



Daffodil
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INTERNSHIP REPORT

ON

Marketing Strategies of Ambit Holdings Ltd.

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BRE- 18th Batch

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Letter of Transmittal

Nurul Mohammad Zayed
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Subject: Submission of Internship Report.

Dear Sir,

This is my pleasure that I have completed my internship report and hereby ready to submit my report on “**Marketing Strategies of Ambit Holdings Ltd.**” According to the instruction I have worked on the actual loan operation & credit management of NBL. I have really enjoyed the working environment of the **Ambit Holdings Ltd.** I have tried my best to present all those things that I have experienced over there while preparing my report.

I have thoroughly enjoyed the overall work during my internship period which is Carrying vast description of practical knowledge. This report along with all kinds of necessary information regarding the internship is being submitted to you for your evaluation. I sincerely hope that you will appreciate my effort.

Sincerely yours,

Md. Limon Hossain
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Student Declaration

It is declared that this dissertation is my original work and it has not been previously submitted to this university. The work I have presented does not breach any copyright I further undertake to indemnify the University against any loss or damage arising from breach of the forgoing obligations.

.....
Limon Hossain
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Certification of Supervisor

This is to certify that the project paper on “**Marketing Strategies of Ambit Holdings Ltd.**” placed to the evaluation board it is done by Limon Hossain in partial fulfillment of the requirement for the degree of the Bachelor of Real Estate. The project has been carried out under my guidance and is a record of the bona fide work carried out successfully.

.....
Nurul Mohammad Zayed
Assistant Professor and Head
Department of Real Estate
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Acknowledgement

Education is not confined only the text book knowledge. They have to use it in practical life. I have made the report for this purpose. All the activities of this report I have also done with practical knowledge. I have taken help directly or indirectly from different people for the preparation of this report. I am extremely thankful to my Supervisor Mr. Nurul Mohammad Zayed, Assistant Professor & Head, Department of Real Estate, Daffodil International University for his kind guidance, support and encouragement. It could not be possible to prepare this report without the help of Mr. Nurul Mohammad Zayed Sir. I am thankful to all the member of “Ambit Holdings Ltd.” for providing their valuable time and guidance to prepare this report within 90 days. I am also thankful to almighty Allah for successfully preparing this report.

I also thank all of my friends, senior brothers and sisters who have more or less contributed to the preparation of this report. I shall be always indebted to them.

The study has indeed helped me to explore my knowledge in “marketing strategies of Ambit Holdings Ltd” and I am sure it will be helpful in future.

Executive Summary

Ambit Holdings Ltd. is one of the scheduled private real estate company in Bangladesh which is established 2008. The main motto of this organization is to make profit. One of the most important functions of Ambit Holdings Ltd. is selling flat and lands.

Ambit Holdings Ltd, like others real estate company, are selling flat and lands to clients for revenue. The employees of Ambit Holdings Ltd. are very sincere about their work. They maintain a protocol to establish a good relationship with existing clients and they are also eager to search new clients. Ambit Holdings Ltd. Make some very good flat for clients in every years.

I have discussed about sells/ marketing system of Ambit Holdings Ltd. in this report. The report has four parts, firstly introducing part, secondly a brief history of Ambit Holdings Ltd., thirdly marketing strategies of Ambit Holdings Ltd and lastly findings and recommendations with analysis and references.

The objective of marketing strategies of Ambit Holdings Ltd is to minimize the risk and maximize the profit of Ambit Holdings Ltd. assuming and maintaining sells exposure within the acceptable parameters. The sells & marketing department is responsible for upholding the integrity of the organization's profile.

The Organization has a team for sells & marketing approval. Different tools and techniques are being used to evaluate a credit proposal. Although Ambit Holdings Ltd is successfully operating marketing strategies, the Organization should improve in some areas which will take help the Organization to become the leader of real estate sector.

Acronyms:

MS – Marketing Strategies

CS – Customer Service

AS- Apartment Sells

SP- Sells Promotion

L/C – Letter of Credit

MD - Managing Director

DGM- Deputy General Manager

DMD- Deputy Managing Director

PP- Product Price

PF- Project Facilities

PC- Project Cost

CR- Customer Relationship

PS- Personal Sales

PR- Public Relations

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CHAPTER-1

(INTRODUCTION)

1.i) Origin:

BRE Program is procedure with an excellent connection of theoretical and practical expression. Only classroom conference alone can't build a student skilled to maintain the real business direction, so that is an opportunity for students to learn about practical life situation through that internship report project. That internship program delivers students connect to their applied knowledge in the practical fields. By this link, I was selected to Ambit Holdings Ltd of marketing strategies section for my real practical learning. I am assigned to make the internship report under the supervisor of my respectable Head & trainer Nurul Mohammad Zayed on “**marketing strategies of Ambit Holdings Ltd**” to conduct a deep analysis on that report or subject matter. I have demonstrated my best try to present experience of this practical orientation in that internship program.

1.ii) Scope:

The total industry of the real estate is the scope of the study. There are more than 1200 developers in the city. Few of them are working in other divisions especially in Chittagong, i.e. the study is concentrated in the Dhaka city only due to the time limitation. But I did not able to consider all the developers in the Dhaka, I only considered those developers who are working in the Dhaka city as well as creating luxury apartments in this city. Moreover in the internship program I have to do a lot of works for my study purpose.

BACKGROUND OF THE STUDY

This paper is entitled “Marketing Strategy of Ambit Holdings Ltd in Bangladesh: A Study on Ambit Holdings Ltd” Originate from the fulfillment of my internship program. I completed my internship program at “Ambit Holdings Ltd” During my internship Program I had to prepare a report under the supervision of Assistant Professor& Head Nurul Mohammad Zayed, Department of Real Estate and Faculty of Business & Entrepreneurship in Daffodil International University.

OBJECTIVES OF THE STUDY

Major objective:

The broad objective of this report is to Analyze understand the marketing activities performed by the “Marketing Department” of Ambit Holdings Ltd. The broad objective can be broken into pieces as specific objectives below.

Specific objectives:

- To find out the product strategies used by Ambit Holdings Ltd.
- To determine the pricing strategies used by Ambit Holdings Ltd have helped to increase the sales of product.
- To find out if the promotional strategies used by Ambit Holdings Ltd have contributed to an increase in the sales of its product in the market place.
- To find some problems and suggest some recommendations to improve marketing strategies Ambit Holdings Ltd.

Methodology

To conduct this report, various types of primary and secondary data were used. Data has been collected through different sources like interviews and other different circular published by the Bank.

Secondary sources

- Annual report
- Websites
- Circular of the AHL
- Articles of REHAB

Data Collection Method:

- Conversation with bankers
- Using 90 days practical knowledge with there in the internship period.

Limitations:

To make this report, I have noticed some limitations and now I mentioned that limitations in the following section:

- **Time:** Time was important obstacles that interrupted to cover all aspects of the study.
- **Secondary Information:** The secondary source of data and information was not enough to fulfill the requirement of the project.
- **The Scope:** Some private and vital information was not shared by various personnel of their respective department. Like as:
 - Sometimes the experience authority doesn't share their private information to others to complete the tusk.
 - Since the Bank personnel were works smoothly, they try to co-operate me but they very busy for their activities.
 - The main obstacles of the study were not sufficient of present information relevant to the study.
 - Consolidated data and vital data related to the study were not given proper time.
 - Not enough time to study and prepare exact calculation from employee to find out more information.

Chapter: Two

COMPANY OVERVIEW

▪ **INTRODUCTION OF AMBIT HOLDINGS LIMITED**

Ambit Holdings Ltd is the organized and well managing real estate company in the Bangladesh. Ambit Holdings Ltd registered in 1998. The sponsors of AHL were running a number of different manufacturing enterprises, ranging from Frozen Foods, Textiles & Apparels, and Specialty Chemicals & Laboratory Testing Services. The sponsors of AHL had setup its first export oriented manufacturing enterprise in 1980 and have ever since grown into a sizable group consisting of five manufacturing enterprises in three broad divisions of Industry. As the number of Companies under the Management increased, the need for a management company to facilitate coordination and to maintain control over the individual company became necessary. Ambit Holdings Limited (AHL) was formed as a Management Company for all the companies under the control of AHL sponsors, i.e., the Directors of Ambit Holdings Limited have controlling share holdings of all the individual companies.

▪ **MISSION & VISION OF AMBIT HOLDINGS LIMITED**

The mission of Ambit Holdings Ltd. is to be an optimum business template for the real estate industry. They incorporate proven, professional state-of-the-art techniques specializing in the marketing, listing and selling of new and resale luxury homes, residential communities, condominiums, home sites, undeveloped land and commercial and investment opportunities. Quality of service, honesty and integrity is our philosophy. They have a good selection of properties from carefully selected areas which are proving both popular with our clients and rich with investment potential. Our properties in this website reflect this. Marine Real Estate Ltd. is a creative, innovative and people-oriented organization providing individual opportunity, personal satisfaction and rewarding challenges to all the customers. They have to try Build lifetime relationships with our customers and communities. Another important mission is aggressively pursuing business through innovation to provide exceptional customer service.

The vision of Ambit Holdings Ltd. is to offer unparalleled service to create customer delight and enhance real estate business. Their vision is to achieve excellence & a different sense of modern living style.

2.4 Operation of the Business in Ambit Holdings Limited

There is a standard and organized procedure of operation of the real estate business in Bangladesh. It is true that in some cases the business procedure may differ from company to company. However, most of the companies operate real estate development in most similar manner.

The first stage of real estate development is land procurement in most of the cases developers do not purchase land. They negotiate with individual land owner to construct building through joint venture initiative. If land owner and developer come to a consensus, the project is started. A number of steps are to be complete to procure the land.

- 1. Project procurement:**
- 2. Building Design Preparation**
- 3. Design Approval**
- 4. Building Construction**
- 5. Apartment Sale**
- 6. General terms and conditions of allotment**
- 7. Installment Collection**
- 8. Customer Service**
- 9. Utility Connection**
- 10. Project Handover**
- 11. Registration**

1. **Project procurement**

At the very first step land information is collected through two different sources such as primary source and secondary source. Primary source involves publication of advertisement in national dailies and electronic media. Secondary source involves references of different personnel direct communication of land owner with company representative.

2. **Building Design preparation**

After completion of the land procurement the company starts to prepare architectural design by the architects. In most of the cases real estate developers engage consultancy firm in building design. However some renowned companies prepare their building design by in-house professional architects. Every real estate company follows a specific standard in building design. Nonetheless company representative always consider the opinion of the land owner. If the landowner wants to incorporate his idea design, a responsible developer tried to reflect the idea onto the design. In case of building design, developer companies are to follow the statutory rules and regulations. The most important regulations are Building Construction Rules, 2008 and Bangladesh National Building Code, 1993.

3. **Design Approval**

After completion of building design it is submitted to concern authority for approval. Development Control Authority (e.g. RAJUK, in case of Dhaka) is responsible to assess the design standard. If the design complies with the concerned rules and regulations. Development Control Authority gives approval of the design for building construction. In some cases, they may ask the developer to modify the design standard to comply with the building regulations.

4. **Building Construction**

Construction works of the project is started after approval of the building design. Company involves professional engineers to supervise and monitor the construction works. Project staff coordinates with head office of the company in case of any requirement. During the construction period all types of safety measures are taken, such as, fencing, arrangement of safety-net, helmet, safety-belt etc. On an average the construction work takes 2-3 years to complete.

5. Apartment Sale

After starting the building construction and setting the final price of the apartments, company's sales team undertakes various promotional activities to sale the apartments. Such activities usually differ from company to company. The most common one is advertisement on print and electronic media.

Consequently, the Sales personnel receive various queries from interest persons. The sales representatives along with the prospective client arrange site visit. While clients visit the project side, they select the desired apartment. The price of the selected apartment is fixed through negotiation between company personnel and the client. However, some renowned companies sale their apartments in fixed price. After discussion on the price matter, the payment schedule is finalized with the consensus between the company and the client.

6. General terms and conditions of allotment

-

1. Application for allotment of apartment should be made on the prescribed application form accordingly signed by the client along with the earnest money. The company reserves the right to accept or reject application according to the rules and regulation of the company.
2. On acceptance of an application, the company issues a allotment letter to the client on which the client starts payment as per the schedule of the project. Allotment of apartments is generally made on first come first serve basis.
3. Payments of installments and all other changes are to be made due dates according to the schedule. The company may issue reminders to the allot tee, but notwithstanding the issues of reminders, the allot tee must adhere to the schedule to ensure timely completion of construction.
4. Delay in payments beyond the schedule date will make the allot tee liable to pay delay change (amount varies from company) for every 30 days on the amount of the payment delayed. If the payment is delayed beyond 60 days the company shall have the right to cancel the allotment. In such an event, the amount paid by the allot tee will be refunded after deducting the earnest money and after allotment of the cancelled apartment.
5. Connection fees/changes security deposits and other incidental expenses relating to gas, water, sewerage and electric connections are excluded in the price of apartments. Company collects those changes from the apartment owner when the construction works are very close to finish.

6. The company may cancel an allotment for non-payment of installments in disregard of reminders and after final intimation to the allotted by registered post at the address given in the application form. The possession of the apartment shall be duly handed over to the allotted on completion and full payment of installments and other charges and dues. Till then the possession will rest with the company. If the project is completed before the stipulated time, the allottee shall have to make full payment before taking possession. After handover of the project, the allottee will become equally separable undivided and unmarked shareholders of total acres of the scheduled land of the project in respective apartment. After all the dues and installments are paid by the purchaser accordingly, the vendors shall execute a registered sale deed in favor of the purchaser transferring share of land of the project in the demised apartment. After taking over of apartment of the project, the allottee (s) must consult the company prior to undertaking any structural or layout changes within the apartment complex. Failure to do so will be at the sole risk of the allottee. Company is not liable if the completion period of the construction of the projects is affected by unavoidable circumstances beyond the control of the company, like natural calamities, political disturbances, strikes and changes in the fiscal policy of the state etc.

7. **Installment Collection**

In most of the cases, people buy apartment on installment basis. However, they are to pay the full amount prior to apartment delivery. Similarly, apartment buyers require to pay the installment on due time. The buyers often face the difficulty of maintaining schedule of payment. In this situation, responsible developer companies give reminder to the particular client to recall the time of payment. Moreover concerned representatives of renowned companies always pursue to collect installment as per payment schedule.

8. **Customer service**

In recent days, there is an additional opportunities for the clients to get customer service facilities. These facilities include:

8.1 Handling Customer Complaint

Customer Service Department monitors the customer complaints. the customer complaints are recorded by the customer service. After recording they communicate with the concerned technical professionals to solve the matter. Technical persons analyze the nature of complaints and initiate to take the corrective action. Any type of similarity in accordance with the agreement is solved through customer service.

8.2 Optional Extra Work

After the completion of first slab casting of the building, customer service department sends a letter informing the opportunity of optional extra work on additional payment. Through this process apartment buyer can decorate their apartment according to their requirement without changing external architectural view. For Example, If any client willing to set high quality marble tiles instead of company standard, he can do this with extra payment. This provides the opportunity to the clients who want some enhancements of their apartments, which can be much expensive once the construction is completed.

9. Utility Collection

Company arranges utility connection to the apartment owner. Company representatives communicate with different authorities concerning the supply of electricity, gas, water, telephone etc. company fulfills all the necessary requirements of various authorities to ensure timely connection of all utility services. The apartment owners just get the output on payment of utility connection charges.

Project Handover

After completion of total construction work of each individual apartment, company initiates to handover the apartments to the respective apartment owners. Before the handover company representatives thoroughly verify the construction works whether the products are sufficient to satisfy the apartment owners or not. If there is any anomaly, concerned engineers take necessary steps to make the project ready for delivery. For the purpose of effective management and maintenance of the building the purchasers of the apartments forms a mutual benefit cooperative society under the Co-operative society Act 1940. The society is entrusted with the management and maintenance of the building. The rules regulations and by laws of the co-operative society relating to management and maintenance of the building are

binding upon all the purchasers/owners of the apartments. In this case, company plays the role of chief coordinator to form the society.

Registration:

Finally the company arranges apartment registration and mutation for individual apartment owner. The owners achieve legal right to avail the apartment units through this registration. The registration cost is determined by the government. In general this expenditure is borne by the apartment owner.

OBJECTIVES OF THE COMPANY

The main objective of the study is to find out the consumer attitudes towards Ambit Holdings Ltd Especially the objectives of the study are as follows:

- **Serving with integrity.**
- **Conducting ourselves and our business in an honest, ethical, and trustworthy manner.**
- **Treating everyone with care, respect, and fairness.**
- **Providing financial stewardship.**
- **Growing through innovation and creativity.**

PROJECTS FEATURES

Main Features of the Project:

- Clean, quiet, unpolluted green environment.
- 120 feet wide road through Khilkhet from the Zia International Airport.
- 300 feet wide road from the Baridhara Basundhara Project.
- The River Balu is situated beside the Project.
- The 500 feet wide Tongi-Demra Easter Bypass road is situated beside the Project.
- Complete with all the facilities of modern living.
- Multi-faceted communication system including carpeted road already exists.

- Neat and clean environment free of traffic jam, huge lake for water outflow and drainage.
- Project's facilities include DESCO, Titas Gas, T&T, WASA, Fire Service and Civil Defense, Police Box, Bank, Insurance Company, Petrol Pump, Eidgah Field, Security, Communication Infrastructure, Underground Drainage System, Lake, Children's Park, School, College, University, Play Ground, Community Center and Amusement System, Shopping Center and Market, Health and Treatment Center, Graveyard of which 40% of the project area is allocated.

CHEPTER: THREE

MARKETING STRATEGY OF AMBIT HOLDINGS LIMITED

3.1 Promotional Strategy

Promotion is when a business decides which forms of communication it wants to use in their marketing plan. Research is done that details market research, segmentation, and budget. Large companies might choose to do a national campaign, especially if the brand is already familiar to the consumer. Smaller businesses, with fewer resources, might use direct selling until they have a larger budget for advertising.

The first step for the marketer is to develop a marketing communications strategy. The strategy will define the consumer, the best way to reach them, and what the message should be. This process is called the marketing mix. The process goes through the following steps:

1. Segmentation
2. Targeting
3. Positioning
4. Messaging

3.1.1 Segmentation

By dividing consumers into segments, the marketer is better able to meet consumer needs, and increase positive response. During the promotion process, the marketing team will decide

which segments to target, and why. Market research will be able to ascertain all of this information for the team.

Once the target audience has been identified, they should be further segmented. The marketing team should know their age, gender, buying patterns, as well as income. This information can also be ascertained during the research period. The most typically used research methods are:

- Sales Analysis
- Buying Patterns and History
- Questionnaires
- Online statistics, including Social Media
- Focus groups
- Interviews
- Hiring a Market Research Firm

Once the audience has been clearly defined, it is time to get their attention.

3.1.2 Targeting

Targeting is the best way to communicate with the chosen segments. The marketer will want to ensure the best possible customer response. The marketing plan must detail how to target the intended audience, and define any marketing objectives. Marketing Communications Advertising is just one method of marketing communications, which is the umbrella for many methods.

TYPES OF ADVERTISING – MASS MEDIA

- Outdoor Ads
- Business Directories
- Magazines and/or Newspapers
- Television and/or Movies
- Radio
- Infomercials

SALES PROMOTION

- Coupons
- Discounts

- Referral Programs
- Loyalty Incentives

PUBLIC RELATIONS – How to use the media

- Media Introductions
- PR Events
- News/Media Releases

PERSONAL SELLING

- Salesmen
- Showrooms
- Exhibitions
- Trade shows

DIRECT MARKETING

- Mail Order Catalogues
- Bulk Mailers
- E-mail
- Telemarketing
- Point of Sale Displays and Signs
- Packaging

DIGITAL MARKETING – The Internet is here to stay!

- Company Websites
- Social Media - Facebook or Twitter
- Blogging
- Mobile Phone Promotions
- YouTube

Every one of these promotional avenues has intense competition, so it is imperative the marketer choose their promotional avenue carefully. Remember, a television ad buy is different now than it was 20 years ago. Now we have hundreds of channels, all of which sell advertising. With the addition of streaming television and digital recorders, consumers can skip commercials or fast-forward through them.

Because of this, companies are finding newer ways to promote their businesses. There are new media channels, such as online choices, which add to the choices a company has to choose from. This is why segmentation is so important. The marketer doesn't want to choose a promotional avenue if their target audience doesn't use that method. For example, a product geared towards elderly women shouldn't be promoted on Twitter, since elderly women are not big users of the site.

The better the target, the better the response. Normal response rates are less than 1 percent for a general mass mailing promotion. Think about that! What a waste of a promotion. But if the target is well defined, it gives the marketer a better chance at reaching the customer.

Integrated Marketing Communications

Ok, you have targeted your general audience, and then what do you do? The marketer must guide the consumer through the buying process. This involves knowing the stages each consumer goes through when deciding to purchase a product, and designing a promotion that will capture the attention of the customer.

Once the marketer has decided on the method of promotion, he must decide which approach to take. If multiple methods are used, it is essential all methods work together to give a single message. A funny television commercial and a somber radio ad won't work together and would be a terrible way to define a brand. So the overall approach must consider each media method and ensure they all work together to promote the brand.

3.1.3 Positioning

Positioning is the process of defining an image for the company, or developing the "brand." Positioning is key to this process, but all aspects of the marketing mix help define the brand. To position a business successfully, the company must meet or exceed all expectations and look good in the eyes of the consumer.

Positioning will also take competitors into account, and will give the company an opportunity to set itself apart from other similar products.

Branding

Branding is a central theme in promotions, and key to positioning a product. Branding is a part of all aspects of a product -- from its packaging to its website. The more consistent the branding, the more likely the customer will remember the brand.

Having a successful brand means a customer will pay more than for brands it doesn't know or trust. This trust is referred to as "brand equity" and is incredibly valuable to the marketer. It is also essential the brand take into account all unique selling points (USPs), as these are the easily recognized parts of a message.

If possible, using corporate identity is a great way to promote a product, especially if it is used consistently. Think of the Kellogg's logo. You see the logo on a new box of cereal, and since you are familiar with the brand, you are more likely to trust it. This is the ideal situation.

A corporation can use certain colors, logos, or taglines to keep their brand consistent.

Think again of Tide laundry detergent. Quick -- what color is the packaging? It is orange, and it has been ingrained in your memory, probably since you were a child. Do you understand why it is so valuable? The color alone defines the corporate identity of the Tide brand.

Developing the Message

The marketer has the segments, the target, and the position; what is next? He needs the message. What does he want to say to influence his potential customers? The marketer's objectives should be aligned with the marketing strategy, and will fit into one of the following categories:

- **Inform** – Increase awareness of the product and brand, and try to gain an advantage.
- **Persuade** – Attempt to gain an immediate response to drive sales.
- **Remind** – To maintain an interest in the product or brand.

The best results come from clear and distinctive promotions, so it is important the marketing works together to formulate a clear message for the targeted audience. The best message won't work if it doesn't get to the proper audience.

Advertising

Advertising is the act of communicating directly to an audience using media sources, such as television, print, radio, and online. A successful campaign will keep the customer insight in mind, while communicating the business's mission and brand. Ads can be directed toward certain demographics, improving the chance of a successful campaign. A successful ad makes the viewer want to learn more about the product, and gives the viewer means to purchase the product. The best ad techniques will ensure a valuable campaign, which will return value to the company. The following techniques are the most popular for ad campaigns.

Repetition

Repetition is exactly what it sounds like, and it is a very effective method. It is a means of getting a message into the memory of a customer. This method will always name the product or company name, and ideally more than once. This is particularly helpful in television campaigns, because it gives the opportunity to see and hear the message.

Claims

Another successful method is the promotion of features of the product, and making claims about what the product can do for the consumer. An ad can state that its product is "the best," even if the product is the same as other products. Claims can often be misleading, so it's important to use this method carefully. Many ads use the words "helps" or "virtually" to describe their products.

Bandwagon

This method works by creating the image that everyone is using this product, and the consumer must jump on the bandwagon so they are not left out. Many of these types of ads are patriotic, making the consumer feel bad if they are not purchasing a patriotic product.

Association

This method associates a product with a person, song, or emotion. Sporting goods companies use athletes, car companies show their cars driving on beautiful winding mountain roads, and others use jingles. Think of the jingle for Folgers Coffee. Can you remember it? Of course you can -- it is ingrained in our memory. It results in an emotional response, and therefore is a successful ad.

Promotions

This method uses coupons or sweepstakes to win over customers. By participating in the promotion, the customer enters a relationship with the company. This generates excitement, especially if the consumer thinks they could possibly win something. Everyone likes free products.

Public Relations

Public relations is the act of communicating a positive image to the target audience. PR can include press releases, discussions, and presentations to the community, as well as targeting television and radio programs to discuss the brand.

Small companies that cannot afford large advertising budgets can use public relations to get their name out there. It is important to establish a brand as soon as possible.

Market Research

During this phase, the marketer must focus on the initial planning of what he wants to convey in his message, and whom he wants to get the message to. At this point the marketer will research the product and market, and prepare for the marketing strategy.

Step 1: Analyze the Situation:

All members of the advertising team and management must work together to analyze the current marketing situation, set goals, and address any problems or obstacles.

Step 2: Analyze the Organization.

This step requires the company to look at its mission, performance, and resources. It also requires them to look at their reputation, as well as the external environment, such as its competitors.

Step 3: Analyze the Market.

This step requires the company to analyze the markets it wants to target. This involves extensive market research about the needs and wants of the target audience, especially demographics and behavioral needs.

Strategy

This phase involves planning the strategy, and making decisions about how to communicate to the target audience. It's also when the message and means of communication are decided.

Step 4: Set Goals and Objectives.

This step defines the ideal position for the company and the product. This is the best way to set goals and clear objectives.

Step 5: Formulate Action and Response Strategies.

A company can take many actions, and in this step the company must consider which actions are best, and most appropriate, for the campaign.

Step 6: Design Valuable Communication.

This step involves the various types of messages that can be relayed to the customer. It also includes the tone and style of the message.

CHEPTER: FOUR

LEARNING PART

4.1 INTERNSHIP EXPERIENCE

I have got the opportunity to work in Ambit Holdings Limited. as an intern for three months from September 10 to, 2017; it is a part of my academic program. As my minor is Marketing, I worked in marketing department as an intern where I had learnt several Marketing activities of Ambit Holdings Limited.

1. Market Visit

Market visit is an important marketing strategy for the sales growth. I have to visit the whole Dhaka region market with the guidelines of a marketing executive. During the visit, mainly I have checked the work of sales representatives of the organization.

1. Carry out promotional activities

I have to do certain promotional activities during these three months internship at Ambit Holdings limited. I have done certain campaign program at different private universities in Dhaka city. In REHAB fair, I have done a promotional activity. Ambit Holdings Limited was the co-sponsor of that club fair which was held in this semester. Now, I planned to organize a program which name is “Summer Boating”. This is mainly for promotional purposes.

1. Conduct Market Survey

I have to do market survey during the market visit. In this survey, I have to know the customer feedback and output, competitor analysis, pricing of the product and consumers’ thoughts about price, new market products etc.

1. Prepare proposal

I have to prepare proposals of the field activities and promotional activities to the supervisor and the managing director of Ambit Holdings Limited.

4.2 LEARNING OUTCOME

As an intern, I have learned so many things in this service sector. That is given below:

- I have learned about how to create campaign promotional activities.
- I have learned about how to handle customer.
- I have learned about how to offer new customer for sell their product.
- I have conduct market survey when visit market.
- I have also conduct bank account of company.

4.3 CRITICAL OBSERVATION

Working at Ambit Holdings Limited was a great lesson for me. I have learned many things throughout my internship period. I think it will help me when I will work for service sector. This internship gives me an opportunity to know the real working environment and get real life experience. It also allowed us to know what types of difficulties they are going to face in future and how to cope with those difficulties as well. In graduation, I was intern in banking sector but now I was assigned in service sector. As a result I learned about service sector which named as Real estate.

CHEPTER: 4 **Findings, Recommendations and Conclusions**

1. Responsibility for Product

Ambit Holdings is one of the most reputed real estate companies in Bangladesh. The main business of Ambit Holdings includes developing homes and commercial places.

2. Responsibility for Price

As Ambit Holdings is into residential and commercial real estate it uses different prices based on the area and they range from nearly 4000 per square feet to 15000 per square feet and more.

3. Responsibility for Place

Ambit Holdings develops properties across the country like Dhaka, Barishal, Noakhali. These properties include residential buildings like apartments, row houses and gated communities.

4. Responsibility for Promotion

Ambit Holdings used many modes of marketing to increase its brand image. A 360 degree branding approach is taken by Ambit Holdings in its marketing mix promotional strategy. Ambit Holdings does many promotional activities from mass marketing to direct marketing.

5. Price less Offers:

Ambit Holdings Limited some time gives price less offer 10%-20% of the total price. Ambit Holdings Limited also has Email campaigns to reach protective clients or to up sell to current clients which is really a fast, easy and inexpensive ways

6. Responsibility for People

Almost 50 employee's works at Ambit Holdings Limited. These include Engineers, Architect, customer support, legal and financial team and construction workers also.

7. Responsibility for Process:

Ambit Holdings has several business processes in place to increase its efficiency and margins. It has put in place all the industry best practices to make sure it works with great operational efficiency and for the customer satisfaction.

8. Responsibility for Physical Evidence

Ambit Holdings headquarters at Dhaka is a construction wonder and built with a very grand architecture and design. Ambit Holdings provides financial statements every year and it is now not listed company in Indian stock exchange but they have to add than as so as possible. The financial statements include the company's plans for the future and its current performance.

RECOMONDATIONS

1. Build a new distribution channel for Dhaka region and have to recruit experienced sales representatives.
2. Training and counseling hours for the sales representative.
3. Take a new compensation plan to motivate the employees.
4. Hire some commission agent to improve the growth.
5. Advertising of the products in the outlets where the product is available.
6. Appropriate policies should be taken immediately.
7. Targeting the Middle Class.
8. The practice by the financial institutions that finance this sector does not seem to be proper.

CONCLUSIONS:

They should study marketing because in our personal life, they all use selling techniques. In my internship program, I found marketing is really a interesting job. If they want to work in business, they need to know about marketing because marketing people play a vital role in the welfare of an organization. Marketing job is really interesting because of the variety of people encountered and activities undertaken. In addition, marketing offers opportunities for financial rewards and promotions. Marketing people engage in a wide range of activities including providing information of products and services to customers and employees as well. Most of us are not aware of many of these activities because the salespeople they meet most frequently work in retail stores. However, the most exciting, rewarding and challenging sales position involve building partnerships: long term, win-win relationship with customers. Working in Ambit Holdings Ltd. I found marketing in a new way.

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