Internship Report

on

Analyzing Marketing Mix Strategy of Shubornobhumi Housing Ltd.

Supervised by:

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Major in Marketing

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Letter of Transmittal

08 January, 2025

To

Mr. Dewan Golam Yazdani

Assistant Professor (Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

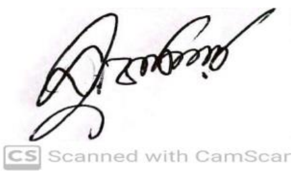
Subject: Submission of Internship Report on "Marketing Mix Strategy of Shubornobhumi Housing Ltd''.

Dear Sir,

With due respect I Md. Mubashir Hasan, I am submitting my internship report on "Marketing Mix Strategy of Shubornobhumi Housing Ltd''. for your kind consideration as a part of the requirement for completing the BBA program. I have tried my level best to complete this report with the necessary information.

I hope that the report will be acceptable to you.

Thank you,



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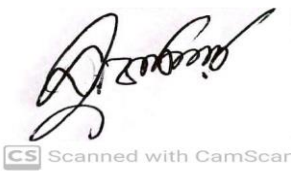
Student's Declaration

I am Md. Mubashir Hasan, the student of Department of Business Administration, bearing ID: 201-11-6406, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on "Marketing Mix Strategy of Shubornobhumi Housing Ltd. has been authentically prepared by me. While preparing this internship report, I didn't violate any copyright act intentionally.

I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.



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Md. Mubashir Hasan

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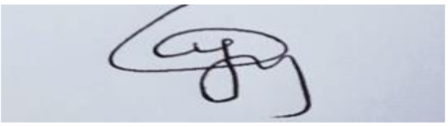
Certificate of Supervisor

This is to certify that Md. Mubashir Hasan, ID: 201-11-6406 and program BBA, major in Marketing, he is a regular student of Faculty of Business & Entrepreneurship Daffodil International University. He has successfully completed his internship program at Shubornobhumi Housing Ltd and he has prepared internship report under my direct supervision. His internship report on “Marketing Mix Strategy of Shubornobhumi Housing Ltd. This report is recommended for submission. I wish his every success in life.



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(Dewan Golam Yazdani)

Assistant Professor (Marketing)

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Acknowledgement

Firstly, I like to praise my almighty Allah who provided me with the ability to prepare this report perfectly, and I also like to thank my family for their blessings and support. Then I would like heartfelt thanks to my supervisor Mr. Dewan Golam Yazdani, whose guidelines and supervision helped me to successfully complete this report. Without his help, it was difficult for me to complete this report. His excellent guideline helped me to understand the whole process easier. Special thanks to **Md. Sayedur Rahman Bhuyan**, General Manager of Shubornobhumi Housing Ltd. He encouraged and helped me to understand during my internship program.

Executive Summary

This report provides an overview of the Marketing Mix Strategy of Shubornobhumi Housing Ltd with a focus on the 4Ps (Product, Price, Promotion, and Place) and STP (Segmentation, Targeting, and Positioning) analysis.

By analyzing the 4Ps, it explores how the company manages its product portfolio, pricing strategies, promotional activities and distribution channels. In terms of product analysis, Shubornobhumi Housing Ltd. demonstrates a diverse product portfolio, encompassing a range of consumer goods. Regarding pricing strategies, Shubornobhumi Housing Ltd sets competitive prices based on market dynamics and consumer preferences. In terms of promotion, Shubornobhumi Housing Ltd. adopts an integrated marketing communication approach. Moreover, it has effectively embraced digital marketing and social media platforms to engage with its target audience. Regarding place, Shubornobhumi Housing Ltd. focuses on an efficient distribution system to ensure timely and wide spread product availability.

The report also includes an STP analysis to assess the company's segmentation, targeting, and positioning strategies. Shubornobhumi Housing Ltd. segments its market based on various demographic and psychographic factors, allowing for effective targeting of specific consumer groups. The company positions its products as high-quality, reliable, and affordable options for the target market.

Based on the analysis, several recommendations are provided to enhance the marketing mix strategy of Shubornobhumi Housing Ltd. These recommendations include investing in research and development for product innovation, conducting regular market research for pricing optimization, exploring new promotional channels, and expanding distribution channels.

In conclusion, the internship report provides a comprehensive analysis of Shubornobhumi Housing Ltd.’s marketing mix strategy, focusing on the 4Ps and STP analysis. The report offers valuable insights into the company's strengths and areas for improvement, providing recommendations to enhance its marketing efforts.

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Chapter: 1

Introduction

1.1Introduction

The marketing mix is a fundamental framework for businesses to make strategic decisions regarding their product, pricing, distribution, and promotion strategies. A well-defined and executed marketing mix strategy is crucial for any company to remain competitive and achieve its marketing goals. In this context, this study delves into the analysis of the marketing mix strategy of Shubornobhumi Housing Ltd, a prominent real estate industry. The marketing mix, also known as the 4Ps (Product, Price, Place, Promotion), plays a pivotal role in shaping a company's brand image and market positioning. This study aims to evaluate how Shubornobhumi Housing Ltd has applied its marketing mix strategy to achieve its objectives, and to provide insights for potential improvements.

1.2Background of the Study

The real estate industry, marked by its dynamic nature and ever-evolving consumer preferences, necessitates a thorough understanding of marketing strategies for sustainable growth and competitive advantage. Shubornobhumi Housing Ltd, a prominent player in the real estate sector, operates in a landscape where factors such as changing demographics, economic conditions, and urbanization profoundly influence market dynamics.

As markets become increasingly competitive, companies are compelled to adopt comprehensive marketing approaches to not only attract potential homebuyers but also to retain and satisfy existing clients. Against this backdrop, the study focuses on Shubornobhumi Housing Ltd, delving into an in-depth assessment of its marketing mix and STP (Segmentation, Targeting, Positioning) strategies.

1.3 Objectives of the Study

Broad Objective:

To assess the marketing mix strategy of Shubornobhumi Housing Ltd.

Specific Objectives:

The specific objectives of these study are as follows:

i. To find out the STP strategy of Shubornobhumi Housing Ltd.
ii. To assess the marketing mix strategy of Shubornobhumi Housing Ltd.
iii. To find out the major problems in the marketing mix and STP analysis of Shubornobhumi Housing Ltd.
iv. To provide some recommendations to overcome the problems from the findings.

1.4 Methodology of the study

This study will employ a mixed-method research approach, including both quantitative and qualitative methods:

Data Collection:

Primary Data: Interviews with key personnel from Ltd, including marketing managers and executives, to gain insights into their marketing mix strategies.

Secondary Data: Analysis of company reports, industry publications, and market research data.

Data Analysis:

Quantitative Analysis: Utilization of statistical tools and software to assess the effectiveness of pricing strategies and promotional campaigns.

Qualitative Analysis: Content analysis of interview transcripts to understand the company's product development and distribution strategies.

Limitations of the study acknowledge the potential limitations and constraints that might affect the research.

1.5 Limitations of the study

The major limitations of this study are discussed below:

Data Availability: The study is dependent on the availability and accessibility of relevant data and cooperation from Ltd.

Time Constraints: The study duration may impose limitations on the depth of analysis and the comprehensiveness of data collection.

Subjective Elements: Interpretation of qualitative data, such as interview responses, may be influenced by subjectivity.

Competitive Data: Access to specific competitor data for benchmarking may be limited. Addressing these limitations, the study will make every effort to provide a comprehensive and insightful analysis of **Shubornobhumi**'s marketing mix strategy.

Chapter: 2

Company Overview

2.1 About Shubornobhumi

Frequently recognized as SHL, Shubornobhumi Housing Ltd. takes its place as a significant associate beneath the expansive umbrella of the (PSG). PSG stands as a renowned emblem of Bangladesh's private sector enterprises, celebrated for its wide-ranging diversification. The inception of this conglomerate finds its roots in 1962, guided by the visionary leadership of M.A. Hashem, a stalwart industrialist etched into the annals of the nation's industrial evolution. M.A. Hashem role as the Founder Chairman of Partex Group ignited the spark that set ablaze PSG's journey. This conglomerate's path was marked by his leadership, shaping it into the powerhouse it is today.

Within this influential conglomerate, Shubornobhumi Housing Ltd stands out as a leading real estate entity. As a concern of renowned for its diversified business portfolio, SHL embraces a mission of excellence and innovation. It is committed to ensuring the delivery of sustainable, modern and aristocratic living place.

2.2 Description of the Business of the Organization

Partex Star Group (PSG), through its ownership and efficient operation of over twenty-four Manufacturing, Service, and Trading Concerns, including Associate Companies, is dedicated to delivering unparalleled value to customers across its products and services. PSG's dynamic presence is most pronounced in Three Key Domains:

Building Materials & Consumer Durables: PSG is a vanguard in this domain, offering an extensive range of products such as Particle Board, Veneer Board, Melamine Faced Chip Board, Plywood, PVC Sheet, Doors and Door frames, Furniture, Real Estate projects, Shipping services, Cables, Steel, and even Fashion Wears. The flagship brand responsible for driving excellence here is none other than Partex.

Consumer Packaged Foods: PSG extends its reach to the realm of consumables, providing a diverse assortment of dairy products, tea, biscuits, candies, and a variety of other confectionery delights. Danish, a well-known brand, takes center stage in this category.

Banking, NBFIs & Beyond: Through its Associate Companies, PSG maintains a robust presence in the realm of Banking, Non-Banking Financial Institutions (NBFIs), and other related sectors. Notable entities that find their place here include The City Bank, City Bank Capital, Phoenix Insurance, IDLC Finance, Janata Insurance, and Voice Tel.

2.3 Shubornobhumi’s Vision, Mission and Values

Vision:

By 2030 Shubornobhumi Housing Ltd. will be the country’s first residential dreamland in the private sector offering housing solutions with the choicest plots around greater metropolitan Dhaka for the ultimate comfort and luxury of city life.

Mission

Shubornobhumi Housing Ltd. is designed as a highly reliable satellite city in the private sector is offering residential plots to aspiring residents of Dhaka metropolis in an open, safe, green and waterfront environment.

Values

- Consistency,
- Commitment,
- Innovation,
- Aesthetics,
- Efficiency and eco-friendliness are guiding principles,
- Shubornobhumi Housing to present an aristocrat level living experience.

2.4 Present Project Status

2.5 Departments of Shubornobhumi

1) Reception Desk: The Reception Desk is responsible for handling both internal and external registration, managing office operations, and answering phone calls. This department maintains a daily log known as the Central Observation System, which records key events and activities.

2) Marketing & Sales Department: The Marketing & Sales Department at Shubornobhumi Housing Ltd. is a highly successful division. With a strong sales team and aggressive marketing campaigns, it has achieved impressive sales results and captured a significant market share. As a result, Shubornobhumi Housing Ltd. has become a leader in the real estate industry.

3) Administration & Business Department: The Administration & Business Department oversees the overall functioning of the organization. It ensures smooth operations and addresses any employee issues. If an employee makes an error, this department takes corrective action. Additionally, employees who perform well are recognized and awarded by the department.

4) Finance & Accounts Department: The Finance & Accounts Department is responsible for the final review of bank reconciliations, verification of bank debtor order vouchers, and overseeing the company's financial accounts. This department also provides clearance for transactions such as withdrawals and registrations.

5) Documentation & Recovery Department: This department handles client payment issues, particularly when payments are not made by the due date. It offers extensions of time for clients and manages communication regarding overdue payments. If a client modifies their payment schedule by changing their plot, the department facilitates the necessary changes. Furthermore, it manages registration fees for clients and creates note sheets for registration purposes.

2.6 Features of the Project

- The project of Shubornobhumi Housing Ltd. is officially approved by RAJUK (Rajdhani Unnayan Kartripakkha).
- The locations of Shubornobhumi Housing Ltd. are situated outside of flood-prone areas.
- The projects feature abundant natural greenery, enhancing the aesthetic appeal.
- The locations promote an eco-friendly environment, focusing on sustainability and conservation.
- The administrative office and CCTV surveillance facilities are integrated within the project for enhanced security and management.
- Registration is conducted only after the full payment has been received.

2.8 SWOT Analysis of Shubornobhumi

2.7.1 | Strengths

- Professional management team.
- Competitive pricing with lower costs.
- Prime, strategic location.
- Strong brand presence in the market.
- Wide range of product offerings.
- Established corporate network.
- Robust legal documentation and paperwork.

2.7.2 | Weaknesses

- Relatively weak brand recognition.
- Suboptimal location compared to competitors.
- Land still under development.
- Limited promotional and marketing efforts.
- The company is only few years old with limited market experience.
- Underdeveloped customer relationship management.
- No completed or ready-to-hand-over products.

2.7.3 | Opportunities

- Favorable changes in regulations that could benefit the company.
- Untapped markets offering new growth potential.
- Competitors exiting the market, opening opportunities.
- Potential benefits from the economic cycle.

2.7.4 | Threats

- Unfavorable changes in regulations that could impact business.
- Entry of strong new competitors into the market.
- Potential market contraction or shrinkage.
- Shifting buyer behavior and changing market preferences.

Chapter: 3

STP Analysis

3.1Segmentation

Segmentation refers to the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers based on some type of shared characteristics. In the context of Shubornobhumi Housing Ltd**.**, a real estate company, segmentation involves identifying different customer groups to tailor their marketing and offerings.

Segmentation of Shubornobhumi Housing Ltd.

1. **Geographic Segmentation**:

Shubornobhumi Housing Ltd. can segment its market based on geographic location. For instance, they could target customers in specific cities, regions, or even local neighborhoods within Bangladesh. Urban buyers may be more interested in apartment complexes in city centers, while suburban buyers may prefer villas or larger homes in quieter areas.

Example: If they target people in Dhaka, they may focus on offering high-rise apartments in the city center. For those living in smaller towns or outlying areas, they may offer more affordable, spacious housing options.

2. **Demographic Segmentation**:

This segmentation focuses on the characteristics of the customer, such as age, income, family size, education, and occupation. Shubornobhumi Housing Ltd. could target different segments based on their ability to afford different types of housing.

Example:

Young professionals (aged 25-35) with higher incomes might be targeted for premium apartments with modern amenities in central locations.

Middle-income families with children might be attracted to larger homes in suburban areas, offering more space and green surroundings.

Retirees might be targeted for smaller, low-maintenance apartments in quieter parts of the city, or even in areas with more health care facilities.

3. **Psychographic Segmentation**:

This segmentation takes into account the lifestyle, values, and social status of the potential buyers. Shubornobhumi Housing Ltd. could offer different housing options for people with distinct lifestyles, such as eco-conscious buyers, luxury-seeking individuals, or those looking for simple, functional living spaces.

Example:

Eco-conscious consumers might be attracted to energy-efficient homes with sustainable building materials and green technologies.

Affluent buyers might prefer luxurious penthouses or villas with high-end finishes, private amenities, and premium locations.

4. **Behavioral Segmentation**:

Behavioral segmentation considers the behavior of the customer, such as their purchasing habits, benefits sought, or decision-making process. Shubornobhumi Housing Ltd. could target customers based on how likely they are to buy a house, how often they move, and what features or benefits they prioritize in a home.

Example:

First-time homebuyers might be interested in affordable homes with lower down payments and government incentives.

Investors may be targeted with luxury properties in high-demand areas, with the potential for high returns on investment.

Empty-nesters or retirees might be more interested in downsizing to smaller homes or apartments with fewer maintenance requirements.

Real-Life Example:

Shubornobhumi Housing Ltd. might be working on a project where they have developed a residential complex in a growing city like Dhaka. They could segment the market as follows:

- **Young professionals**: Apartments in the city center with modern amenities such as gyms, co-working spaces, and cafes. The target customers are likely to be tech-savvy and career-focused.
- **Middle-class families**: Offering townhouses or suburban homes in quieter areas, close to schools and parks, and at a more affordable price point.
- **High-net-worth individuals**: Exclusive luxury villas or penthouses with private pools, gardens, and security, located in prestigious neighborhoods.

3.2 Targeting

Targeting refers to the process of selecting the market segments that a company will focus on with its marketing efforts and product offerings. After identifying potential market segments through segmentation, a company like Shubornobhumi Housing Ltd. would choose which segments to prioritize based on their attractiveness, the company's strengths, and overall business goals.

Targeting for Shubornobhumi Housing Ltd.

In the case of Shubornobhumi Housing Ltd., targeting could involve selecting specific market segments to focus on based on factors like affordability, lifestyle preferences, geographic location, and purchasing behavior. Here's how Shubornobhumi Housing Ltd. might approach targeting:

1. Mass Market Targeting (Undifferentiated Targeting):

Shubornobhumi Housing Ltd. may opt for a mass market strategy, targeting a broad audience with a general product offering that appeals to a wide variety of customers. This approach involves offering housing projects that cater to a large segment of people, regardless of their specific demographic or lifestyle traits.

Example:

If they develop a mid-range apartment complex with essential amenities like 24/7 security, a small community center, and accessible public transport, they may target the general middle-class population in a large city like Dhaka. This type of project would attract people from different walks of life, including young professionals, small families, and retirees, all looking for an affordable and safe living space.

2. Differentiated Targeting (Segmented Targeting):

A more refined approach involves creating different housing options for various segments and targeting them with tailored marketing messages. Shubornobhumi Housing Ltd. could design distinct properties for different market segments, such as luxury homes, affordable apartments, and eco-friendly homes.

Example:

Young Professionals: Shubornobhumi Housing Ltd. may focus on offering high-rise apartments in prime city areas equipped with modern amenities like gyms, coworking spaces, and cafes. These homes would appeal to urban professionals who value convenience and a modern lifestyle.

Families: For middle-income families with children, they may target larger homes in suburban areas with features like proximity to good schools, parks, and safe neighborhoods. The company may advertise these homes as ideal for families looking for spacious living.

Luxury Buyers: For high-net-worth individuals, they may target the luxury housing market with exclusive villas or penthouses that offer privacy, premium finishes, and high-end features. This would attract buyers looking for status and prestige in their homes.

3. Concentrated Targeting (Niche Marketing):

In concentrated targeting, Shubornobhumi Housing Ltd. would focus on one specific market segment, allowing it to specialize and tailor its products and marketing efforts more precisely to meet the needs of that particular group. This strategy is ideal if the company believes that one particular segment is underserved or particularly profitable.

Example:

Eco-conscious Consumers: Shubornobhumi Housing Ltd. may target a niche group of environmentally conscious buyers by developing homes with sustainable building materials, solar panels, and green spaces. This segment might consist of buyers willing to pay a premium for homes that align with their values and commitment to sustainability.

First-time Homebuyers: Alternatively, Shubornobhumi Housing Ltd. could target first-time homebuyers with affordable housing options, offering smaller apartments or houses with lower prices, government subsidies, and easy financing options. This group typically seeks affordability and ease of purchase.

4. Micromarketing (Local or Individualized Targeting):

In micromarketing, the company might target a very specific, localized group or even focus on individualized marketing. This strategy could be useful for large housing projects in specific locations where they can personalize offers based on individual customer needs.

Example:

Targeting a specific neighborhood or locality: In an emerging city or new urban area, Shubornobhumi Housing Ltd. could focus on small communities or even individual households that have specific requirements. For instance, they might offer tailored financing or home customization services for buyers in a specific city district.

Real-Life Example of Targeting:

Shubornobhumi Housing Ltd. might launch a project called "Green Acres Residences" specifically aimed at environmentally-conscious urban professionals and families. This development would feature eco-friendly homes with solar panels, rainwater harvesting systems, energy-efficient appliances, and landscaped gardens.

The marketing for this project would target people who value sustainability, have the disposable income to invest in green technologies, and prefer living in areas that offer a mix of nature and modern conveniences. Shubornobhumi Housing Ltd. could promote this development through online platforms focused on green living, as well as advertising in eco-conscious communities or organizations.

In another case, they could launch "Luxury Heights," a high-end residential complex in a prime area like Dhaka's Gulshan, offering luxurious amenities like a private gym, swimming pool, and personalized concierge services. This would be marketed to affluent buyers who are looking for exclusivity and high-end living.

3.3 Positioning

Positioning refers to how a company differentiates its brand, products, or services in the minds of its target customers. It is about creating a distinct and appealing image of the company's offerings relative to competitors in the market. Positioning focuses on highlighting unique features or benefits that resonate with the target audience's needs and desires.

For Shubornobhumi Housing Ltd., positioning would involve strategically defining how their housing products stand out in the competitive real estate market and how they are perceived by different customer segments.

Positioning of Shubornobhumi Housing Ltd.

Value-Based Positioning: Shubornobhumi Housing Ltd. could position itself as a provider of affordable yet high-quality housing for middle-income families and young professionals. This would appeal to those seeking value for money—quality living spaces that are still within their budget.

Example:

Shubornobhumi Housing Ltd. could market a residential project like "Shubornobhumi Gardens" as a cost-effective yet comfortable living option. The focus would be on spacious homes with essential amenities like parks, reliable security, and proximity to public transportation, which makes the product highly appealing to cost-conscious buyers looking for good value.

Positioning Statement:

"Affordable, spacious homes for families and young professionals who value both quality and budget-conscious living."

Luxury & Premium Positioning: On the other hand, Shubornobhumi Housing Ltd. could position itself as a premium real estate developer, offering exclusive, high-end residential projects targeting affluent buyers. This positioning would emphasize luxury, exclusivity, and superior quality.

Example:

A development like "Shubornobhumi Heights" (luxury villas or penthouses) could be positioned as a luxury retreat in the heart of Dhaka or another key urban location. The project could offer high-end finishes, private amenities (swimming pool, gym, spa), 24/7 concierge services, and security. The emphasis would be on providing a prestigious lifestyle for individuals seeking an exceptional living experience.

Positioning Statement:

"Elite homes for those who desire the best in quality, luxury, and a life of exclusivity."

Sustainability & Green Living Positioning: With increasing awareness around environmental issues, Shubornobhumi Housing Ltd. could position itself as a sustainable housing developer catering to eco-conscious buyers. This approach would target buyers who prioritize environmental responsibility while seeking modern conveniences.

Example:

A project like "Green Acres Residences" could be marketed as eco-friendly homes with features such as solar energy, rainwater harvesting systems, and energy-efficient appliances. The marketing message would appeal to people who are looking for a greener lifestyle without compromising on comfort and technology.

Positioning Statement:

"Sustainable living without compromise—homes designed for those who care about the environment and want to live in harmony with nature."

1. Family-Oriented Positioning: Shubornobhumi Housing Ltd. can also position its offerings as ideal for growing families by emphasizing space, safety, and community-oriented living. This would be appealing to families with children, seeking a peaceful and secure environment.

Example:

A development such as "Shubornobhumi Family Homes" could be designed with spacious homes, private gardens, playgrounds, and proximity to schools. The focus would be on the well-being of families with kids, ensuring a family-friendly environment with plenty of green spaces.

Positioning Statement:

"Your family's perfect home—spacious, secure, and surrounded by nature."

Convenience & Accessibility Positioning: Another positioning strategy could focus on convenience—offering homes that are well-located near major business hubs, transportation, and essential services. This would appeal to professionals, retirees, and those who prioritize accessibility.

Example:

A project like "Shubornobhumi Urban Living" could be positioned as affordable apartments in prime locations—close to major roads, schools, hospitals, and shopping centers. The messaging would stress the convenience of living in a well-connected area.

Positioning Statement:

"Modern, accessible living in the heart of the city—where everything you need is just around the corner."

Real-Life Example of Positioning:

Let’s say Shubornobhumi Housing Ltd. is launching a new project called "Shubornobhumi Prime Villas", which is intended for the high-income, luxury-seeking segment of the market. To position this offering, the company might focus on several key differentiators:

- **Premium Location**: The villas could be located in one of Dhaka’s most prestigious neighborhoods, which itself enhances the luxury perception of the project.
- **High-End Amenities**: The villas could include features such as private pools, spacious gardens, smart home technology, and personalized interior design. These elements would appeal to affluent buyers looking for a luxurious lifestyle.
- **Exclusivity**: Only a limited number of villas would be available, ensuring that each resident enjoys privacy and prestige.

Positioning Strategy:

Shubornobhumi Housing Ltd. might position these villas as "for those who demand the finest"—a prestigious and sophisticated living experience for the elite who want to live in style and exclusivity.

Marketing Messaging:

- "Experience a life of luxury with Shubornobhumi Prime Villas—where sophistication meets exclusivity."
- "Indulge in a home that matches your success. Only a few villas left."

Chapter: 4

Analysis of Marketing Mix Strategy

4.1 Marketing Activities Decision of Shubornobhumi Housing Ltd.

Shubornobhumi Housing Ltd. marketing strategy outlines how a company plans to meet the needs and demands of its customers. This strategy may also include activities designed to build and maintain relationships with other stakeholders, such as employees and suppliers. Essentially, it is a plan detailing how an organization will leverage its strengths and capabilities while addressing the marketing needs and requirements.

A marketing strategy typically consists of one or more programs, each of which has two key components: a target market and a marketing mix (often referred to as the 4Ps: product, price, place, and promotion). To develop an effective marketing strategy, an organization must carefully choose the right combination of target market and marketing mix to gain a competitive advantage.

4.2 Marketing Mix Development

a) **Product:**

The product refers to the physical housing units (apartments, villas, houses) that Shubornobhumi Housing Ltd. develops and sells. It also includes the amenities, design features, and the overall living experience offered by these properties.

Example:

- Luxury Villas: For high-net-worth individuals, Shubornobhumi could design luxury villas with premium features such as smart home technologies, private pools, exclusive security services, and panoramic views.

- Affordable Apartments: For middle-income families or young professionals, they could offer affordable apartments with functional amenities like gyms, community centers, and eco-friendly features, while ensuring the price remains competitive.

b) Price:

The price is how much the customers are expected to pay for the product. The pricing strategy depends on the target market and the perceived value of the product.

Example:

- For the luxury villas aimed at the affluent market, Shubornobhumi Housing Ltd. might adopt a premium pricing strategy, setting a high price to match the exclusivity and quality of the property.
- For the affordable apartments, the company could use a penetration pricing strategy, offering lower prices or financing options to attract middle-income buyers and gain a foothold in the competitive market.

c) Place:

Place refers to how and where the product is sold. This includes the distribution channels, locations of properties, and how they are made accessible to the target market.

Example:

- Prime Urban Locations: Shubornobhumi Housing Ltd. could build properties in high-demand urban areas like Dhaka or Chittagong, ensuring that buyers can easily access these homes due to proximity to business hubs, schools, and public transportation.
- Online Platforms: To cater to younger, tech-savvy buyers, Shubornobhumi could utilize online property portals, social media, and a user-friendly website for property listings, allowing potential buyers to explore homes virtually and even schedule visits.

d) Promotion:

Promotion refers to the activities that communicate the benefits of the product to the target market. It includes advertising, public relations, direct marketing, social media marketing, and other promotional efforts.

Example:

- Social Media Campaigns: For reaching young professionals, Shubornobhumi Housing Ltd. could run targeted ad campaigns on platforms like Facebook, Instagram, and

LinkedIn, highlighting the modern amenities and convenient locations of their apartments.

- Open Houses and Events: To attract potential buyers for luxury villas, the company could host exclusive preview events or private tours of the properties to provide a hands-on experience of the luxury offerings.
- Referral Programs: Shubornobhumi Housing Ltd. could introduce a referral program where current homeowners receive a commission or discount for referring new buyers to the company.

Real-Life Example:

Let’s consider a real estate project by Shubornobhumi Housing Ltd. aimed at middle-income families who are looking for affordable homes in Dhaka. Here's how the marketing strategy could unfold:

Product:

Shubornobhumi Housing Ltd. could offer affordable apartments with basic amenities like security, 24/7 maintenance, parking, and community spaces such as parks and playgrounds. The design could be modern and spacious but cost-effective, appealing to families who want comfort within a reasonable budget.

Price:

The price would be set using a competitive pricing strategy. The apartments would be priced to make them affordable for middle-income families, with flexible financing options (e.g., installment plans or collaboration with banks for mortgage loans). The company could also offer special discounts or subsidized rates for first-time homebuyers.

Place:

The apartments would be located in suburban areas of Dhaka, close to schools, markets, and public transportation. This makes it easier for families to access essential services while also offering a more tranquil living environment compared to the busy city center. The company could also list the properties on online platforms and maintain a sales office in the area for on-site consultations.

Promotion:

Shubornobhumi Housing Ltd. could promote the project through:

Digital Marketing: Targeted ads on Facebook and Google to reach young families who are actively searching for homes.

Traditional Advertising: Billboards in high-traffic areas and newspapers with discount offers and financing options.

Open House Events: Hosting an open house event for prospective buyers to visit model apartments and learn about payment plans, creating a direct engagement with customers.

4.3 Organizational Aspects of the Marketing Plan of Shubornobhumi Housing Ltd.

In Shubornobhumi Housing Ltd. the Marketing Manager, Brand Manager, or Product Manager typically writes the marketing plan. Some organizations develop their marketing plans through a committee, while others hire professional marketing consultants. However, in most organizations, the responsibility for the marketing plan lies with the Vice President of Marketing or the Directorate of Marketing. Senior directors typically create the overarching marketing strategies, which should align with and support the plans of the brand or product managers. In smaller organizations, one person may develop and evaluate the plan, but in larger companies, the approval of the marketing plan is usually granted to higher-level executives.

At this stage, top management typically asks two key questions:

1. Will the proposed marketing plan achieve the desired marketing objectives, as well as the business unit and corporate goals?
2. Are there alternative uses of resources that would better serve the corporation or business unit compared to the proposed marketing plan?

4.4 Four Ps of Marketing Activities of Shubornobhumi Housing Ltd.

1) Product

Belch and Belch define a product as anything that can be offered to a market for consideration, procurement, use, or utilization, and that may fulfill a need or want. Products include not only physical goods but also services, events, individuals, places, organizations, ideas, or combinations of these elements. In the context of Shubornobhumi Housing Ltd. their primary product is land, specifically plots of land. Currently, the company is managing the construction of three projects, with more than two ongoing projects already in place. Before selling plots, Shubornobhumi Housing Ltd. acquires land from landowners. Customers can purchase plots either through one-time payments or installment plans.

Types of Products Offered:

- **Consumer Products**: Products bought by the general public for personal use.

- **Convenience Products**: Products that are purchased frequently and with minimal effort.
- **Shopping Products**: Products that consumers compare based on quality, price, and style.
- **Specialty Products**: Unique products that have significant brand loyalty and require special effort to purchase.
- **Unsought Products**: Products that customers do not think about frequently or do not plan to purchase.
- **Industrial Products**: Products used in production or business operations.
- **Materials and Parts**: Raw materials and component parts used in manufacturing.
- **Capital Items**: Equipment and machinery used in the production of other goods and services.

2) Product Market Analysis

Shubornobhumi Housing Ltd. operates in segmented markets, focusing on specific areas where they have ongoing and upcoming projects. The company currently has the following market segments:

- **Segment 1: Narayangaj**– A key location for Shubornobhumi Housing Ltd. with ongoing and future development projects.

3) Price

Price is a key factor influencing purchasing decisions. It refers to the monetary value exchanged for a product or service and encompasses the total value a customer perceives when obtaining the product. Price can vary based on various factors, such as location, land development costs, and payment options.

Shubornobhumi Housing Ltd. uses a pricing strategy that considers factors such as land development costs, installation fees, and other expenses. The company offers two payment options:

1. **One-Time Payment**: Customers who choose to pay upfront receive a 10% discount on the total cost.
2. **Installment Plan**: Customers who prefer installment payments must pay 30% of the cost within 30 days, with the remaining balance paid in 18 monthly installments.

Additionally, Real Capita Developments Ltd. applies a markup pricing strategy, common in the real estate industry, to sell plots of land.

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Price List

Sector-A

EFFECTIVE DATE: 1st January 2025

PLOT SIZE: 5, 6, 7, 8, 9, 10 & 20 Katha

SL.	Type of plots	Cash price (100%) (Rate per Katha)	Price for Instalment	Booking Money (Tk)	Rest of Amount (Tk)	20% Down payment (Tk)	Total Price Rest Amount(Tk)	1 years Monthly Instalment (Tk)
1	30 feet North, East & West		1,560,730.15	20,000.00	1,540,730.15	308,146.03	1,232,584.12	102,715.34
2	30 feet South		1,605,345.72	20,000.00	1,585,345.72	317,069.14	1,268,276.58	105,689.71
3	30 feet General Corner		1,769,559.55	20,000.00	1,749,559.55	349,911.91	1,399,647.64	116,637.30
4	30 feet South Corner		1,869,559.55	20,000.00	1,849,559.55	369,911.91	1,479,647.64	123,303.97
5	40 feet North, West & East		1,972,770.24	20,000.00	1,952,770.24	390,554.05	1,562,216.19	130,184.68
6	40 feet South		2,074,776.92	20,000.00	2,054,776.92	410,955.38	1,643,821.54	136,985.13
7	40 feet General Corner		2,175,579.60	20,000.00	2,155,579.60	431,115.92	1,724,463.68	143,705.31
8	40 feet South Corner		2,277,586.28	20,000.00	2,257,586.28	451,517.26	1,806,069.03	150,505.75
9	60 feet North, West & East		2,384,810.34	20,000.00	2,364,810.34	472,962.07	1,891,848.27	157,654.02
10	60 feet South		2,499,991.85	20,000.00	2,479,991.85	495,998.37	1,983,993.48	165,332.79
11	60 feet General Corner		2,598,653.38	20,000.00	2,578,653.38	515,730.68	2,062,922.71	171,910.23
12	60 feet South Corner		2,804,204.87	20,000.00	2,784,204.87	556,840.97	2,227,363.89	185,613.66
13	Park / Play Ground North, East, West & South		2,919,722.53	20,000.00	2,899,722.53	579,944.51	2,319,778.02	193,314.84
14	Park / Play Ground Side Corner		3,136,511.43	20,000.00	3,116,511.43	623,302.29	2,493,209.14	207,767.43
15	Lake side North West, East & South		3,236,511.43	20,000.00	3,216,511.43	643,302.29	2,573,209.14	214,434.10
16	Lake side General Corner		3,336,511.43	20,000.00	3,316,511.43	663,302.29	2,653,209.14	221,100.76
17	Lake side South Corner		3,436,511.43	20,000.00	3,416,511.43	683,302.29	2,733,209.14	227,767.43
18	100 feet North, East, West & South(Com)		3,521,727.17	20,000.00	3,501,727.17	700,345.43	2,801,381.74	233,448.48
19	100 feet General / South Corner (com)		3,884,936.64	20,000.00	3,864,936.64	772,987.33	3,091,949.31	257,662.44

Note: Company reserves the right to change the price at any time without prior notice.

All Prices are in lakh per Katha.
For instalment sale, 20% of total amount will be paid as down payment within 30 (Thirty) days of booking.

Booking Money Tk. 20,000 per Katha.
For full payment sale, Total amount will be paid within 45 (Forty five) days from the date of booking.

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amader thikana

Price List

Sector-B

EFFECTIVE DATE: 1st January 2025

PLOT SIZE: 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 19 & 20 Katha — Instalment:

S/N	Type of plots	Cash price (100%) (Rate per Katha)	Price for Instalment	Booking Money (Tk)	Rest of Amount (Tk)	20% Down Payment (Tk)	Total Price Rest Amount(Tk)	1 year 6 Monts Monthly Instalment (Tk)	2 years Monthly Instalment (Tk)
1	30 feet North, East & West		1,384,399.45	20,000.00	1,364,399.45	272,879.89	1,091,519.56	60,639.98	45,479.98
2	30 feet South		1,490,259.50	20,000.00	1,470,259.50	294,051.90	1,176,207.60	65,344.87	49,008.65
3	30 feet General Corner		1,591,324.83	20,000.00	1,571,324.83	314,264.97	1,257,059.86	69,836.66	52,377.49
4	30 feet South Corner		1,691,857.49	20,000.00	1,671,857.49	334,371.50	1,337,486.00	74,304.78	55,728.58
5	40 feet North, East & West		1,792,390.16	20,000.00	1,772,390.16	354,478.03	1,417,912.13	78,772.90	59,079.67
6	40 feet South		1,893,721.83	20,000.00	1,873,721.83	374,744.37	1,498,977.46	83,276.53	62,457.39
7	40 feet General Corner		1,994,254.49	20,000.00	1,974,254.49	394,850.90	1,579,403.59	87,744.64	65,808.48
8	40 feet South Corner		2,095,586.16	20,000.00	2,075,586.16	415,117.23	1,660,468.93	92,248.27	69,186.21
9	60 feet North, West, East		2,200,380.15	20,000.00	2,180,380.15	436,076.03	1,744,304.12	96,905.78	72,679.34
10	60 feet South		2,308,902.81	20,000.00	2,288,902.81	457,780.56	1,831,122.25	101,729.01	76,296.76
11	60 feet General Corner		2,416,626.47	20,000.00	2,396,626.47	479,325.29	1,917,301.18	106,516.73	79,887.55
12	60 feet South Corner		2,517,691.81	20,000.00	2,497,691.81	499,538.36	1,998,153.44	111,008.52	83,256.39
13	80 feet North, West, East		2,619,682.20	20,000.00	2,599,682.20	519,936.44	2,079,745.76	115,541.43	86,656.07
14	80 feet General Corner		2,721,683.20	20,000.00	2,701,683.20	540,336.64	2,161,346.56	120,074.81	90,056.11
15	80 feet South Corner		2,822,683.70	20,000.00	2,802,683.70	560,536.74	2,242,146.96	124,563.72	93,422.79
16	Park / Play Ground North, East, West & South		2,847,646.20	20,000.00	2,827,646.20	565,529.24	2,262,116.96	125,673.16	94,254.87
17	Park / Play Ground Side Corner		3,027,686.20	20,000.00	3,007,686.20	601,537.24	2,406,148.96	133,674.94	100,256.21
18	Lake side North West, East & South		3,127,686.20	20,000.00	3,107,686.20	621,537.24	2,486,148.96	138,119.39	103,589.54
19	Lake side General Corner		3,227,686.20	20,000.00	3,207,686.20	641,537.24	2,566,148.96	142,563.83	106,922.87
20	Lake side South Corner		3,327,686.20	20,000.00	3,307,686.20	661,537.24	2,646,148.96	147,008.28	110,256.21
21	Commercial & Others		3,427,686.20	20,000.00	3,407,686.20	681,537.24	2,726,148.96	151,452.72	113,589.54

Note: Company reserves the right to change the price at any time without prior notice.

All Prices are in lakh per Katha.
For instalment sale, 20% of total amount will be paid as down payment within 30 (Thirty) days of booking.

Booking Money Tk. 20,000 per Katha.
For full payment sale, Total amount will be paid within 45 (Forty five) days from the date of booking.

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HOUSING LIMITED
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Price List

Sector-C

EFFECTIVE DATE: 1st January 2025

PLOT SIZE: 3, 4, 5, 6, 7, 8, 9, 10 & 20 Katha								3 years	4 years
SL	Type of plots	Cash price (100%) (Rate per Katha)	Price for Instalment	Booking Money (Tk)	Rest of Amount (Tk)	20% Down payment (Tk)	Total Price Rest Amount(Tk)	Monthly Instalment (Tk)	Monthly Instalment (Tk)
1	30 feet North, East & West		1,246,001.35	20,000.00	1,226,001.35	245,200.27	980,801.08	27,244.47	20,433.36
2	30 feet South		1,346,972.00	20,000.00	1,326,972.00	265,394.40	1,061,577.60	29,488.27	22,116.20
3	30 feet General Corner		1,449,460.41	20,000.00	1,429,460.41	285,892.08	1,143,568.33	31,765.79	23,824.34
4	30 feet South Corner		1,549,726.44	20,000.00	1,529,726.44	305,945.29	1,223,781.15	33,993.92	25,495.44
5	40 feet North, East & West		1,649,992.47	20,000.00	1,629,992.47	325,998.49	1,303,993.97	36,222.05	27,166.54
6	40 feet South		1,750,657.53	20,000.00	1,730,657.53	346,131.51	1,384,526.03	38,459.06	28,844.29
7	40 feet General Corner		1,850,923.56	20,000.00	1,830,923.56	366,184.71	1,464,738.85	40,687.19	30,515.39
8	40 feet South Corner		1,951,588.63	20,000.00	1,931,588.63	386,317.73	1,545,270.90	42,924.19	32,193.14
9	60 feet North, West, East		2,053,982.87	20,000.00	2,033,982.87	406,796.57	1,627,186.30	45,199.62	33,899.71
10	60 feet South		2,158,239.30	20,000.00	2,138,239.30	427,647.86	1,710,591.44	47,516.43	35,637.32
11	60 feet General Corner		2,262,096.69	20,000.00	2,242,096.69	448,419.34	1,793,677.35	49,824.37	37,368.28
12	60 feet South Corner		2,362,628.75	20,000.00	2,342,628.75	468,525.75	1,874,103.00	52,058.42	39,043.81
13	80 feet North, West, East		2,463,622.80	20,000.00	2,443,622.80	488,724.56	1,954,898.24	54,302.73	40,727.05
14	80 feet General Corner		2,564,622.15	20,000.00	2,544,622.15	508,924.43	2,035,697.72	56,547.16	42,410.37
15	80 feet South Corner		2,665,121.83	20,000.00	2,645,121.83	529,024.37	2,116,097.46	58,780.49	44,085.36
16	Park / Play Ground North, East, West & South		2,766,353.12	20,000.00	2,746,353.12	549,270.62	2,197,082.50	61,030.07	45,772.55
17	Park / Play Ground Side Corner		2,954,919.83	20,000.00	2,934,919.83	586,983.97	2,347,935.86	65,220.44	48,915.33
18	100 feet North, East, West & South (Com)		3,360,695.14	20,000.00	3,340,695.14	668,139.03	2,672,556.11	74,237.67	55,678.25
19	100 feet General / South Corner (com)		3,463,401.76	20,000.00	3,443,401.76	688,680.35	2,754,721.41	76,520.04	57,390.03

Note: Company reserves the right to change the price at any time without prior notice.

All Prices are in lakh per Katha.
For instalment sale, 20% of total amount
will be paid as down payment within 30 (Thirty) days of booking.

Booking Money Tk. 20,000 per Katha.
For full payment sale, Total amount will be paid within
45 (Forty five) days from the date of booking.

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Price List

Sector-D

EFFECTIVE DATE: 1st January 2025

PLOT SIZE: 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 19 & 20 Katha							Instalment:	5 years	6 years
S/N	Type of plots	Cash price (100%) (Rate per Katha)	Price for Instalment	Booking Money (Tk)	Rest of Amount (Tk)	20% Down Payment (Tk)	Total Price Rest Amount(Tk)	Monthly Instalment (Tk)	Monthly Instalment (Tk)
1	30 feet North, East & West		1,147,850.07	20,000.00	1,127,850.07	225,570.01	902,280.05	15,038.00	12,531.67
2	30 feet South		1,251,071.09	20,000.00	1,231,071.09	246,214.22	984,856.87	16,414.28	13,678.57
3	30 feet General Corner		1,351,071.80	20,000.00	1,331,071.80	266,214.36	1,064,857.44	17,747.62	14,789.69
4	30 feet South Corner		1,451,071.80	20,000.00	1,431,071.80	286,214.36	1,144,857.44	19,080.96	15,900.80
5	40 feet North, East & West		1,552,243.08	20,000.00	1,532,243.08	306,448.62	1,225,794.46	20,429.91	17,024.92
6	40 feet South		1,652,975.13	20,000.00	1,632,975.13	326,595.03	1,306,380.10	21,773.00	18,144.17
7	40 feet General Corner		1,753,267.95	20,000.00	1,733,267.95	346,653.59	1,386,614.36	23,110.24	19,258.53
8	40 feet South Corner		1,854,000.00	20,000.00	1,834,000.00	366,800.00	1,467,200.00	24,453.33	20,377.78
9	60 feet North, West, East		1,956,635.38	20,000.00	1,936,635.38	387,327.08	1,549,308.30	25,821.81	21,518.17
10	60 feet South		2,061,320.50	20,000.00	2,041,320.50	408,264.10	1,633,056.40	27,217.61	22,681.34
11	60 feet General Corner		2,165,566.39	20,000.00	2,145,566.39	429,113.28	1,716,453.11	28,607.55	23,839.63
12	60 feet South Corner		2,266,152.03	20,000.00	2,246,152.03	449,230.41	1,796,921.62	29,948.69	24,957.24
13	80 feet North, West, East		2,367,246.20	20,000.00	2,347,246.20	469,449.24	1,877,796.96	31,296.62	26,080.51
14	80 feet General Corner		2,468,346.20	20,000.00	2,448,346.20	489,669.24	1,958,676.96	32,644.62	27,203.85
15	80 feet South Corner		2,568,896.20	20,000.00	2,548,896.20	509,779.24	2,039,116.96	33,985.28	28,321.07
16	Park / Play Ground North, East, West & South		2,670,251.51	20,000.00	2,650,251.51	530,050.30	2,120,201.21	35,336.69	29,447.24
17	Park / Play Ground Side Corner		2,770,251.51	20,000.00	2,750,251.51	550,050.30	2,200,201.21	36,670.02	30,558.35
18	Lake side North West, East & South		2,870,251.51	20,000.00	2,850,251.51	570,050.30	2,280,201.21	38,003.35	31,669.46
19	Lake side General Corner		2,970,251.51	20,000.00	2,950,251.51	590,050.30	2,360,201.21	39,336.69	32,780.57
20	Lake side South Corner		3,070,251.51	20,000.00	3,050,251.51	610,050.30	2,440,201.21	40,670.02	33,891.68
21	100 feet North, East, West & South (Com)		3,284,336.15	20,000.00	3,264,336.15	652,867.23	2,611,468.92	43,524.48	36,270.40
22	100 feet General / South Corner (com)		3,408,863.82	20,000.00	3,388,863.82	677,772.76	2,711,091.06	45,184.85	37,654.04

Note: Company reserves the right to change the price at any time without prior notice.

All Prices are in lakh per Katha.
For instalment sale, 20% of total amount
will be paid as down payment within 30 (Thirty) days of booking.

Booking Money Tk. 20,000 per Katha.
For full payment sale, Total amount will be paid within
45 (Forty five) days from the date of booking.

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Price List

Sector-E

EFFECTIVE DATE: 1st January 2025

PLOT SIZE: 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 19 & 20 Katha			Instalment:					7 years	8 years
S/N	Type of plots	Cash price (100%) (Rate per Katha)	Price for Instalment	Booking Money (Tk)	Rest of Amount (Tk)	20% Down Payment (Tk)	Total Price Rest Amount(Tk)	Monthly Instalment (Tk)	Monthly Instalment (Tk)
1	30 feet North, East & West		1,047,390.87	20,000.00	1,027,390.87	205,478.17	821,912.70	9,784.67	8,561.59
2	30 feet South		1,150,538.69	20,000.00	1,130,538.69	226,107.74	904,430.95	10,767.04	9,421.16
3	30 feet General Corner		1,251,111.73	20,000.00	1,231,111.73	246,222.35	984,889.38	11,724.87	10,259.26
4	30 feet South Corner		1,351,397.90	20,000.00	1,331,397.90	266,279.58	1,065,118.32	12,679.98	11,094.98
5	40 feet North, East & West		1,451,684.06	20,000.00	1,431,684.06	286,336.81	1,145,347.25	13,635.09	11,930.70
6	40 feet South		1,552,399.47	20,000.00	1,532,399.47	306,479.89	1,225,919.58	14,594.28	12,770.00
7	40 feet General Corner		1,652,685.64	20,000.00	1,632,685.64	326,537.13	1,306,148.51	15,549.39	13,605.71
8	40 feet South Corner		1,753,401.05	20,000.00	1,733,401.05	346,680.21	1,386,720.84	16,508.58	14,445.01
9	60 feetNorth, East & West		1,855,976.54	20,000.00	1,835,976.54	367,195.31	1,468,781.23	17,485.49	15,299.80
10	60 feet South		1,960,555.18	20,000.00	1,940,555.18	388,111.04	1,552,444.14	18,481.48	16,171.29
11	60 feet General Corner		2,064,704.57	20,000.00	2,044,704.57	408,940.91	1,635,763.65	19,473.38	17,039.20
12	60 feet South Corner		2,165,276.90	20,000.00	2,145,276.90	429,055.38	1,716,221.52	20,431.21	17,877.31
13	Park / Play Ground North. East. West & South		2,269,283.21	20,000.00	2,249,283.21	449,856.64	1,799,426.57	21,421.74	18,744.03
14	Park / Play Ground Side Corner		2,369,998.62	20,000.00	2,349,998.62	469,999.72	1,879,998.90	22,380.94	19,583.32
15	Lake side North West. East & South		2,471,000.20	20,000.00	2,451,000.20	490,200.04	1,960,800.16	23,342.86	20,425.00
16	Lake side South Corner		2,571,715.61	20,000.00	2,551,715.61	510,343.12	2,041,372.49	24,302.05	21,264.30
17	Duplex- 30/40 feet North East, West & South		2,672,717.19	20,000.00	2,652,717.19	530,543.44	2,122,173.75	25,263.97	22,105.98
18	Duplex- 60 feet North East, West & South		2,773,432.60	20,000.00	2,753,432.60	550,686.52	2,202,746.08	26,223.17	22,945.27
19	Duplex General Corner		2,874,434.18	20,000.00	2,854,434.18	570,886.84	2,283,547.34	27,185.09	23,786.95
20	Duplex South corner		2,974,434.18	20,000.00	2,954,434.18	590,886.84	2,363,547.34	28,137.47	24,620.28
21	Duplex Lake Side		3,075,292.67	20,000.00	3,055,292.67	611,058.53	2,444,234.14	29,098.03	25,460.77
22	Duplex Lake Side Corner		3,175,292.67	20,000.00	3,155,292.67	631,058.53	2,524,234.14	30,050.41	26,294.11
23	100 feet North, East, West & South (Com)		3,275,292.67	20,000.00	3,255,292.67	651,058.53	2,604,234.14	31,002.79	27,127.44
24	100 feet General / South Corner (com)		3,376,151.17	20,000.00	3,356,151.17	671,230.23	2,684,920.93	31,963.34	27,967.93

Note: Company reserves the right to change the price at any time without prior notice.

All Prices are in lakh per Katha.
For instalment sale, 20% of total amount
will be paid as down payment within 30 (Thirty) days of booking.

Booking Money Tk. 20,000 per Katha.
For full payment sale, Total amount will be paid within
45 (Forty five) days from the date of booking.

A Project of
PARTEX STAR GROUP

4) Promotion

Promotion is a crucial part of Shubornobhumi Housing Ltd. marketing strategy. The company uses a variety of promotional tools to communicate with potential customers and create awareness about their projects. The key promotional strategies include:

- **Sales Representatives**: The company has a dedicated team of salespeople who engage with customers, provide information, and facilitate sales.
- **Advertising**: Shubornobhumi Housing Ltd. utilizes various media channels to advertise their projects. This includes newspaper advertisements in Prothom Alo, television ads, and magazine promotions.
- **Freebies and Special Offers**: The company often provides free promotional items or special packages for customers, including discounts, quick services, and attractive hampers.
- **Sales Promotions**: Shubornobhumi Housing Ltd. organizes limited-time promotions to encourage immediate purchasing decisions.
- **Publicity**: The company also uses public relations activities to build brand awareness and enhance the company’s image.

The promotional budget for these activities is substantial, reflecting the competitive nature of the real estate market.

5) Place

Place (or location) refers to the strategies used to deliver the product to customers and make it available at the right time and place. Shubornobhumi Housing Ltd. is mindful of its distribution strategy, focusing on areas where there is demand and where customers are most likely to invest in land.

Distribution Channels:

- **Distribution Choices**: Shubornobhumi Housing Ltd. carefully selects distribution channels to reach potential customers. The channels include both direct and indirect sales methods, including their sales team and marketing partners.
- **Inventory Management**: Efficient management of available land and plots is crucial. The company handles land inventory and manages stock availability to meet customer demand.
- **Warehousing**: Shubornobhumi Housing Ltd. manages storage and logistics to ensure smooth operations in distributing land to customers.
- **Order Handling and Transportation**: Once a customer decides to purchase a plot, the company manages the order process, ensuring smooth transactions and timely delivery.
- **Reverse Logistics**: In cases where land transactions are canceled or need to be revised, the company has a system in place to handle reverse logistics.

Shubornobhumi Housing Ltd. is particularly focused on its target customers, the middle-class and upper-middle-class demographic, who typically prefer residential plots in suburban and developing areas. Currently, the company's key project location is Narayanganj which are areas of high demand for residential land. These locations are chosen based on their accessibility, infrastructure development, and growing popularity among prospective buyers.

4.5 Real Estate Marketing Tools used by Shubornobhumi Housing Ltd.

1) **Advertisement**

Advertising refers to any paid form of promotion used to communicate information about real estate products, services, or ideas to the target audience. It's a tool not just for companies but also for institutions like museums, government agencies, and charities to spread awareness or promote initiatives. Advertising strategies encompass five essential elements:

1. **Development**: The process of creating the advertising campaign, including crafting the message, designing visuals, and identifying the goals of the campaign.
2. **Finance**: The budgeting and financial planning needed to fund the campaign, ensuring

that resources are allocated efficiently for maximum impact.

3. **Messaging**: Crafting the core message that will resonate with the audience, highlighting the unique selling points and benefits of the product or service.
4. **Media Selection**: Choosing the appropriate media channels to reach the target audience. This can include traditional media like TV and radio, or modern digital platforms such as social media or websites.
5. **Measurement**: Evaluating the effectiveness of the campaign. This involves tracking metrics such as engagement, sales conversions, and brand awareness to determine the success of the advertising efforts.

Shubornobhumi Housing Ltd. also use TV, Radio, and Fencing etc. advertisement.

Real-Life Example Summary:

Suppose Shubornobhumi Housing Ltd. is launching a campaign for a new affordable housing project in Narayanganj. Here's how the five elements might come together:

1. **Development**: The campaign focuses on affordable homes with family-friendly amenities. The message will be "Affordable, spacious living for your growing family."
2. **Finance**: Budget allocated across digital ads, traditional media (newspapers, TV), and local events like property tours.
3. **Messaging**: The core message emphasizes value, comfort, and convenience for middle-class families, highlighting spacious homes and a safe neighborhood.
4. **Media Selection**: Digital ads on social media, Google Search ads, billboards in Dhaka's prime locations, and a TV commercial targeting the middle-income group.
5. **Measurement**: The success is measured by tracking engagement on ads, the number of inquiries and visits to the website, and actual sales of properties.

Flowchart of the Advertisement development steps of the company:

2) Implementing an Effective Social Media Marketing Program

Shubornobhumi Housing Ltd. one of the youngest companies in the real estate sector in Bangladesh, recognizes the importance of social media marketing. Shubornobhumi Housing Ltd. has invested heavily in creating a strong online presence. Given that millions of people use social media every day, the company understands the significant role of the internet in attracting potential customers. According to surveys, 50% of small business owners report that internet marketing brings customers directly to their doors, emphasizing the value of an online marketing strategy.

3) Website

Shubornobhumi Housing Ltd. has a dedicated, marketing-oriented website as part of its modern marketing strategy in the real estate sector. The website is designed to attract and engage potential land buyers. According to Shubornobhumi Housing Ltd., 22% of land buyers use the internet during their search, with 50% accessing the site via mobile devices or apps. The company highlights that 43% of land buyers begin their journey by visiting online listings, and 12% of first-time buyers learn about the purchasing process through online platforms.

4) Plot-Buying Fare

A key marketing tool for Shubornobhumi Housing Ltd. is the collaboration with real estate agents. By hosting joint seminars with home inspectors or mortgage agents, the company can attract a wide audience and create a full-fledged clientele. This approach provides abundant opportunities for marketing and engagement, resulting in more substantial rewards compared to traditional methods.

5) Direct-to-Door Contract Marketing Tools

Shubornobhumi Housing Ltd. uses direct-to-door contract marketing tools as a significant part of its strategy. This method involves direct engagement with potential clients, fostering personal relationships, and providing detailed public statements and personalized sales interactions. These efforts help build trust and close deals with customers more effectively.

6) Billboard Marketing Tools

Billboards are a crucial marketing tool for Shubornobhumi Housing Ltd. They offer a powerful way to reach the public in their everyday environments, whether at home, work, or while traveling. Unlike other advertising mediums such as TV or radio, billboards remain visible and cannot be turned off, ensuring continuous exposure. Billboard marketing is a widespread and essential strategy used by nearly all real estate companies in Bangladesh, and it remains one of the most effective ways to communicate with potential clients.

4.6 Managing Customer Relationship

To build and sustain long-term customer relationships, organizations must look beyond individual transactions and focus on the long-term value of customer engagement. The goal is to establish ongoing relationships with customers rather than just creating a series of one-off transactions. For these relationships to be mutually beneficial, both the company and the customer must gain value. This approach is the foundation of **Customer Relationship Management (CRM)**, which is a business philosophy aimed at encouraging customer loyalty by defining and increasing their value to the company. Essentially, CRM focuses on retaining the right customers for sustained success.

It is important to note that CRM is not solely about customers. It involves several key groups, including:

- **Customers**: Whether they are individual end users, businesses, or personal customers, these are the people who buy and use products. CRM focuses on understanding and fulfilling their needs to maintain long-term loyalty.
- **Employees**: Building strong relationships with employees is essential, especially in service-oriented companies where employees directly interact with customers. Happy, motivated employees are crucial in meeting customer needs effectively, making employee relationship management an integral part of CRM.
- **Supply Chain Partners**: These are companies that provide materials or finished products as part of the supply chain. Whether upstream or downstream, these partners play a vital role in delivering products or services that satisfy customers. Maintaining strong relationships with supply chain partners ensures smooth operations and helps meet customer expectations.
- **External Stakeholders**: Key external stakeholders, such as government agencies, nonprofit organizations, and service providers, must also be managed effectively. These groups help organizations achieve their goals and should be nurtured to support the business's long-term success.

Chapter: 5

Findings, Recommendations & Conclusion

5.1 Findings of the Study

1) **Product Range:**

Shubornobhumi Housing Ltd. presents a diverse product range, focusing on both residential and commercial land offerings. Lower middle-class people cannot effort the product in some cases. The product categories encompass areas such as Narayangang, Dhaka Sylhet Highway Road, opposite of Jaika Project.

2) **Pricing Strategies:**

The company employs various pricing strategies to address different market segments. Notably, Shubornobhumi Housing Ltd. embraces economy pricing, ensuring affordability for the majority of customers. The price of Shubornobhumi's project so much different with the competitors.

3) **Promotion**

Shubornobhumi Housing Ltd. places a strong emphasis on building and maintaining a robust online presence. Through an optimized website and user-friendly interface, the company ensures effective showcasing of products and services. Sometimes inactive engagement on social media platforms, content marketing, and search engine optimization (SEO) could not contribute to a comprehensive promotional strategy.

4) **Lack of Content Marketing:**

The utilization of content marketing strategies demonstrates the company's commitment to educating and engaging its target market. But some contents are not acceptable to the customer for weak presentations. That's why contents should be made by relevant and strong ideas.

5) **Social Media Utilization:**

The company is not actively engaging with its audience through social media platforms, leveraging them for communication, promotion, and community building. This aligns with modern marketing trends, ensuring a direct line of communication with potential customers.

5.2 Recommendations

1) **Product Range:**

Shubornobhumi Housing Ltd. presents a diverse product range, focusing on both residential and commercial land offerings. All kind of people can effort the products that should be considerable. The product should be acceptable to all kind of people. Which make the product available and affordable.

2) **Pricing Strategies:**

The company employs various pricing strategies to address different market segments. Notably, Shubornobhumi Housing Ltd. embraces economy pricing, ensuring affordability for the majority of customers. The price of Shubornobhumi's project should be less than another competitor. SHL should be more flexible with their pricing strategy compare to others. So that people will be more connected with their demand. Which increase the demand of land market and fulfill consumer requirements.

3) **Promotion**

Shubornobhumi Housing Ltd. places a strong emphasis on building and maintaining a robust online presence. Through an optimized website and user-friendly interface, the company should ensure effective showcasing of products and services. Arranging active engagement on social media platforms, Facebook marketing, YouTube marketing, content marketing, and search engine optimization (SEO) could contribute to a comprehensive promotional strategy.

4) **Lack of Content Marketing:**

The utilization of content marketing becomes a powerful tool for building lasting connections and establishing the company as a reliable and valuable resource within its market. So, contents should be accurate and clean to the customer for better presentations.

5) **Social Media Utilization:**

Shubornobhumi Housing Ltd. strategically harnesses the power of social media as a pivotal component of its marketing approach. The company recognizes the transformative impact of social platforms in shaping consumer perceptions and fostering meaningful connections. Through active social media utilization, Shubornobhumi extends its outreach to a vast audience, effectively engaging with potential homebuyers and stakeholders. The company leverages platforms like Facebook with an official page boasting substantial likes, indicating a robust online community. Daily interactions on these platforms, prompt responses to inquiries, and the dissemination of visually compelling content contribute to a dynamic online presence. Shubornobhumi's adept management of social media not only serves as a promotional tool but also as a direct communication channel, enhancing customer relationships and providing real-time updates on projects, promotions, and industry trends. This strategic social media utilization aligns with contemporary marketing trends, amplifying the brand's visibility and positioning Shubornobhumi Housing Ltd. as an approachable and customer-centric entity in the competitive real estate landscape.

5.3 Conclusion

The internship report on analyzing the marketing mix and STP analysis of Shubornobhumi Housing Ltd. has provided valuable insights into the company's marketing practices. Shubornobhumi Housing Ltd. has demonstrated a strong understanding of its target market and has effectively utilized the marketing mix elements to create a competitive advantage. The analysis of the marketing mix components revealed that Shubornobhumi Housing Ltd. has effectively employed the traditional elements of product, price, place, and promotion in its marketing approach. The company has developed a diverse range of high-quality products that cater to the needs and preferences of its target customers. Moreover, the pricing strategy adopted by Shubornobhumi Housing Ltd. ensures competitive pricing while maintaining profitability. The STP analysis shed light on Shubornobhumi Housing Ltd.'s segmentation, targeting, and positioning strategies. The company has effectively identified and segmented its target market based on various demographic, geographic, and psychographic factors. By doing so, Shubornobhumi Housing Ltd. can tailor its marketing efforts to specific customer groups and meet their unique needs and preferences. By implementing the suggested improvements, the company can further strengthen its market position and continue to thrive in the dynamic business landscape of Bangladesh.

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