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An Analysis of the Marketing Activities of Usha Construction Ltd.



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BBA Program

Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Date of Submission:





Letter of Transmittal

Date:

Professor Mohammed Masum Iqbal, PhD

Dean

Department of Business & Entrepreneurship

Faculty of Business Administration

Daffodil International University

Subject: **Submission of Internship Report.**

Dear Sir,

This is a precious experience for me to have my internship report based on **An Analysis of the Marketing Activities of Usha Construction Ltd.** authorized under your supervision. In this report drive to analyze & explore the learnings and experiences of my three months internship period at Usha Construction Ltd.

I am respected to you for your valuable help and supervision, in the arrangement of this report and genuinely trust that I would satisfy your assumptions about the nature of my work. I endeavored to put my best exertion for the planning of this report. However on the off chance recommendation in regards to this report.

Sincerely Yours,

MD. Abdulla Al-Faruk

Md. Abdulla Al - Faruk

ID: 161-11-5081

Batch: 43rd

Subject: Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship



Daffodil International University



Certificate of Approval

This is to certify that the internship report entitled An Analysis of the Marketing Activities of Usha Construction Ltd. is prepared by Md. Abdulla Al - Faruk, ID no 161-11-5081 as a partial fulfillment of Requirement of BBA Program, major in Marketing from Daffodil International University. The report is recommended for submission.

.....

Professor Mohammed Masum Iqbal, PhD

Dean

Faculty of Business and Entrepreneurship

Department of Business Administration

Daffodil International University



Acknowledgement

First, I express my deep gratitude to Almighty Allah for helping me in the way of life. A large number of people contributed to make this report possible.

I am delighted to thank the Internship and Placement Committee, from which I have gained a lot of practical experience.

I would like to begin my acknowledgement by thanking my internship supervisor Professor Mohammed Masum Iqbal , Department of Business Administration, Daffodil International University in spite of their extreme busy schedule who always had time to spare for me and for inspiring and for offering creative suggestion to prepare this report.

At last, my heartfelt thanks to all of my friends as they tolerate my stubbornness and all the times that they helped me.



Executive Summary

The Marketing activities play a vital role for the growth of Usha. So, Prepared the internship report of the topic An Analysis of Marketing Activities of Usha Construction Ltd. Lots of functions are related in the marketing works and turnover is very much important for the growth of the company.

The corporate philosophy of Usha Construction Ltd. is however based on a very simple principle "Give the customer value for money". To this end, Usha Construction Ltd. is constantly working towards upgrading and improving every aspect of their activities. Be it the quality of their architectural designs or their after-sales service, the emphasis is to keep on improving. It is because of this unrelenting quest for excellence that Usha has earned the goodwill of so many of their customers. Usha is poised for a new phase of dynamic growth.

In this 21st century, there is always a battle of creating values and active in the market. For that, they have to identify their problems and get solutions. As per my study on Usha . Have found their low promoting capacity, lack marketing experts, poor communicating system. They charge higher price from the customer. Provide some suggestions, should promote more promoting, improve their communicating system and should recruit marketing experts. Applying all those recommendations mention above this company can shrink the gap between their expected goal and their actual performance.



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Chapter-1

Introduction



Introduction:

Usha Construction Ltd. is the fastest growing company in real estate sector. Well known business organization as a government contractor company. Usha is one of thousands of developers in Bangladesh. In short term this company improved a lot .so need a powerful marketing plan in the place that can make difference between stagnation and growth. Business house create a tremendous and continuous positive contribution on national and international economy. Its multipurpose server by huge production, distribution, export and import. Construction are developing and modifying day to day towards a successful and performance organization.

Origin of the Study:

Internship report is a part of requirement of BBA program in Daffodil International University. My supervisor has authorized me to prepare a report about an Analysis of the marketing activities of Usha construction Ltd. marketing department of Usha Construction Ltd. has assigned me to the marketing department, where I have worked as an internship. Well know this company for I was part time employer in this company.

Objectives of the Study

The study has been carried out the following objectives:

- ✚ To identify the marketing strategies of Usha Construction Ltd;
- ✚ To explain the marketing mix of Usha Construction Ltd;
- ✚ To identify problems related to the marketing activities of Usha Construction Ltd;
- ✚ To make recommendations to solve the problems;

Scope of the Study:

Have some scope and opportunities to collect the data for the report. For these, can collect very important data and information. It collect from library, web site, Ushas office, etc.

This report was observance, reviewed and monitored during my internship.



Methodology of the Study:

This study requires a systematic procedure to select the topic from the preparation of the final report. To perform the study, the data sources were identified and collected, to be classified, analyzed, interpreted and presented in a systematic manner and key points were found to be out. The overall methodology of the process has been given as below.

All this information is submitted to furnish this report from both primary and secondary sources

Sources of data collection

Primary data

Primary data were gathered on the basis of:

- ✚ Participate in marketing field work
- ✚ Official past records of Usha Construction Ltd.
- ✚ Face to face conversion with the employer
- ✚ Personal working experience
- ✚ Class worked and cash solved

Secondary data

Secondary data were gathered on the basis of:

- ✚ Usha Construction Ltd. website
- ✚ Different relevant textbooks

Time period

Limitations of the Study:

There are certainly some limitations of study. Usha Construction Ltd. do government contract work. Therefore, their house developer building contracting work is not much.

- ✚ The study of such a 12 weeks of is not free from limitation. So time limitation is the main point
- ✚ Organization has some confidential information that's not revealed to others.
- ✚ Employees was a probability that different educational and family backgrounds might affect the study.



- ✚ Join their company for 12 weeks .so they don't trust the intern. They doing very easier work by their intern.

Chapter-2

Overview of Usha Construction Ltd.



Background of Usha Construction Ltd.:

Success lies in the ability to adapt with changing times. That is something that Usha construction Ltd. has learnt since 1996. Understanding the changing nature of the real estate sector Usha Construction Ltd. proceeds to build homes, introducing daring and innovative living concepts.

Usha Construction Limited was founded by Eng. Munzur Faruk Choudhury, a second generation entrepreneur, a successful businessman and visionary and possesses more than a decade of experience in construction and real estate development by Eng. Munzur Faruk Choudhury, who is at the forefront of the Chairman of Usha Group, is a person with the goal of creating comparable quality residential and commercial reports worldwide, his purpose is experience, success, see the difference!

Company summary:

Name: Usha Construction Limited

Trade mark:



Head Office:

Usha, A-235, BSCIC, Industrial Estate, Sopura, Rajshahi - 6203, Bangladesh Phone: +88 0721 760227 Email: mail@Ushagroup-bd.com Website: www.Ushagroup-bd.com

Corporate Office: 2nd Floor, Momtaj Plaza, Dhanmondi # 4, Dhaka-1205 Phone: +88 02 9613018/19 Email: Usha.construction@yahoo.com

Rajshahi Office: House No 345, Shagarpara, Boalia Thana Rajshahi -6100, Bangladesh



Email : Usha rajshahi@yahoo.com



Mission, Vision and Goal of Usha Construction Ltd:

Mission:

To help customers achieve their business objectives by providing innovative, highest standard of construction services and equipment's. Our central goal is to deliver and give highest quality services and creative developments for meet individuals' and corporate requirements and maintain ethical slandered in business operations. To make our mission a success, we serves with highly professional backup and a strong team of such highly skilled and experienced professionals to work under its competent management.

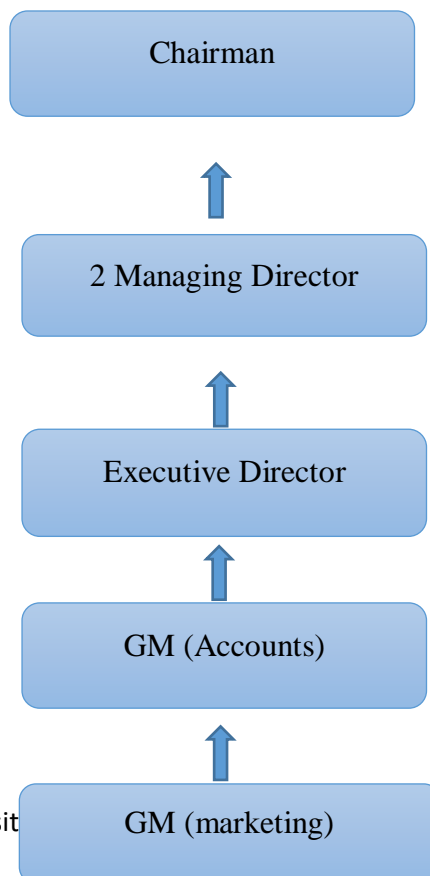
Vision:

Create a Progressive Organization Matching International Standards Maintaining Integrity, High Ethical Standards and Transparency. Provide an environment of professionalism, competence, teamwork, and service excellence.

Goal:

Excellence, Integrity, Leading Change, Respect for individual, Team work, Learning and Sharing.

Management Gradation of Usha Construction Ltd:





Key person of this Business:

Proprietors name	Mr. Munzur Faruk Choudhury
Age	57
Qualification	B.Sc. Engineering
Designation	Proprietor
Ownership of residence	Own



Chapter-3

Marketing Activities of Usha Construction Ltd.



What is Marketing?

Marketing is the process of getting potential client or customer in your products and services. marketing is the process by which individuals and groups obtain what they need and want through creating and exchanging product and value with others .we can said that marketing is meeting the needs and wants of a customer.

What is the Marketing strategy?

The marketing strategy refers to the overall game plan of the business in order to reach potential customers and turn them into customers for the products or services the business offers. A marketing strategy consists of the company's value proposition, key brand messaging, data on targeted customer demographics, and other high-level elements.

Positioning strategy:

Affordable price, high quality, large sales promotional activities, own transportation service make their apartment products different than competitor and provide greater value to the target customer.

The marketing mix that the company sells below its products list price, quality discounts, and transportation to promote the sales of the products.

The company follows the marketing concept for this target potential customers.

Usha placed a desirable position to the customers. For this reason Usha has become a competitive brand with great strategic advantages in their target markets.

Target market strategy:

The company is a medium size company. The company does not produce huge amount of products. So they target the customers who are upper-middle class people. Companies try to serve the target segment perfectly and try to archive its marketing activities.

Product Development Strategy:

Product development strategy is the process of bringing a new innovation to consumers from concept to testing through distribution. When existing business revenue platforms have



plateaued, it is time to look at new growth strategies. New product development strategies look at improving existing products to invigorate an existing market or create new products that the market seeks. The steps involved in product development are similar in each type of strategy.



Target Market Analysis:

To learn about details, I need to analyze the market, that's why we've surveyed some consumers and different companies. I gathered the following information from there. I assume our target buyers are focused on two groups.

- 1) Customer's age &
- 2) Customer's occupation

Customer's age: popular based on Customer's age they are divided their targeted customer under three categories.

40+ ages- 70%

30-40 ages- 20%

Under 30 ages- 10%

Among the whole customers which are good established that means whose age are 40+ generally they purchase almost 70% of our product who are in 30 to 40 ages they buy our 20% product and least of the product purchased by the customers whose age is under 30 years.

Customer's Occupation-

Business Person- 60%

Job Holder- 40%



Marketing Mix: Marketing combine 1st expressed in 1960 by E. J. promoting combine is that the issue of the organizations goal. A promoting combine includes multiple areas of focus as a part of a comprehensive promoting set up really plan behind the promoting combine is putt the proper product within the right place, at the proper time and value promoting where are:

1. Product based Organization
2. Services based Organization

The element of the product based organization

SL	Name
1	Product
2	Price
3	Place
4	Promotion

The element of the services based organization:

SL No	Name
1	Price
2	Place
3	Product
4	Promotion
5	Process
6	People



7	Physical Evidence
---	--------------------------



Product:

Usha is struggling with marketing and selling only one flat commodity.

The business will be trading in the property at Dhaka, Rajshahi, & Rangpur for apartment, plot and commercial space. Company buying land to plot for housing and then selling Housing is one of human being's basic needs.

Bangladesh is facing a major question of accommodation. Through the logistics support of our own land or flat / apartment, business provides the best services. Business also allows the customer to buy the land or flat / apartment from House Building, BASIC bank Ltd and any other business on. Housing Finance sector, though from a very small initial scale, is expanding at a rapid pace. Political, structural, and administrative structure that is not compatible with potential market growth and loan-worthy housing demand.

Market-based housing capital is free from public resources spent on housing or investing with low social efficiency. Complement business capital to keep lower-income households for the large-scale finance system.

Finished project as a developer:



Momtaz Plaza Location - , Road # 04, Sector # 04, Dhanmondi, Dhaka-1230 Land area - 3.05 katha Number of floor - Ground floor + 07 residential floors. Apartment size - A - 1594 sft (appx) Number of apartments - 07 (seven)



“Adi-Sitara” Location - , Plot- 06-C/9-10(GA) Road # 09, Sector # 09, Mirpur, Dhaka



Adi”Kshonika”Plot#34, Road#12 ,Sector#13,Uttara,Dhaka





Plot-12,Road-9,Rupnagar,Mirpur, Dhaka

Price:

Compared to any other company, setting the price of the property is very difficult. The property firms under the analysis determine the price in different methods: the land price + construction cost + margin is the commonly used pricing approach adopted by the property firms in Dhaka City. Approximately 75 percent of businesses that use this pricing policy. It should be noted here that the cost of land and building is measured at the cost price. Under this approach, Usha construction charges a higher margin, varying from 75% to 100%.

One approach used to set the selling price of the condos is to determine the cost of building per square feet, including the property price. Therefore, apartment prices vary with their scale. Now Usha construction was found selling the apartment @ TK 2600-3500 per square feet using these methods. Approximately 17 percent of real estate companies adopted this process. Under this approach, the design of Usha will efficiently face the competitive situation.

Price inflation with the cost of land and building is a practice practiced by only 9% of Dhaka city businesses. The companies charge a relatively low percentage of profit in this process. In Dhaka city, the land price has increased tremendously.



Usha Construction ongoing Project

Bill Transaction Report
Financial Year 2019-2020

SI No	Description of Works	Value of Works	Received on Works	Due of works
1	Construction of main Boundary wall for Seed Multiplication farm, Gobtoli, Mirpur, Dhaka	12,930,906.000	8,275,318.00	4,655,588.00
2	Construction of tootover bridge at Nayabazar, under Dhaka South city Corporation	111616184.302	24,500,000.00	87,116,184.30
3	Procurement and Installation of Auto Processing plant for BADC at Jessore, Bangladesh	268322649.855	17,200,000.00	251,122,649.86

Total TK.=342,894,422.16

Place:

Prospective property owners weigh the position before making a final purchase decision. While land and development are stagnant, the surrounding neighborhood or the town where the property is located is in constant flux and activity, it is well known. Changes in the immediate environment have a significant effect upon property values.

The office of Usha construction Ltd is situated in Momtaz Plaza, Dhanmondi 4, and Dhaka's highly commercial location. It's rare for many people to go physically to the shop. In the information and technology age, people from developing countries today connect with each other via live chat, mailing, and website information gathering.

Promotion:



Usha Construction Ltd usually sets promotional targets that will help them achieve their larger strategic and corporate objectives and they have multiple goals to do this promotional action, such as creating awareness of potential customers and selling products.

The elements of the promotions mix are:

- ✚ **Personal Selling:** Personal sales are an effective way to manage personal customer relationships. The sales person works for the organization. They tend to be well trained in the methods and techniques of personal selling. However sales people are very expensive and should only be used for real return on investment. For example salesmen are often used to improve a car or home where the margins are higher.
- ✚ **Sales Promotion:** Sales promotions are thought of as all promotions except advertising, personal sales and public relations.
- ✚ **Public Relations:** Direct marketing is any marketing that is undertaken without a distributor or intermediary. In terms of promotion it means that the marketing company has direct contact with the customer. For example Nintendo distributes through retailers, though you can register with them directly for information that is often delivered by email or mail.
- ✚ **Advertising:** Advertising is 'paid' for a contact. It is used to develop attitude, create awareness and transmit information to get feedback from the target market. There are many advertising media such as newspapers (local, national, free, trade), magazines and journals, television (local, national, terrestrial, satellite) movies, outdoor advertising (such as posters, bus rides). These pages are more about digital, online and Internet advertising, as well as marketing teachers and marketing teachers throughout the blog.



SWOT analysis of Usha Construction Ltd.:

Strengths:

- ✚ Very good and strong relationship marketing.
- ✚ The project itself is strength for the department.
- ✚ Very good marketing in inside and outside of country.
- ✚ Qualified employees are available.
- ✚ Important location for accommodation.
- ✚ Very quick decision-making capability.
- ✚ Capable to quick action taken.
- ✚ Latest state-of-the art technology

Weakness:

- ✚ Internal inflexibility.
- ✚ Poor coordination between departments.
- ✚ Lack of participation in publicly e.g. TV advertising
- ✚ Small allocation in the employees for marketing.
- ✚ Small number employees for marketing.
- ✚ Lack of motivation program for the employees.
- ✚ Very few evaluated procedures for the employees.

Opportunities:

- ✚ The company create an image to the customer



- ✚ Chances for aggressive marketing
- ✚ Very good demand in town.
- ✚ Economic growth of Bangladesh.
- ✚ Available potential target customers.
- ✚ This company can use modern technology.

Threats:

- ✚ Strike, hartal, and political instability.
- ✚ Economic slow down
- ✚ Competitors and their destructive marketing.
- ✚ Growing doubt about the developers.
- ✚ Prolonged decision-making

Competitors:

Analysis is the most crucial part of the report that part mainly I describe my research objectives.

The selected leading real estate companies are:

1. Navana Real Estate Ltd
2. Sheltech Private limited
3. Asset Development Limited
4. Building technology & ideas ltd
5. DOM-INNO Builders Ltd
6. Rangs Properties Ltd

Sale:

A pro-active sales team always communicates with customers at Usha Construction Ltd regarding the latest product offerings. Each member of the sales team is given extensive



training on site so that individuals are fully familiar with the manufacturing processes and gain complete product knowledge.

Chapter- 4

Problems, Recommendations, Conclusion.



Problems Identified:

The following marketing problem have been identified of Usha Construction Ltd. The problems are shortly described:

1. Usha Construction Ltd. has no promotional activities. That's why they are losing their customers and sells volume decline day by day.
2. Usha Construction Ltd. has no website, for promoting their company's activity they have to face many difficulties, the customer faces problem to identify them to short time.
3. Lack of marketing exports, they can't able to do modern market sustain in the current market. Therefor they don't play role in marketing activities in the market.
4. They don't have any customer services center or hotline number. Hard to communicate with them.
5. Usha Construction Ltd. charge higher price from the customer. They focus prime customer but last few years middle class buyer increase in city.



Recommendations:

1. The organization should more promotional marketing activities that can be help to expand the current market in order to increase sells.
2. Usha should first develop their website that will be helpful their promotion to new customers who are knows as a Buyer.
3. The company should recruit marketing experts, they should make better marketing activities. Then their customers will know better from now.
4. The organization should improve data information system and can be set up customer's service center.
5. Usha construction should be given more focus for middle income groups. Maximum customers are belongs middle class life. So they can increase their sells.



Conclusions:

The real estate sector is rising, and in the future there is a trend towards growth. For real estate and development, the share of GDP and production are on the rise. It shows the industry's optimistic future. Usha Construction is one of Bangladesh's knowledge-building companies. Conscience construction annual Sales Volume reduction over the past few years. That's how I'm trying to find possible causes and find solutions. Using innovative business strategies, Usha will solve issues that will improve the quality of life of Bangladesh's people. Overall, for Usha Construction Ltd, this work is searching for a very good and optimistic sound.

We should study marketing strategies because we all use marketing strategies in every area of the business. If we want to do business, we need to know about marketing strategies because marketing people play an important role in business operations. Marketing tasks are inherently interesting because different types of people face and take actions. Furthermore, it provides financial rewards and opportunities for promotion. After successfully managing this report, I learned that Usha construction may be able to make a significant contribution to our economy and try to boost Bangladesh's economy. In conclusion, I can strongly predict that Usha construction Ltd. has a great future ahead.



References

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www.usha-bd.com

<https://www.facebook.com/usha.shopping>