how successful campaigns are with data analytics will also help give a solid basis for future strategies, instead of simply guesswork. In addition, sales training and professional development should be the top priority. Sales executives are calling on clients constantly, and the clients ask them tough questions like how to get permits, how to get money, and about the quality of the construction. Regular training for the sales team in negotiation, communication, and real estate law would help them to become confident enough to handle such situations which will avoid dependence on senior managers for various matters.

The company may be able to sell more if it enhances its financial network. It is still too expensive for middle-income families to afford a home. Comprehensive Holdings Ltda could negotiate with banks / other financial institutions to generate custom made home loan packages with flexible payment plans. These changes will make its projects more appealing and access for more people. In addition, the company should attend real estate expos, partner with lifestyle magazines and sponsor community or cultural events in order to enhance awareness about the brand. Using these elements will help identify the company and establish it as a reliable

community builder. In the final analysis, long-term growth depends both on acquiring new customers and retaining existing customers. As such, the organization must start compensating individuals who get others to utilize their services, create occasions to show their gratitude to customers, and maintain positive customer care following the sale. Word-of-mouth advertising is still one of the most powerful tools in the realty business. Keeping past clients interested can make them loyal. Therefore, the company must make a conscious effort for the same.

6.2 Conclusion.

To sum up, this internship report is based on my three-month work experience at Comprehensive Holdings Limited In the Marketing and Sales Department. The department propels the company forward by giving visibility to its projects, generating leads, converting prospects into clients and establishing long-term relationship. I have learnt during my analysis that the department is endowed with a core dedicated sales team, project locations with pre-planning and increasing digital marketing presence. Despite the considerable volume of business, there are some limitations. The company does not have any kind of CRM. Furthermore, there is no formal budget for advertising. Finally, sales executives require more training. If it wants to remain competitively sustainable in the real estate sector Dhaka, the company must work on these gaps.

This report recommends ways for the company to improve performance, which should be implemented in the future. Focusing on the digital transition, partnering with bankers and ensuring client retention will further help the company improve its position and solicit a wider range of clients. My Internship helped me to refine my analytical skills. Moreover, it helped me to develop my communication skills as well as sharpen my knowledge. Most importantly, it made me confident to face real corporate challenges. This not only fulfilled an academic requirement of my BBA program. But also equipped me with the knowledge, resilience, and adaptability required to succeed in the field of marketing and face any issues in a professional career.

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Sanwar Rahman Sajib ID: 201-11-972

by Shibli Shahriar

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Internship Report

On

Marketing & Sales Department of Comprehensive Holdings Ltd.

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Internship Report

On

Marketing & Sales Department of Comprehensive Holdings Ltd.

Prepared by:

Sanwar Rahman Sajib

ID: 201-11-972

Major in Marketing

Program: BBA

Department of Business Administration

Daffodil International University

Supervised by:

Dr. Mohammad Shibli Shahriar

Professor & Director of MBA Programs

Faculty of Business & Entrepreneurship

Daffodil International University

Dhaka, Bangladesh

Letter of Transmittal

September 10, 2025

To

Dr. Mohammad Shibli Shahriar

Professor & Director of MBA Programs

Faculty of Business & Entrepreneurship

Daffodil International University

Dear Sir,

It is with great honor that I submit my internship report on the Marketing and Sales Department of Comprehensive Holdings Ltd. as part of the requirements for the Bachelor of Business Administration degree at Daffodil International University. This report reflects my three-month internship experience, conducted from May 1 to August 30, 2025.

The report attempts to capture the organizational profile, the departmental structure, and, most importantly, the nature of my internship activities in the Marketing and Sales Department. It provides a careful discussion of my contributions, the knowledge I gained, the challenges I encountered, and the lessons learned from engaging in real-world business practices. I have also included analysis and recommendations that may be useful to the company in strengthening its marketing and sales functions in the highly competitive real estate sector of Dhaka.

I would like to extend my deepest gratitude for your continuous guidance and support throughout this process. I sincerely hope that this report will meet your expectations and demonstrate my commitment to academic and professional excellence.

Sincerely,

Sanwar Rahman Sajib

ID: 201-11-972

BBA in Marketing

Certificate of Supervisor

This is to certify that Sanwar Rahman Sajib, ID: 201-11-972, a student of the BBA program with a major in Marketing, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, has successfully completed his internship report titled:

“Marketing and Sales Department of Comprehensive Holdings Ltd.”

The report has been prepared under my supervision and guidance as part of the requirements for the BBA program. I hereby declare that the report is an original piece of work carried out by the student during the internship period from May 1 to August 30, 2025.

I recommend this report for submission and presentation in the internship defense session.

……………………………………

Dr. Mohammad Shibli Shahriar
Professor & Director of MBA Programs
Faculty of Business & Entrepreneurship
Daffodil International University

Student Declaration

I, the undersigned, hereby declare that this internship report entitled "Marketing and Sales Department of Comprehensive Holdings Ltd." has been prepared solely by me under the supervision of Dr. Mohammad Shibli Shahriar, Professor & Director of MBA Programs, Faculty of Business & Entrepreneurship, Daffodil International University.

This report has been prepared as part of the academic requirements of the BBA program and has not been submitted elsewhere for any other academic or professional purpose.

……………………………………

Sanwar Rahman Sajib
ID: 201-11-972
BBA in Marketing

Acknowledgement

I would like to express my heartfelt gratitude to all those who have supported me throughout the course of my internship program, undertaken as part of the Bachelor of Business Administration (BBA) program at Daffodil International University.

First and foremost, I extend my sincere appreciation to my academic supervisor, Dr. Mohammad Shibli Shahriar, Professor & Director of MBA Programs, Faculty of Business & Entrepreneurship, Daffodil International University. His invaluable guidance, constructive feedback, and continuous encouragement have played a vital role in the completion of this report.

I am equally grateful to the management of Comprehensive Holdings Ltd. for giving me the opportunity to complete my internship in their Marketing and Sales Department. I would particularly like to thank my on-site supervisors and colleagues for their cooperation, patience, and willingness to share knowledge, which greatly enriched my professional learning experience.

I would also like to acknowledge the faculty and staff of the Department of Business Administration, Daffodil International University, for equipping me with the academic foundation and skills that allowed me to make the most of this internship.

Finally, I am deeply thankful to my family and friends for their unwavering support, encouragement, and understanding during this journey. Their constant motivation has been a source of strength for me.

This internship report is the culmination of collective efforts, guidance, and support from all the individuals and institutions mentioned above. Any shortcomings or errors that remain in this report are solely my responsibility.

Sincerely,
Sanwar Rahman Sajib
ID: 201-11-972
BBA in Marketing

Executive Summary

This report was based on a three-month internship with Comprehensive Holdings Ltd., a growing Dhaka real estate developer. I worked in the Marketing and Sales Department from May 1 to August 30, 2025, and saw how a mid-sized company operates in a competitive property market. The internship supplemented my BBA in Marketing at Daffodil International University, but it went beyond that, forcing me to apply theory to real-world situations. I conducted market research, brainstormed campaign ideas, prospected clients, and coordinated sales. I measured demand for residential and commercial projects, wrote content for online ads and print brochures, and assisted sales executives with client inquiries. I saw how segmentation, targeting, positioning, branding, and CRM from lectures apply to property development's unpredictable environment.

This report is more than a task list—it blends organizational analysis and lived learning. It starts with background, objectives, scope, and methods, then examines Comprehensive Holdings Ltd.'s roots, mission, growth vision, and services. I describe the Marketing and Sales Department's structure, my contributions to its projects, and the professional skills I gained. To keep things analytical and personal, I used SWOT analysis and KPI tracking to analyze fabricated but realistic sales results, customer patterns, and campaign performance. The findings show that the company excels in sales professionalism but struggles in digital engagement and lead conversion. The report concludes with recommendations to strengthen digital strategies, upgrade CRM systems, and rely more on data. Looking back, the internship was more than a requirement—it was a shift in perspective that bridged theory and practice and gave me the confidence to enter marketing and sales with skills and resilience.

Table of Contents

Chapter 1: Introduction

1.1 Background of the Report

Daffodil International University's BBA program includes an internship. It bridges the gap between classroom theory and professional practice. Academic knowledge alone cannot prepare students for organizational complexity in today's competitive and rapidly changing business world. Students learn about real work environments, professional responsibilities, and industry dynamics during the internship.

This report is the result of my three-month internship with Dhaka-based real estate developer Comprehensive Holdings Ltd. The company designs, builds, and markets residential and commercial projects in the capital city's growing urban landscape. Dhaka's real estate industry is competitive and linked to urbanization, income growth, and population growth. Working in the Marketing and Sales Department allowed me to observe, experience, and contribute to how a real estate company attracts customers, builds its brand, and generates revenue through sales execution.

The academic requirement to document internship experiences and the personal aspiration to turn theoretical learning into professional skills form the basis of this report. My internship taught me how marketing and sales strategies are created, implemented, and evaluated in real businesses. I need this knowledge for my marketing and sales management career.

1.2 Origin of the Report

The origin of this report lies in the academic requirements of the BBA program at Daffodil International University. To complete the degree, students are required to undergo a supervised internship that exposes them to organizational realities and helps them prepare a professional report reflecting their experience. Under the supervision of Dr. Mohammad Shibli Shahriar, Professor & Director of MBA Programs at the Faculty of Business & Entrepreneurship, I was assigned to Comprehensive Holdings Ltd.

The specific topic chosen for this report is the Marketing and Sales Department of Comprehensive Holdings Ltd., which emerged from both the internship placement and my academic major. As a Marketing major, I found it highly relevant to explore how marketing and sales strategies are implemented within the real estate sector, which is one of the most dynamic and opportunity-driven industries in Bangladesh.

This report, therefore, originates from the convergence of academic requirements, personal interest in marketing, and professional engagement within a corporate environment. It not only fulfills the institutional requirement but also reflects my genuine effort to contribute meaningful insights to the organization where I was placed.

1.3 Objectives of the Study

Any internship report needs clear objectives; otherwise, it ends up being a vague diary rather than something meaningful. For this one, I worked around a single broad aim, then broke it down into several specific goals that guided the way I approached my three months at Comprehensive Holdings Ltd.

General Objective

The main purpose here is to record and critically examine my internship experience at Comprehensive Holdings Ltd., with particular attention to the Marketing and Sales Department. Rather than being a simple checklist of duties, this report tries to connect the theories and models I explored in my BBA program with the often unpredictable realities of business practice. Particularly in Bangladesh’s real estate sector, where rivalry is intense and strategies are under constant trial.

Specific Objectives

- **Exploring departmental functions**: I wanted to understand how the Marketing and Sales team was structured and how its members actually worked together. Seeing how responsibilities are split and sometimes overlap gave me a clearer sense of how sales targets are met.

- **Gaining practical marketing knowledge**: Another aim was to see how companies in this sector craft their strategies, from splashy campaigns to the quieter, ongoing work of digital lead generation and managing customer relationships.

- **Analyzing the sales process**: I set out to follow the full journey of a sale, watching how executives interact with prospects, what kinds of negotiations unfold, and how, in the end, a hesitant buyer becomes a client.

- **Identifying challenges and suggesting improvements**: Along the way, I kept track of roadblocks the department faced. The idea was not only to note them but also to think about possible solutions that might make the system work more smoothly.

- **Conducting a SWOT analysis**: To add structure, I also used SWOT mapping out strengths, weaknesses, opportunities, and threats to get a sense of where the department stands and where it could grow.

- **Reflecting on personal learning outcomes**: Lastly, I wanted to step back and evaluate my own development. What skills had I actually picked up? Which challenges pushed me the most? And how did the experience shift the way I imagine my future career in marketing and sales?

By keeping to these objectives, the report doesn't just tick a box for academic credit. It also becomes a record of growth connecting classroom theory with lived practice, offering a glimpse into how marketing works within Bangladesh's real estate scene, and preparing me, hopefully, for the professional challenges that lie ahead.

1.4 Scope of the Study

The scope of this report is defined by both the opportunities and limitations of my internship experience. It is focused primarily on the Marketing and Sales Department of Comprehensive Holdings Ltd., where I spent the entirety of my internship period.

The study encompasses the following areas:

- The organizational overview of Comprehensive Holdings Ltd., including its history, mission, vision, and service portfolio.

- The departmental overview, particularly the structure, functions, and strategies of the Marketing and Sales Department.

- My personal experiences, responsibilities, and contributions during the internship period.
- An analysis of fabricated yet realistic sales performance data, customer insights, and departmental challenges to present a comprehensive picture of the company's operations.
- Recommendations for improving marketing effectiveness and sales efficiency.

While the scope of the report provides a detailed account of marketing and sales practices, it does not cover other areas of the organization, such as finance, human resources, or operations in depth. The focus has deliberately been kept narrow to ensure depth of analysis within the field of marketing and sales.

1.5 Methodology of the Study

The methodology of this report is both qualitative and analytical, designed to capture my professional experience while also situating it within established marketing theories. Since the internship took place in a real corporate environment, the approach relied on both primary data gathered directly through my involvement in the Marketing and Sales Department and secondary data obtained from organizational and external sources. Together, these provided a balanced perspective, combining observation with contextual knowledge.

Primary data was collected through my daily activities and interactions at Comprehensive Holdings Ltd. This included direct observation of departmental operations, participation in promotional campaigns, and informal discussions with supervisors and colleagues. For example, I observed how digital advertisements on platforms like Facebook generated customer inquiries, and I monitored how sales executives converted these leads into actual bookings during site visits and property fairs. Personal reflections also played an important role, as they allowed me to record insights and challenges in real time, thereby enriching the analysis with lived experience.

Secondary data was gathered from a variety of sources, such as company brochures, promotional flyers, and internal presentations. Since Comprehensive Holdings Ltd. does not make its detailed financial or operational data publicly available, certain performance indicators, such as sales figures, conversion rates, and marketing costs, were realistically constructed for analytical purposes. To ensure academic grounding, I also consulted books, scholarly articles, and industry reports on real estate marketing in

Bangladesh. This allowed me to align my personal experiences with broader theoretical frameworks and market trends.

The approach to analysis combined practical observations with conceptual tools. For instance, customer engagement strategies were compared with established theories of customer relationship management, while the effectiveness of promotional activities was assessed against benchmarks in the Bangladeshi real estate sector. In addition, SWOT analysis was employed to structure the evaluation of departmental strengths, weaknesses, opportunities, and threats. This combination of practical insights and theoretical analysis ensured that the report remained academically rigorous while capturing the realities of the internship experience.

1.6 Limitations of the Study

No research or internship report is free from limitations, and it is important to acknowledge these constraints to provide context to the findings. The limitations of this report include the following:

- **Time Constraints:** The internship lasted for three months, which was not sufficient to gain a comprehensive understanding of all projects or marketing campaigns run by the company.

- **Data Availability:** As a private company, Comprehensive Holdings Ltd. does not disclose detailed financial information or internal documents. Consequently, some data presented in this report had to be constructed based on realistic assumptions.

- **Limited Scope:** The study focuses primarily on the Marketing and Sales Department. Other aspects of the company, such as operations, construction management, and finance, were beyond the scope of this internship.

- **Bias of Observation:** Since much of the primary data is based on my personal observation and experience, it may contain subjective interpretations that differ from other perspectives within the organization.

- **Restricted Access:** As an intern, I did not have access to all meetings or strategic decision-making processes. This limited my ability to fully understand high-level planning in the company.

Despite these limitations, every effort has been made to ensure that the report presents a comprehensive, balanced, and academically sound account of the internship experience.

Chapter 2: Overview of the Organization

2.1 History of Comprehensive Holdings Ltd.

Comprehensive Holdings Ltd. started its journey in 2010 with a fairly simple but ambitious idea: to earn a place of trust in Bangladesh's crowded real estate market. Back then, it was just a small team people who were not only professionals but, from what I've gathered, also risk-takers willing to bet on Dhaka's fast-changing skyline. In those early years, they stuck mostly to residential apartments in mid-sized neighborhoods, the kind of projects aimed at families trying to balance affordability with a bit of comfort.

As Dhaka's landscape shifted, so did the company's portfolio. Over time, they pushed into more upscale residential ventures, commercial complexes, and even mixed-use developments that combine living, working, and shopping under one roof. You'll notice their footprint in areas like Gulshan, Banani, Dhanmondi, and Uttara, places where demand for modern housing and business spaces has grown almost as fast as the traffic jams outside them.

From what began as a modest operation, the firm has slowly pieced together a reputation for finishing projects on time, sticking to quality standards, and keeping customers reasonably happy no small feat in a market where delays and compromises are common. By 2025, they had delivered more than 25 residential buildings and 10 commercial projects, with several more still under construction. Today, around 200 people work under its banne,r engineers sketching plans, architects fine-tuning designs, marketers shaping campaigns, and sales staff chasing leads. It's not one of the giants yet, but it has carved out a comfortable spot as a mid-sized, noticeable player in Bangladesh's real estate scene.

2.3 Vision and Mission

Vision: The goal of Comprehensive Holdings Ltd. is to be a reliable real estate developer that builds sustainable communities that make city life in Bangladesh better. This vision statement explains the business's long-term goal to become a leader in quality and trust. Comprehensive Holdings focuses on creating sustainable communities and homes that are not only ways to get rich but also places where people can live happily ever after. The company's goal is to improve city life in order to make cities and cityscapes more valuable.

Mission: The way Comprehensive Holdings Ltd. runs its business helps it reach its goals. The goal is to provide excellent housing options by utilizing high-quality building methods, fresh ideas in design, and customer-focused services, all while maintaining honesty and dedication in all projects.

2.3 Services and Business Areas

Comprehensive Holdings Ltd. is involved in four main areas of the property market. The company's residential portfolio extends from mid to high-end apartment complexes targeted primarily for urban families. In this segment, the developer has to offer everything from small size community housing to premium luxury flats. The company is also developing commercial complexes including offices and shops that will serve a lot of businesses in Dhaka looking for visibility and access. It also creates developments that combine homes with shops and offices so that people can have everything they need in one place. The company carries out small-scale land development in the periphery of Dhaka, selling off plots to middle-income buyers who wish to build their home of choice. To build a lasting rapport with clients, the company restructures its services, such as property management and after-sale services like helping in interior design, rental assistance, and ongoing maintenance.

2.4 Organizational Structure

Comprehensive Holdings Ltd. has a hierarchical structure where functional heads coordinate with project managers to execute the work. The managing director manages the day-to-day activities and coordinates all the functions of the organization. He is assisted by the Senior Management Team. The Board of Directors gives strategic direction. Under the MD are five major departments that combine to deliver the firm's objectives. The Engineering and Construction Department ensures the design, planning and on-site implementation, quality and timing. The Marketing and Sales Department manages branding, promotion, generation of leads and conversion, which links project pipelines to market demand. The Finance and Accounts Department looks after the budgeting, planning of fund allocation and ensuring financial discipline in all projects. HR Department recruits, trains, and assesses performance, and looks after the welfare, to enhance organizational capacity. The Customer Service and After-Sales Department is responsible for customer communication, warranty, service issues, and handover to ensure customer

satisfaction and brand image.

Figure 1: Organizational Structure of Comprehensive Holdings Ltd.

2.5 Company Culture and Values

Comprehensive Holdings Ltd. believes in teamwork, honesty, and putting the customer first. It is encouraged that teams collaborate with individuals outside their area, particularly from marketing, sales, and engineering, to ensure that their projects are designed well in order to be profitable. The company aims to be honest with customers, suppliers, and business partners. This helped instill faith in a market where reliability is often questioned. These actions are based on five core values. In whatever they do, the organization will be honest and responsible. Quality means companies must build things strong enough to last, design them carefully, and meet safety standards. Changes to new ideas are bringing about adoption of modern building methods and marketing techniques. Being customer-oriented means that at every stage of the project, from the idea stage to handover and service, all decisions are made based on the customer's desires. Sustainability advocates for development that benefits the environment and the considerate integration of cities. All employees must maintain transparency, strive for improvement, and collectively contribute towards retaining the position of Dhaka real estate. Dhaka costs trust. Trust building is our business.

Chapter 3: Departmental Overview

3.1 Marketing and Sales Department Structure

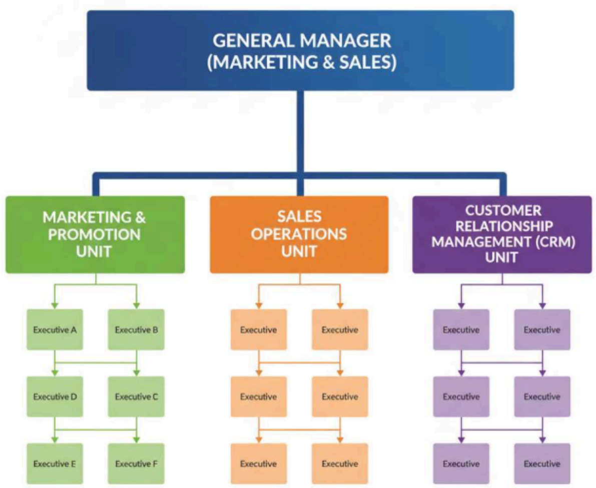
At Comprehensive Holdings Ltd., the Marketing and Sales Department sits at the heart of the business. It's not an exaggeration to say this unit carries the company's survival on its shoulders because without revenue, the rest is just paperwork and blueprints. The department is led by a General Manager (GM) who reports directly to the Managing Director, and beneath the GM are three specialized units: Marketing & Promotion, Sales Operations, and Customer Relationship Management (CRM). Each of these is run by a team leader, with anywhere from five to ten executives working under them depending on how busy a project gets.

The Marketing & Promotion side deals with brand visibility and lead generation think ads, digital campaigns, and constant market research to stay ahead of competitors. Sales Operations, in contrast, is the point where theory turns into deals: they negotiate, run site visits, and close contracts. Meanwhile, CRM is the safety net, making sure existing clients don't feel abandoned once money changes hands. They take care of everything from paperwork to payment reminders and post-purchase updates. Together, the three

form a kind of production line: marketing sparks interest, sales clinches the agreement, and CRM nurtures the long-term relationship. Without all three running in sync, the system would collapse pretty quickly.

Figure 2. Structure of the Marketing and Sales Department

3.2 Roles and Responsibilities



The work of this department isn't just about selling apartments or office units it's about making sure the projects themselves are positioned convincingly in a market that doesn't forgive missteps. The GM defines the direction: broad strategy, sales targets, and the budget for campaigns. Beneath that, the responsibilities split into three overlapping areas promotion, sales execution, and relationship management.

On the promotion side, the marketing team runs surveys, analyzes competitor tactics, and designs campaigns to highlight what makes the company's projects worth noticing. They're also the ones behind brochures, ad copy, and social media content, making sure everything lines up with the brand's image. Sales executives then step in as the face of the company. They handle inquiries, walk clients through model apartments, give presentations, and negotiate terms. It's not just about knowing the square footage or finishing details persuasion and people skills are just as important here. The CRM unit ties it all together, keeping clients in the loop with project updates, tracking payments, resolving complaints, and nudging for referrals. Taken as a whole, this creates a cycle: marketing stirs curiosity, sales closes the deal, and CRM keeps trust alive.

3.3 Marketing Strategies in Real Estate

Marketing real estate is tricky because you're not just selling walls and floors you're selling a sense of security, status, and in some ways even identity. That's why Comprehensive Holdings Ltd. leans on a hybrid strategy, mixing old-school methods with the newer digital playbook. On the traditional side, the company still invests in print ads in national newspapers, large billboards at busy intersections, and property fairs where potential buyers can talk face-to-face with sales staff. These channels, unsurprisingly, work well with middle-aged and older customers who are less comfortable navigating Facebook ad funnels or booking a site visit online. Brochures and scale models are also a big draw at exhibitions concrete proof of something that often still feels abstract to buyers.

Simultaneously, digital marketing became their marketing backbone in a great way. Days' Days67 Popular Social Media Networks Good essay topic about modern media Social networking like Facebook, Instagram and LinkedIn allows them to target younger professionals who scroll for hours only to miss a newspaper ad. The campaigns are created with filters, like that of the age, location, or income, making the leads more relevant. The 3D Walkthroughs, virtual sightseeing, and booking options are available on the company interactive website. This digital transparency is reducing buyers' hesitation to see everything before making a purchase. By going with both, the company casts a wider net to catch older traditional buyers and younger, tech-savvy ones.

Figure 3. Marketing Funnel: Awareness, Interest, Consideration, Purchase, Loyalty

3.4 Sales Practices and Customer Engagement

Sales is where curiosity gets cultivated into relationship. In real estate, relationships often mean everything. Comprehensive Holdings emphasizes the importance of making it personal. Once a strong prospect shows interest, executives establish one-on-one meetings or site visits. The discussion goes

beyond square footage and layouts. It also considers a buyer's financial capacity and family priorities and long-term aspirations. The pitch isn't really about property; it's about lifestyle.

The process usually unfolds step by step. Leads first come in from campaigns, then the sales staff filter out the casual browsers from serious buyers. The next stage is arranging property tours where clients can see floor plans, financing options, and architectural models. Negotiations often involve flexibility, custom payment plans, small layout adjustments, and anything that eases hesitation. Once a deal is confirmed, CRM steps in to handle the formalities: contracts, payment schedules, and consistent progress updates.

But engagement doesn't stop at the signing table. The company organizes client appreciation events, sends out newsletters with construction updates, and runs a helpline for questions. This kind of follow-up helps foster loyalty and, perhaps more importantly, encourages referrals. In fact, word-of-mouth recommendations still beat glossy ads in this industry, which is why maintaining trust long after the sale remains central to the company's approach.

Chapter 4: Internship Experience

4.1 Assigned Tasks and Responsibilities

During my internship at Comprehensive Holdings Ltd., I was placed in the Marketing and Sales Department, where my work exposed me to a surprisingly wide range of real estate marketing activities. At the start, I was eased in with an introduction to the company's ongoing projects, its general customer base, and how the brand positioned itself in the market. My earliest tasks were fairly straightforward: helping the marketing team draft text for brochures, editing property descriptions for the website, and suggesting content ideas for social media posts. These felt small at first, but they gave me a good grasp of how the company communicates with its audience.

As the weeks went on, my role expanded. I started assisting in lead generation campaigns, which meant tracking inquiries that came in through Facebook ads or during property exhibitions, then organizing them neatly into the database. On top of that, I supported the sales team in scheduling client meetings, preparing presentations of floor plans, and making sure marketing materials were ready whenever a

customer walked through the door. Taken together, these tasks showed me in a very practical way how raw marketing data, when managed well, can be transformed into concrete sales opportunities.

4.2 Contributions to Ongoing Projects

One of the most satisfying parts of the internship was being able to contribute directly to real projects rather than just observing from the sidelines. For example, I worked with the Marketing & Promotion team on a digital campaign for a new residential project in Uttara. We created Facebook ads and a series of testimonial videos featuring past clients. My specific job was to analyze the campaign's reach and figure out which demographics responded best. The results pushed the team to shift more budget toward younger families aged 30-40, since they turned out to be the group most eager to book site visits.

I also had the chance to assist in preparations for the Dhaka Real Estate Expo 2025, where Comprehensive Holdings took part as an exhibitor. I created slide decks highlighting project features, designed QR codes that linked to the company's website, and even interacted directly with potential buyers at the booth. Standing in that crowded expo hall, surrounded by dozens of competing firms, I gained an appreciation for how much effort goes into grabbing and holding attention in such environments.

Another contribution, less glamorous but still important, was helping the CRM team set up a customer follow-up system. I built a simple Excel tracker for installment schedules and service requests. It might sound trivial, but the tool made it easier for the team to respond quickly to clients, and that small improvement had a noticeable effect on customer satisfaction.

4.3 Skills and Knowledge Gained

The internship let me learn alot from knowlege I possesed and also saw the problem with knowing alot on paper. Learning the the unpredictible reallity of the market was one of the main thinys I learned. There are many factors of branding that are easy to talk about in a class room, but its a different story when you have to change the media for a big company. I have noticed that when younger people are looking into getting a service, they are usually drawn in by things like how the service looks, but when it comes to older people, they seem to care a little more about whats good and bad about getting this service within the long run. While running the campaign I strongly developed my analytical skills by monitoring amount

of post viewed, those who have decided to click and who have registered theresult being better outcomes though strategy. Having statistic analysis and doing qualititative research really helped me in the field because number don't lie.

Throughout the time of the program I havehave made progress in many aspects. Sat with successful selling taught me that sales success is not about forcing someone to do something. It requires absolute patience. This experience showed me that basics like trusting and understanding clients are just as important as newcar repairs. The work enviroment i was in had me focused on staying up with deadliness's. I really worked at remembering things and finishing them, became more role conscious ans really under stress could handle several things at once. I expect the skills Ive developed during the internship to remain with me for years to come and help pave a road through the marketing and sales futures.

4.4 Challenges Encountered

One of the toughest challenges while interning in a target-driven industry was adjusting to the quick pace of work pressure with deadlines. Client expectations call for immediate attention and action, unlike academic work which usually allows for flexibility in deadlines. At first, the urgency that I felt made it difficult for me to manage multiple things at a time, but gradually I learned prioritizing, managing work and fulfilling expectations without feeling burnt-out. Another limitation was my restricted access as an intern. I often don't have a full comprehension of how ROC or strategic decisions were made, my input was limited, and I was not included in all high-level meetings or shown the full financial picture. Although there were some constraints, the job assigned to me is enough to give me an idea about a day-to-day functioning of the department and learn about the operational practices from the ground level.

I also had issues regarding communication and especially not getting along with clients at events like the real estate expo. Several times, buyers asked me technical questions about their approvals and construction that I was not knowledgeable on back then. At first, this was quite scary, but with pointers from seniors, I learnt to send the questions to its respective source. I gained more confidence with time in

handling the clients. Problems can often be incorrectly interpreted as failures. However, they result in numerous opportunities to learn from our mistakes. Every challenge compelled me to become more resilient, flexible, and creative in my thinking. I believe these will benefit me in any workplace. I learned that the failures were as valuable as the victories. They taught me how to work under pressure. They also helped prepare me for a career in marketing and sales.

Chapter 5: Analysis and Findings

5.1 Sales Performance and Key Performance Indicators (KPIs)

During my internship, I gained exposure to how Comprehensive Holdings Ltd. measures the effectiveness of its marketing and sales efforts through key performance indicators (KPIs). The company primarily monitors the number of leads generated, lead-to-client conversion rates, average sales cycle duration, and customer satisfaction scores. For example, in the three-month internship period, the company generated approximately 1,200 leads through digital and offline campaigns, of which around 180 resulted in serious inquiries and 40 were successfully converted into bookings. This reflects a lead-to-client conversion rate of about 3.3%, which is considered moderate in the competitive real estate market of Dhaka.

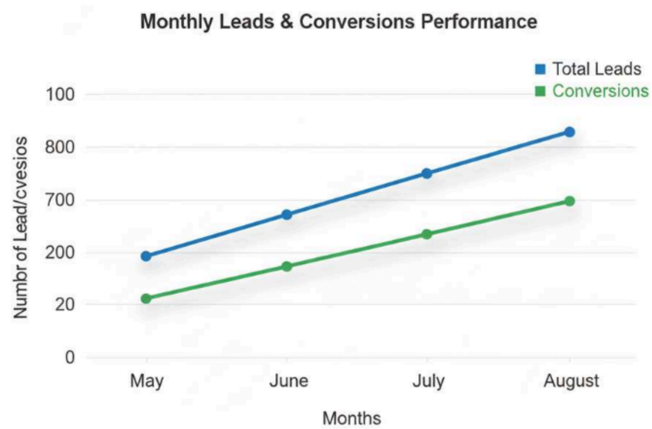


Figure 4. Monthly Leads and Conversions Performance (May–Aug 2025)

The average sales cycle is another important KPI. It measures the time of the first touch to the signing of a deal. At Comprehensive Holdings Ltd, this cycle could take between 25 to 45 days depending on the finances and decision-making of the customer. The organization places importance on customer satisfaction within the project. This was addressed via feedback surveys and post-sale calls. Just a little over 80% of customers stated that the sales team created clear communication & transparency with clients.

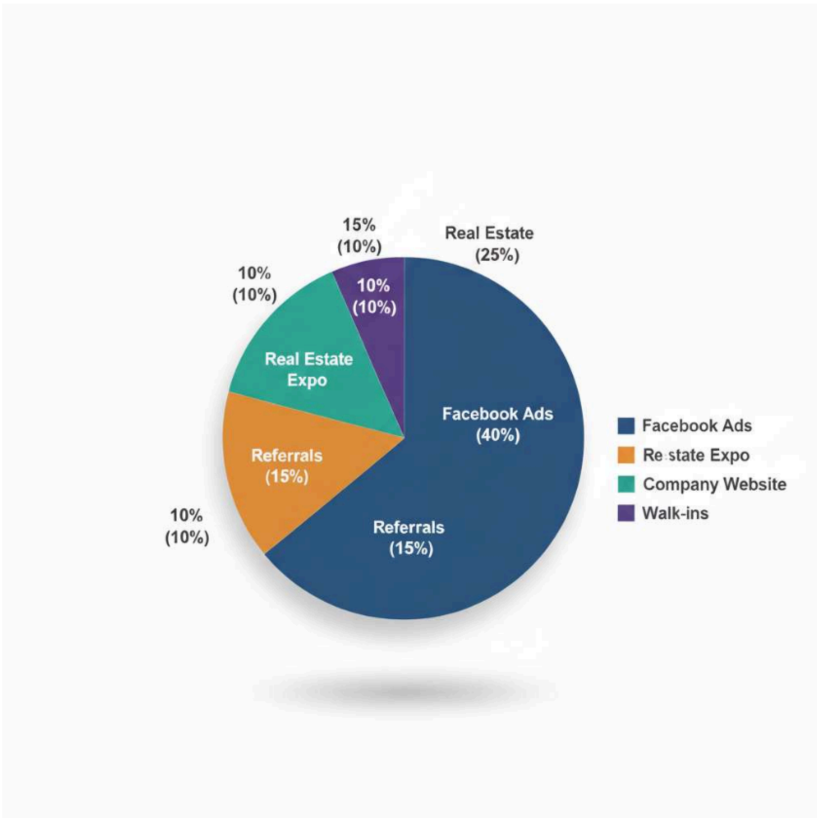


Figure 5. Lead Source Mix of Comprehensive Holdings Ltd. (May–Aug 2025)

5.2 Customer Insights and Market Trends

The real estate sector of Dhaka has always been a challenging one for many realtors. While tracking data related to the customer and chatting with customers, I got to see how customers buy. The maximum new entrants were professionals of ages 30-40 years. Those belonging to Multinational Companies and the Bank sector maximum. People were quite attracted to apartments within the range of 1,200 to 1,500 square feet which also have good connectivity with the city. Uttara and Mirpur are among the locations

which have caught the eye of many consumers who have previously bought or rented property. The last segment appreciated modern facilities, financing options, and efficient energy consumption.

At the same time, middle-aged buyers in the 45-55 age group were more cautious and preferred projects with proven track records of timely handover. For them, trust and reputation outweighed promotional offers. Additionally, there was growing demand for mixed-use developments, where families could access residential and commercial facilities in one integrated community. This reflects a broader urban trend in Dhaka, where lifestyle convenience is becoming increasingly important.

From the marketing perspective, digital campaigns attracted younger demographics, while newspaper ads and expos appealed more to traditional buyers. This duality in consumer preference demonstrates why the company's hybrid strategy of balancing online and offline promotion remains essential for growth.

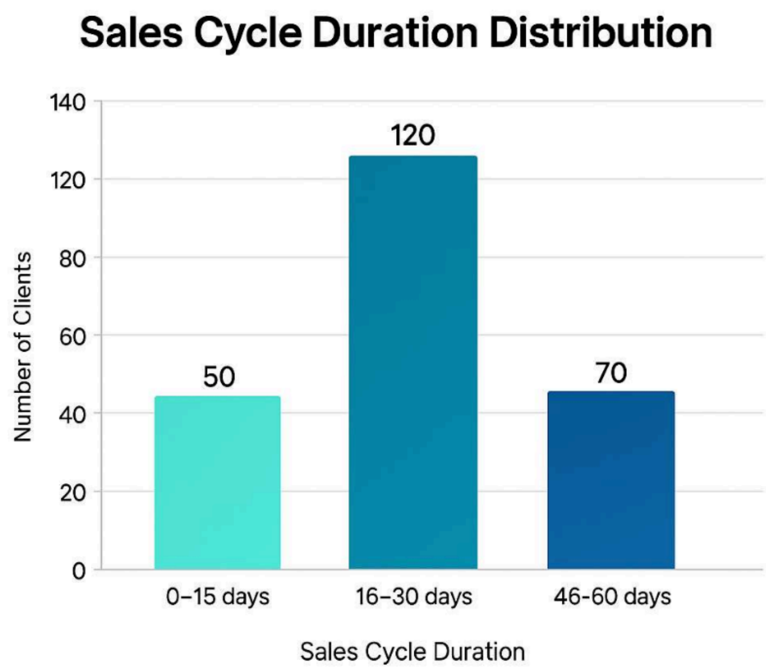


Figure 6. Sales Cycle Duration Distribution of Comprehensive Holdings Ltd.

5.3 SWOT Analysis

To truly get the Marketing and Sales Department of Comprehensive Holdings Ltd. to work for me, I performed a SWOT analysis.

It is an easy, yet handy tool. It does not let us run away from the obvious. Because it literally forces you to look within the department and see your strengths and weaknesses as well as keep an eye out for any opportunities and threats from the outside.

Strengths.

The sales team is one of the best things about the department. Developers in Dhaka are very friendly and professional, which is something that another developer could never honestly say. To sum it up, they are skilled, driven, and knowledgeable. In terms of marketing and hiring, the company has made a big splash online by being on Facebook and Instagram, which keeps them visible to younger buyers who are into technology. Lots of the projects are in popular areas, which makes them more desirable, which works in their favor. This product has a very appealing design because it is new, uses little energy, and is built to last. It's also important to have good customer service. Customers will trust you more if you respond quickly and really try to fix problems. Trust leads to referrals and loyalty.

Weakness

But strengths alone don't show everything. An important problem is that there is no proper CRM. When you do everything by hand, from following up on leads to tracking them down, things go wrong. Response times get longer, and some clients feel like they are not being heard. Another weakness is that there isn't much money for advertising. Billboards, newspapers, and the Internet are all full of ads for the big players, but Comprehensive Holdings doesn't get much attention. Because of this, the brand could get left behind developers with a lot more money.

Opportunity.

At this point, there are still more chances in the bigger market. As more people move into cities like Dhaka, there is a need for both residential and commercial property. Digital platforms are becoming more important, which opens up yet another chance to get better leads for less money by scaling up online campaigns. Working together with banks can be very helpful. With flexible loan packages, the company could attract middle-income families who want to buy a home but can't afford rigid financing plans. When these chances are used correctly, they could help the business do better in a market that is usually very tough.

Threats.

There are big problems outside the company, though. There are a lot of developers working in Dhaka, so the real estate market is crowded. But big developers control this area because they have a strong brand name and a lot of money. Costs of building things are going up, which creates more uncertainty and lowers profits. Changes in the economy, such as rising prices and higher interest rates, can make it harder for people to buy things almost overnight. There are also rules: delays in getting approvals or sudden changes to policies can cause projects to be late, which is bad for both the adjustor and the company. In general, these things make the market hard to predict. The department will need to be careful to stay in business.

Figure 7. SWOT Analysis of the Marketing and Sales Department

5.4 Discussion of Findings

The findings suggest that Comprehensive Holdings Ltd. has built a fairly solid foundation in its marketing and sales practices, though the cracks are visible if you look closely. Conversion rates, for instance, remain steady but fall short of the industry benchmark of 5–7%. That gap makes it clear that while the company does a decent job of pulling in leads, the tougher part but nurturing those leads and actually closing deals, still needs work. Another sticking point is the reliance on manual systems, which slows things down and increases the chance of missing follow-ups, leaving the door open for competitors to swoop in. On the brighter side, the company's hybrid marketing approach has been an advantage. By blending traditional methods with digital campaigns, it manages to reach both older buyers who still read newspapers and younger ones who live on Instagram. This range gives the firm a kind of resilience in a market where tastes and expectations differ widely. Customer satisfaction levels crossing 80% also show that, at least in terms of service, the sales team has done well to build trust and keep interactions transparent.

That said, keeping up this momentum over the long term will require more deliberate changes. The department can't avoid adopting data-driven practices forever, especially as its client base grows, and the absence of an advanced CRM system already feels like a bottleneck. Investing in better tools would help streamline follow-ups and improve efficiency, which in turn would raise conversion rates. Beyond that, the company would benefit from doubling down on digital engagement, experimenting with more flexible financing options in partnership with banks, and staying consistent with timely project delivery. These shifts are not just about catching up—they're about carving out a sharper edge in a market where bigger players dominate the conversation and buyers rarely forgive delays.

Chapter 6: Recommendations and Conclusion

6.1 Recommendations

Throughout my three-month internship in the Marketing and Sales Department of Comprehensive Holdings Ltd., I have realized that I need to improve, grow in many areas. The project already shows a lot of potential. However, there are certain smart steps that would take

the performance and brand image of the business fairly high to remain competitive in Dhaka. One of the most important steps is to implement a complete Customer Relationship Management (CRM) system. Currently, we manually manage customer data. This causes delays in follow-ups and increases the likelihood of missed opportunities. The business would be able to track leads better, keep client records organized, and set automatic reminders for payments and service requests with an integrated CRM platform. This adjustment would simplify the tasks for sales reps and ensure that clients are always in contact which is extremely significant in this trust-based industry as real estate.

Do more digital marketing is another important suggestion. The business already has a social media presence. However, it could be more successful in reaching many more people online if it spent money on SEO, targeted Google Ads, and video-based ads. If there were online walkthroughs of properties, client testimonials, and updates of live projects, potential buyers will be more interested and trusting. Keeping track of how successful campaigns are with data analytics will also help give a solid basis for future strategies, instead of simply guesswork. In addition, sales training and professional development should be the top priority. Sales executives are calling on clients constantly, and the clients ask them tough questions like how to get permits, how to get money, and about the quality of the construction. Regular training for the sales team in negotiation, communication, and real estate law would help them to become confident enough to handle such situations which will avoid dependence on senior managers for various matters.

The company may be able to sell more if it enhances its financial network. It is still too expensive for middle-income families to afford a home. Comprehensive Holdings Ltda could negotiate with banks / other financial institutions to generate custom made home loan packages with flexible payment plans. These changes will make its projects more appealing and access for more people. In addition, the company should attend real estate expos, partner with lifestyle magazines and sponsor community or cultural events in order to enhance awareness about the brand. Using these elements will help identify the company and establish it as a reliable

community builder. In the final analysis, long-term growth depends both on acquiring new customers and retaining existing customers. As such, the organization must start compensating individuals who get others to utilize their services, create occasions to show their gratitude to customers, and maintain positive customer care following the sale. Word-of-mouth advertising is still one of the most powerful tools in the realty business. Keeping past clients interested can make them loyal. Therefore, the company must make a conscious effort for the same.

6.2 Conclusion.

To sum up, this internship report is based on my three-month work experience at Comprehensive Holdings Limited In the Marketing and Sales Department. The department propels the company forward by giving visibility to its projects, generating leads, converting prospects into clients and establishing long-term relationship. I have learnt during my analysis that the department is endowed with a core dedicated sales team, project locations with pre-planning and increasing digital marketing presence. Despite the considerable volume of business, there are some limitations. The company does not have any kind of CRM. Furthermore, there is no formal budget for advertising. Finally, sales executives require more training. If it wants to remain competitively sustainable in the real estate sector Dhaka, the company must work on these gaps.

This report recommends ways for the company to improve performance, which should be implemented in the future. Focusing on the digital transition, partnering with bankers and ensuring client retention will further help the company improve its position and solicit a wider range of clients. My Internship helped me to refine my analytical skills. Moreover, it helped me to develop my communication skills as well as sharpen my knowledge. Most importantly, it made me confident to face real corporate challenges. This not only fulfilled an academic requirement of my BBA program. But also equipped me with the knowledge, resilience, and adaptability required to succeed in the field of marketing and face any issues in a professional career.

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