INTERNSHIP REPORT

On

“Analysis of Marketing Strategies of premium homes ltd”

<u>Prepared For:</u>-

Sharmin Jahan
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Program: BBA

Date of Submission:

Letter of Transmittal

May 11, 2025

Ms. Sharmin Jahan
Assistant Professor
Faculty of Business Administration
Daffodil International University

Subject : **Submission of the Internship report.**

Dear Mam,

I am submitting my project report titled **"Analysis of Marketing Strategies of premium homes ltd: A study on premium homes ltd"** I have tried my best to find out the current situation of real estate sector in Bangladesh. Please pardon me for any kind of mistake in this report. It was not possible for an individual to complete this report without your motivation and cooperation toward me; I would not be able to complete this report.

I genuinely hope you will understand the current real estate situation. Under your direction, I have gained invaluable experience through this internship report. I want to express my gratitude to you and the university for providing me with the project opportunity and for your assistance in writing the report..

If you have any further queries regarding the report, please inform me.

Thank you

sincerely yours,

Sornali

Sornali Akter
ID – 201-11-1053
BBA

Acknowledgement

First and foremost, I want to sincerely thank Allah for helping me to prepare my internship report.

I want to sincerely thank and show my appreciation to Ms. Sharmin Jahan, an assistant professor in the Daffodil International University's business administration faculty, for all of her helpful advice and guidance in finishing this report. Additionally, I want to express my gratitude to every member who has assisted me in any way in the preparation of this report.

I would want to personally thank my boss, for his helpful advice regarding the information source and other important matters in the preparation of this report.

Student Declaration

This report is actually being presented in order to meet the requirements for a Bachelor of Business Administration degree. I, Sornali Akter, hereby attest that the work included in this report, "**Analysis of Marketing Strategies Premium Homes Ltd**," was completed by me and hasn't been submitted for credit toward any degree, certification, diploma, or other academic credential to any other university, college, or organization.

Sornali

Sornali Akter

ID: 201-11-1053

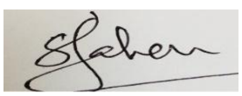
BBA

Letter of Acceptance

The report titled "***Analysis of Marketing Strategies of premium homes ltd"*** *S*ubmitted as partial requirement of BBA program. This report has been prepared by **Sornali Akter, ID: 201-11-1053,** major in Marketing, BBA program at Daffodil International University, under my supervision and guidance. This report is approved and accepted in quality from.

I wish him every success in life.

Best regards,



Ms. Sharmin Jahan
Assistant Professor
Faculty of Business Administration
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Executive Summary

On Bangladesh, the real estate industry is very new and mostly centered on the metropolis of Dhaka. The government should give the real estate industry a lot of attention and care as it is a profitable industry. This sector should have sufficient assistance in addition to legislation in order to survive and continue serving the public. Due to high prices, real estate businesses have been having trouble selling their apartments and delivering ready-to-move-in apartments in recent years. Instead of wanting to live in a rental home, customers are avoiding purchasing an apartment. One significant and contentious problem in Bangladesh's real estate market is the increase in apartment prices. It is said that real estate development firms charge exorbitant prices for apartments. The unthinkable rise in land prices and the steep rise in building material costs in recent years have driven up the cost of flats. For this reason, sales of all kinds of homes, apartments, and land are declining. Ready-to-move-in apartments are going unsold due to price increases, and businesses are suffering significant losses. The exorbitant cost is deterring the general public from purchasing new homes and apartments. When negotiating prices with clients, salespeople are having a hard time.

This study is divided into two main sections. The first part provides an overview of Bangladesh's real estate market, while the second half is divided into two sections: the organization portion and the project portion. The project portion is the main emphasis of this report. The organization section primarily displays premium homes ltd business profile, core functions, business line, and product characteristics.

TABIL OF CONTEST

Chapter- One

Introduction

Premium homes ltd

1.1 Background of the study

Bangladesh is one of the most densely populated countries in the world with a small but poor economy. Most of its population fall in low-income bonds and therefore major concerns for them are to meet basic needs. One of the five basic needs is the refuge and the state is supposed to be guaranteed. But the states cannot do this due to lack of resources and this is the fact that most of the experts are in the development of most of the Real Estate sector of Bangladesh. Although this sector is influenced by private investors, the government is present on the market through some housing projects. These private investors are widely regarded as profit hikes, but they are working hard to meet the additional needs of the country. Bangladesh's first real estate company is Eastern Housing Limited (EHL), established in 1964. Country's first real estate housing project was started this year in Pallabi , Mirpur ,Dhaka. However, the real estate industry in Bangladesh has been growing steadily since the 1970s, with the number of developers increasing from 5 in 1980 to 42 in 1988. The industry has been boosted by rapid economic growth, increased demand for real estate housing, and the emergence of a middle class. During the years 1990-1992, Bangladesh underwent economic changes following a shift in government, resulting in a recession within the real estate market due to a decline in investor interest. The Real Estate Housing Association of Bangladesh (REHAB) was established in 1991 to standardize industry practices and promote consumer confidence. The industry has had a positive impact on the economy, with millions of people benefiting from home ownership and rental opportunities.

Premium homes LTD is a real estate company. The recent project of this company is the premium green. Our project is located midway between Ashulia Model Town and Manarat International University and Daffodil International University. The total land area of our project is 7 katas. Our project consists of 27 shares.22 share have been sold and 5 share are remaining. The client will pay the money. In our project, there are 3 units on each floor and flat size is 1500 square fit. In our project, the building type G+9.The environment around of our project is very beautiful. This project is perfect dream house for your children. This analysis aims to provide an in-depth examination of the marketing strategies adopted by Prime Home Ltd., focusing on key elements such as market segmentation, positioning, branding, and promotional efforts. Additionally, the report evaluates how the company leverages digital marketing, customer relationship management (CRM), and partnerships to achieve its business objectives.

1.2 Objective of the Study:

The objectives of this study are:

- To present organizations overview of the Premium Homes LTD.
- To analysis the marketing strategies of Premium Home Ltd.
- To identify some problems related to marketing strategies of the Premium Homes LTD.
- To suggest some recommendations of those identified problem of the Premium Homes LTD

1.3 Methodology of the Study:

Two types of data have been used to present this report:

- Primary data : Data gathered directly from primary sources
- Secondary data: information obtained from internet and published sources.

Sources of primary data:

- Discussion with the employees: insights gleaned from discussions with employees of the organization.

- ❖ Observation : Direct observation of business operations and activities

Sources of secondary data:

- ❖ Book : Data cited in pertinent published publications
- ❖ Website : official website of Premium Homes LTD

1.4 Limitations of the Study:

- ❖ **Time:** Due to the research's time constraints, the scope of data gathering and analysis was constrained. It was not feasible to thoroughly examine every facet of the topic because of the study's time constraints. In-depth interviews, comparative analysis, and more thorough fieldwork may have been possible with a longer period.
- ❖ **Busy professional:** Due to their busy schedules and high responsibilities, many experts and crucial informants, including managers and executives, were hard to reach. As a result, it was impossible to gather certain crucial viewpoints and thoughts. The primary data's richness and diversity may have been restricted by this lack of access.
- ❖ **Confidential:** The organization's privacy and confidentiality regulations prevented it from sharing some sensitive and important information about internal operations, financial statistics, and strategic goals. This made it more difficult to have a comprehensive grasp of the internal dynamics and decision-making procedures of the business.
- ❖ **Limited Sample Size:** The study only included a small number of respondents because of time and budget constraints. Results that were more dependable and statistically significant may have been obtained with a bigger sample size.

Chapter: Two

Organizational overview -

About

Premium Home Ltd

2.1Overview of the Premium Homes Limited

Bangladesh Premium Homes Ltd. is a rapidly growing real estate company in Bangladesh, committed to addressing the housing needs of urban and semi-urban populations. The company specializes in creating residential and commercial properties that combine modern design with functionality, ensuring both comfort and aesthetic appeal.

Established: Year unknown (Assumed as an emerging company in the market)

Head Office: 23/2 Sel Huq Park, Shymoli, Dhaka-1207

Core Competency: Innovative project designs, customer-focused service, and timely project delivery.

Flagship Project: Premium Green place. .
Location: Midway between Ashulia Model Town, Manarat International University, and Daffodil International University.

Key Features: G+9 structure, 27 flat units (3 per floor), 1500 sq. ft. each, eco-friendly surroundings.

2.2Mission:

Corporate Office Mission of the Premium Homes Ltd is to develop worth residential & commercial properties with high standards at affordable prices and achieve customer satisfaction. As well as to remain in highest of Real Estate Business in comparison to others offering Quality products.

- To redefine the real estate landscape in Bangladesh by providing:
- Affordable housing for middle and upper-middle-class families.
- Environmentally friendly construction practices.
- Long-term value to customers through durable and sustainable properties.
- Providing our customer with only top quality products and services.

2.3Vision:

Shikdar To become one of the best real estate companies in Bangladesh by providing sustainable, modern, and high-quality housing.
To become the most trusted real estate developer in Bangladesh, recognized for:

- Excellence in customer service.
- Superior quality construction.
- Leading innovations in design and functionality.
- Contributing positively to urban development and community well-being.

2.4 Goals:

- Build affordable and high-quality homes.
- Deliver projects on time.
- Keep business practices transparent and fair.
- Offer excellent customer service.
- Expand operations across Bangladesh.

2.5 Core Values

- **Integrity**: Ensuring transparency in all business transactions.
- **Customer-Centricity**: Prioritizing customer needs and satisfaction.
- **Innovation**: Embracing new technologies and sustainable practices.
- **Teamwork**: Encouraging collaboration within and outside

2.6 Limitations of the Study:

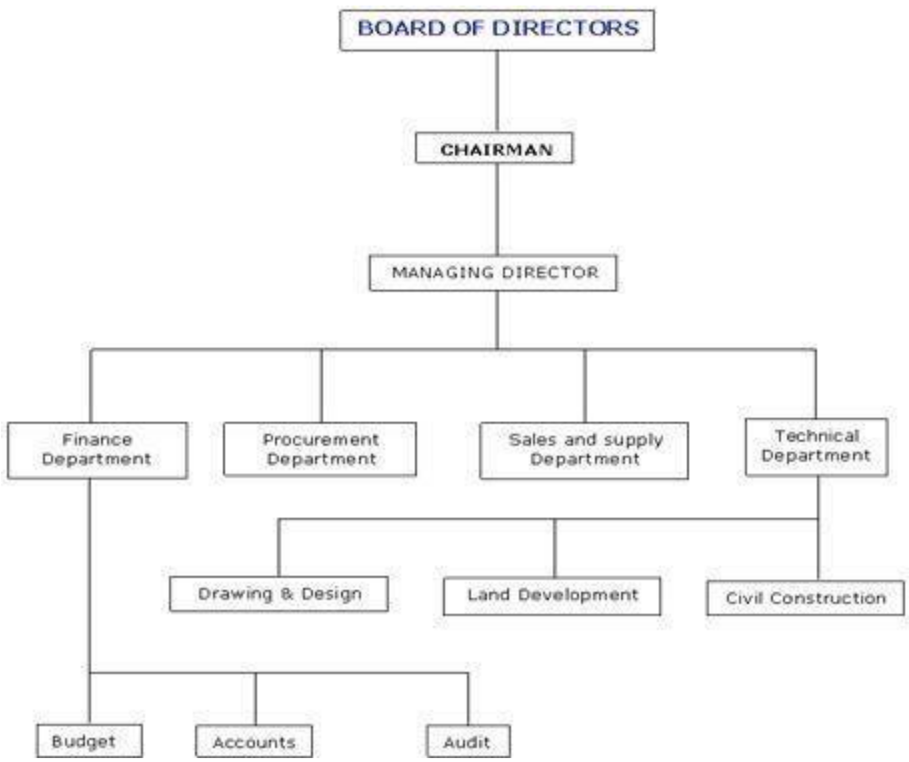
i) The inaccessibility of pertinent records and data in the association is a significant imperative.

ii) Unintentional non-participation of the objective gathering/respondents in giving essential data, as they were busies me likewise an exceptional constraint of the review.

iii) There are different data can't give because of safety and other corporate commitments.

iv) Due to absence of my involvement with setting up this sort of broad report, there might be some misstep which is deliberate

2.7 Management Organogram/Structure:



Chapter- Three

Analysis of marketing strategies Premium Homes Ltd.

3.1 Strategic Marketing Analysis

This chapter offers a thorough marketing study of Premium Homes Ltd. with an emphasis on how the business uses strategic marketing strategies to connect with, influence, and please its target audience. This includes a thorough examination of the Marketing Mix (7Ps) and Segmentation, Targeting, and Positioning (STP), which are essential foundations for creating a powerful brand presence in the cutthroat real estate sector.

3.2.1 Segmentation:

To Premium Homes Ltd. successfully identifies and caters to its target clientele by employing a multifaceted segmentation approach. In order to match its real estate products with the requirements and preferences of various customer groups, the firm uses demographic, regional, and psychographic segmentation, each of which has distinct sub-variables.

- **Demographic Segmentation:** Premium Homes divides up their clientele according to quantifiable demographic traits based on age, income level, and occupation.

- **Geographic Segmentation:** Premium Projects are positioned strategically according to client accessibility and geographical potential based on area types, specific locales, Regional Demand zone

- **Psychographic Segmentation:** Additionally, Premium Homes targets customers according to their own beliefs, attitudes, and lifestyle choices based on life style, social states, value orientation:

With the use of sub-variable segmentation, Premium Homes Ltd. is able to customize each home project to specific client profiles, guaranteeing more market relevance, greater customer pleasure, and more steadfast brand loyalty in the premium real estate industry.

3.2.2 Targeting

The Following market segmentation, Premium Homes Ltd. chooses certain client groupings that complement its services, brand positioning, and corporate objectives. Using a mix of sub-variables, the firm employs a selective targeting method, concentrating on lucrative and high-potential areas.

- Young professionals– Seeking modern, smart homes with connectivity and convenience.
- Middle-aged families– Looking for spacious living, family-friendly environments, and community features.
- Upper-middle-class and wealthy individuals – Can afford premium apartments, villas, and gated communities.
- High-net-worth individuals (HNWIs) – Interested in custom-built homes and luxury real estate investments.
- Corporate executives and entrepreneurs – Looking for status, exclusivity, and convenience near business centers.
- Professionals (e.g., doctors, IT specialists, lawyers) – Value lifestyle, comfort, and modern amenities.
- Retired officials and expatriates – Interested in high-quality retirement living or investment properties.
- Metropolitan cities – Such as Dhaka, Chattogram, and Sylhet, where demand for premium housing is high.
- Emerging suburban hubs – Locations like Ashulia, Uttara, and Bashundhara that offer high growth and investment potential.
- Local urban buyers – Seeking modern housing within the city.
- Overseas Bangladeshis (NRBs) – Interested in high-end properties as investments or future residences.
- Buyers who desire luxury, comfort, and technology-enabled homes.

- Environmentally conscious individuals who prefer eco-friendly and sustainable living.
- Families and individuals seeking secure, gated community living with premium amenities.
- Upper-class clients who associate property with status, prestige, and lifestyle identity.
- End-users seeking residential comfort and lifestyle enhancement.
- Investors focused on property value appreciation and rental income.

Premium Homes Ltd. makes sure that its marketing and sales initiatives are exactly in line with the requirements, preferences, and purchasing power of its most valued client groups by targeting based on certain sub-variables across demographics, location, and psychographics.

3.2.3 Positioning

As a premium real estate company, Premium Homes Ltd. markets itself as offering upscale homes with top-notch features. In order to maintain its reputation as a reliable luxury brand, their message places a strong emphasis on excellent quality, individualized customer care, and high architectural standards.

Company markets itself as a supplier of real estate for a luxurious lifestyle, stressing:

- **Excellent Design&Architecture:** Properties with creative and beautiful architecture.
- **Exclusive Living Experiences:** Prestigious, private, and tranquil residences with a high level of protection and a limited number of units.
- **Customer-focused services:** include flexible payment schedules and concierge assistance.

3.2 Marketing Mix

In the cutthroat luxury real estate scene, a smart marketing plan plays a key role to draw in wealthy clients and keep a high-end brand image. Premium Homes LTD, a big name in upscale home building uses the 7Ps of the marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—to stand out as a top-notch real estate brand. This broad marketing approach helps the company match its offerings with what rich buyers want making sure customers are happy and the brand stays prestigious. By blending these seven parts well, Premium Homes LTD gives customers an amazing experience while cementing its place in the luxury property world.

3.3.1 Product

Premium a wide range of upscale residential real estate options are available from Premium Homes LTD, which is designed to satisfy the discerning preferences and lifestyle requirements of wealthy customers. Among the products are:

- **Luxury Apartments:** These are contemporary, well decorated apartments housed in upscale high-rise structures in urban settings. These apartments provide urban luxury living at its best, complete with smart home technology, upscale furnishings, and exclusive facilities like gyms, rooftop gardens, concierge services, and private parking.

- **Private Villas:** Independent luxury villas in calm, safe communities are designed and constructed by Premium Homes. These large residences have multi-car garages, private pools, manicured gardens, and unique architecture. Families looking for seclusion, comfort, and an upscale lifestyle would love villas.

- **Gated Communities:** The business creates upscale gated communities that blend community life, seclusion, and security. Clubhouses, parks, walking paths, exercise facilities, and kid-friendly play places are frequently found in these communities. They are intended for upper-middle-class to ultra- high-net-worth people looking for a community-oriented, safe setting.

- **Custom-Built Homes / Turnkey Projects:** Additionally, Premium Homes provides custom home-building services, enabling customers to create homes that precisely match their requirements. Turnkey projects offer ready-to-move-in houses with full interior finishing, fixtures, and appliances—all luxuriously and meticulously crafted—for individuals who would rather have a hassle-free experience.

- **Real Estate Advisory&Property Management:** In addition to building, Premium Homes offers comprehensive real estate advising services, assisting customers in managing paperwork, choosing the best investment possibilities, and navigating legal requirements. In order to give investors piece of mind and maintain property value, property management services can include maintenance, rent collecting, tenant management, and resale support.

3.3.2 Price

Premium Homes Ltd. adopts a premium pricing strategy to reinforce its image as a high-end, luxury real estate developer. This approach aligns with the company's strategic positioning, which emphasizes exclusivity, architectural sophistication, superior construction quality, and prime urban locations.

- **Justification for Premium Pricing**
    - **High-Quality Materials and Finishes:** The use of top-grade construction materials, imported fittings, energy-efficient technologies, and luxury interiors significantly increases production costs. These costs are reflected in the selling price to ensure quality is not compromised.

    - **Exclusive Amenities:** Premium Homes offers smart home features, rooftop gardens, private parking, gymnasiums, elevators, security surveillance, and concierge services—all of which enhance the value proposition and justify the higher pricing.

- **Prime Locations:** Most of the projects are located in high-demand metropolitan areas or emerging zones with increasing land value, such as Shymoli, Bashundhara, Ashulia, and Uttara. These areas are close to universities, commercial hubs, and transportation, which inherently drive property prices upward.

- **Market Perception and Value Strategy**

  - Perceived Value = Prestige + Trust: Buyers in the upper-middle to high-income brackets often associate high prices with superior quality, exclusivity, and social status. The pricing strategy appeals to this psychological association, offering not just a property but a lifestyle upgrade.

  - Investment Potential: High-net-worth individuals and investors view Premium Homes Ltd.'s properties as safe investment vehicles. Premium pricing helps maintain resale value and project future appreciation, especially in rising urban areas.

- **Competitive Benchmarking**

  - Compared to mid-tier developers, Premium Homes Ltd. offers enhanced features but at a significantly higher price. While this narrows the customer base, it creates a niche premium segment of loyal, satisfied, and financially capable buyers.

  - Competitors may offer similar size flats at lower prices, but Premium Homes justifies its higher cost through added value— design, durability, security, and long-term utility.

- **Challenges&Considerations**

- Affordability Gap: The pricing model may alienate middle-income buyers in areas like Shymoli where the demand for affordable housing is rising. This creates a potential mismatch between product offering and emerging customer segments.

- Market Volatility: Rising costs of raw materials (steel, cement, glass, etc.) and unstable market conditions can make premium pricing unsustainable in some projects. This requires dynamic pricing reviews and flexibility in joint ventures.

3.3.3 Place

Making its luxury real estate options visible and accessible to its target market—affluent purchasers in metropolitan and high-growth urban areas—is the main goal of the Place part of Premium Homes LTD's marketing mix. To guarantee optimal reach and convenience, the business employs a multi-channel distribution strategy.

- **Sales Offices in Prime Locations:** In both large cities and new urban centers, Premium Homes sets up specialized sales offices. Prospective customers may easily visit these offices, speak with sales representatives, and see project models or mock-ups in person because they are well situated in affluent areas or key business districts.

- **Participation in Real Estate Exhibitions and Property Expos:** The business constantly participates in international property exhibitions and luxury real estate expos to present its high-end products to a worldwide clientele. High-net-worth people (HNWIs) searching for luxury real estate, and possible investors can all be reached at these high-profile events.

- **Official Website with Virtual Tours and Booking Features:** The website for Premium Homes is a central digital showroom that is very dynamic and easy to use. With the help of the website's virtual property tours, thorough floor plans, 3D walkthroughs, and online booking or inquiry forms, tech-savvy purchasers may view homes from any location—a crucial feature for clients from abroad.

- **Partnerships with Brokers and Channel Partners:** To increase its reach and target specialized clientele, the business works with a network of luxury property advisors, real estate brokers, and channel partners. These collaborations guarantee that reputable middlemen who are knowledgeable about the luxury market would suggest Premium Homes' homes.

- **Target Locations:** The development of projects in popular metropolitan areas like Dhaka, Chattogram, and Sylhet, as well as new urban centers with robust economic growth and increasing property prices, is the primary emphasis of Premium Homes. Both end users wanting an opulent lifestyle and speculators seeking high-yield real estate possibilities are drawn to these places.

3.3.4 Promotion

To reach wealthy customers and maintain the image of its luxury brand, Premium Homes LTD employs a well-balanced combination of traditional and digital marketing.

- **Digital Channels:** Premium Homes leverages digital platforms not just for visibility, but for building meaningful engagement and driving leads.

    - SEO-Optimized Website: The official website serves as a digital showroom with virtual tours, floor plans, and interactive features. It positions the brand as tech-savvy and transparent.

- Targeted Ads: Run on platforms like LinkedIn and Instagram, these ads promote not just availability but also lifestyle—highlighting gated community living, rooftop gardens, and smart home automation.

- Email Campaigns: Personalized and segmented emails include:

  - Early-bird booking offers
  - Invitation to private viewings or soft launches
  - Loyalty discounts for repeat buyers or referrals
  - Email metrics show an average open rate of 26–30% and a click-through rate of 3–5%, indicating good engagement.

- Influencer Collaborations: Partnerships with luxury influencers and realtors help tap into niche networks, adding brand credibility and aspirational appeal.

- **Traditional Channels**: Reaching established, wealthy clients and preserving a high-end image depend heavily on traditional media.

  - Print Ads in Newspapers: Full-page, visually rich ads in national dailies like The Daily Star and Prothom Alo emphasize project launches, investment value, and exclusive features.

  - TV Commercials: Run during peak hours on NTV, Channel i, and other business and lifestyle channels, showcasing:

    - The luxury lifestyle that comes with each project

- Testimonials from satisfied clients
- Limited-time payment offers

❖ Premium Magazine Features: Editorials and sponsored content in publications like Luxury Living and Architect’s Digest to promote design excellence and exclusivity.

❖ Real Estate Expos&Private Events:

- Participating in luxury property expos and invite-only events
- Promoting exclusive booking discounts or interest-free EMI options for bookings during the event
- Hosting private wine&dine launch events for potential elite buyers

➢ **Types of Promotional Offers and Activities**

❖ Limited-Time Offers: Discounts on early bookings or corner units to create urgency.

❖ Referral Bonuses: Existing customers receive incentives (monetary or gifts) for referring new buyers.

❖ Festive Campaigns: Special payment plans or waived registration fees during Eid or New Year.

❖ Corporate Tie-Ups: Offers tailored for professionals from partner companies (e.g., special pricing for bank or telecom employees).

❖ Brand Storytelling: Use of social media reels, customer stories, and behind-the-scenes videos to humanize the brand and build emotional connection.

Chapter- Four

Findings, Recommendations & Conclusion

Premium Home Ltd

4.1 Findings

A thorough examination has revealed a number of crucial problems that prevent Premium Home Ltd. from expanding and competing in the real estate industry. These issues jeopardize the company's market share and reputation in addition to its profitability:

1. **Established Presence in a Prime Location:** With a significant presence in the affluent Shymoli neighborhood, Premium Home Ltd. is known for its high-end homes and emphasis on high-value properties.

2. **Active Participation in Joint Ventures:** In order to obtain significant land assets in desired areas, the corporation actively seeks for property through joint ventures with landowners.

3. **Strong Brand Recognition and Investment in CSR&Marketing:** The Corporation may improve its public image by showcasing its brand awareness and community participation through visible spending in advertising and corporate social responsibility (CSR).

4. **Uncompetitive Pricing Strategy:** Because Premium Home Ltd. charges more for its properties than its rivals in the same neighborhood, middle-class consumers who are price conscious find it less appealing.

5. **Reputation Damage from Project Delays:** Persistent delays in project handovers have damaged consumer confidence and trust, particularly in major ventures like Shymoli.

6. **Shrinking Profit Margins and Declining Sales:** Poor financial performance and strategy misalignment are indicated by a three-year decline in sales volume, rising building costs, and inefficient operating expenses.

Ineffective pricing, subpar project execution, dwindling sales, and financial strain are just a few of the significant internal and external issues that Premium Home Ltd. must deal with. Premium Home Ltd. has to reevaluate its tactics, cut down on operational inefficiencies, and broaden its market focus outside upscale markets in order to be competitive in the quickly changing real estate industry.

4.2 Recommendations

The following specific recommendations are put forth to enhance Premium Homes Ltd.'s marketing effectiveness and competitive advantage in light of the main results and an assessment of its present market position:

- **Adopt a More Competitive Pricing Strategy:** Premium Home Ltd. should update its pricing strategy in order to stay appealing in neighborhoods like Shymoli that are sensitive to price. The expanding middle-class buyer sector can be drawn in by introducing mid-range apartment selections and providing flexible financing or promotional pricing.

- **Reposition for Middle-Class Market Alignment:** By creating reasonably priced units without sacrificing quality, Premium Home Ltd. can better match its products with the middle-class population's purchasing power in the area. Regaining lost market share and improving client attractiveness are two benefits of this repositioning.

- **Improve Project Timeliness and Execution:** The business must place a high priority on timely project completion in order to win back client confidence and improve brand reputation. Projects may be completed on schedule by putting in place strong project management systems, digital monitoring tools, and contractor performance incentives.

- **Revamp Sales Strategy to Reverse Declining Volume:** The sales approach has to be more aggressive and customer-focused. Leveraging digital marketing, CRM tools, targeted promotions, and improved after-sales support can help boost buyer engagement and recover from the declining sales trend.

- **Mitigate Construction Cost Pressures with Smart Design:** By employing sustainable and locally accessible resources, upgrading construction techniques, and optimizing building designs for economic effectiveness, rising material costs may be mitigated. This strategy will assist control costs while preserving the caliber of the work.

- **Reduce High Joint Venture Acquisition Costs:** Landowners and Premium Home Ltd. should renegotiate the conditions of the joint venture by switching from hefty upfront payments to agreements based on profit- sharing or installments. This tactic would help regulate the eventual unit price and lessen the strain on early investments.

4.3 Conclusions

As apartment living becomes a more popular and acceptable lifestyle option, Bangladesh's real estate market is showing itself to be quite lucrative and expanding. Premium Home Ltd. is contributing significantly to this changing environment by offering reasonable costs for high-quality services. Current study suggests some market realities, despite the fact that apartment complexes are helping to satisfy the city's expanding housing demands. The majority of apartment complexes are located in the city's center, and high-income groups still have a low demand for residences. Despite the good quality of Premium Home Ltd.'s flats, many people do not think the prices are reasonable. The business must emphasize customer happiness and uphold its service agreements if it wants to stay competitive. Businesses will need to provide better services at more affordable costs in order to maintain and grow their market share when more apartment complexes are constructed. The government should simultaneously enact laws that safeguard purchasers' rights and encourage the construction of apartments. To protect the interests of all parties, builders, purchasers, and lenders must better coordinate. Real estate firms may also get more public trust and feedback by improving the quality of their services.

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