



Daffodil
International
University

“An Analysis on Marketing Activists of Real Estate Organization of Bangladesh: A Study on “Real Capita Developments Limited.””

Supervised To

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To

Farhana Noor

Assistant Professor

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Subject: Submission of Internship

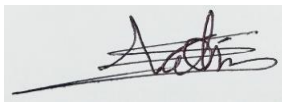
Dear Mam,

With due respect, I would submit my internship report on “**An analysis on Marketing Activities of Real Estate Organization in Bangladesh: A study on “Real Capita Developers Limited”**”. I have collected information as possible from the management of Real Capita Developers Limited. Three months’ work in this Real Estate Company was a worthwhile experience for me as it was in such a reputed organization. I believe that the internship program has enriched both my knowledge & experience. If you have further queries regarding the report, please let me know.

I, therefore, pray and hope that you would kindly accept my report and oblige thereby.

With Thanks and best regards.

Sincerely Yours



Nadim Haidar

ID: 161-27-303

Program: BRE

Batch: 24th

Department of Real Estate


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Declaration of Student

I, am Nadim Haidar, ID No: 161-27-303, a student of Daffodil International University, Department of Real Estate, Thus declared that internship report titled “**An analysis on Marketing Activities of Real Estate Organization in Bangladesh: A study on “Real Capita Developers Limited”**”. After three months of work is prepared by me.

My main work is submitted to Daffodil International University, and no part of the report was previously submitted for any degree or fellowship in any academic institution.



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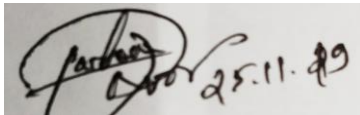
Faculty of Business & Entrepreneurship

Daffodil International University

Letter of Acceptance

This is to certify that this report has been prepared by **Nadim Haidar, ID No: 161-27-303, Program BRE, Department of Real Estate**, Faculty of Business & Entrepreneurship, Daffodil International University. He has completed his internship at Real Capita Developments Limited, Dhaka and he has prepared his internship report under my supervision. His assigned topic is “**An analysis on Marketing Activities of Real Estate Organization in Bangladesh: A study on “Real Capita Developers Limited”**”. The internship report has been accepted maybe allowed for presentation in the defense board.

I wish him success in life.



(Farhana Noor)
Assistant Professor
Department of Business Administration
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Acknowledgement

First of all, I would like to Thank Almighty Allah for his grace for his grace in accomplishment my internship report timely. This internship report is on Real Capita Developments Ltd. a Study on Corporate Branch. For preparing this report I'm grateful to my organizations supervisor **Mohammad Arifuzzaman, Managing Director** of Real Capita Developments Ltd. And **MD Rezaul Karim Murad** Manager of Sales & Marketing department of Real Capita Developments Limited. They helped me a lot though the time of work by giving his tender hand time to time.

I would like to convey my sincere gratitude to my university supervisor, Farhana Noor, Assistant Professor, Department of Business Administration, Daffodil International University. Without her guidance & assistance, the report would not have been seen the light of day.

Finally, my deep gratitude goes in favor of my university for getting library, lab facilities & my teachers to enrich my knowledge, which helps me in different stages to complete this report.

Executive Summary

The internship report is concentrated in the Real Estate sector of Bangladesh. I have attempted to break down the business just as the organization REAL CAPITA Developments LTD. Head Office, Gulshan-1. I have picked ten popular Real Estate associations through a couple of criteria. I have diagrammed these associations for our assessment reason. The Real Estate business thought was made in Bangladesh in the sixties' decades. Ispahani and EHL are the pioneers of this business. This business was succeeded in the essential eighties' decades. Directly a days there are more than 1024 Real Estate organizations are in this portion and this number is creating bit by bit because of the net income of this fragment. By exhibiting plans and regions they offer pads. Thus this item is classified "concealed" item. Organizations need to get immaterial proportion of taka from the banks. The improvement pace of industry is about 15%. In general income is about 15% – 25% on a typical. It pulls in the new business firms to this territory. The business is in the advancement to improvement period of its life cycle. Again a couple of Organizations advancement rates are higher than others. This rising region may be folded for some exploitative agents. In this Entry level position report Talked about the general conditions on the board style, Real Estate acquirement, legitimate, advertising, plan and building, co-ordinations and showcasing of the business and the organization Real Capita Developments Ltd with SWOT investigation . Since section and exit are free around there so bit by bit exhibit is being engaged. Managing powers of the clients are extended in this forceful market. In this condition a couple of organizations are kicked out of the market for their poor administration. These feeble organizations' bits of the general business are picked up by driving associations.

Real Capita Developments Limited Constrained is one of the most youthful organization in Real Estate industry anyway it was set up in 2017. They have 10% ideas of the divided market locales to a limited extent one and two. The present advancement pace of the association is about 30%.The experienced best organization is aware about the changing industry segment lead. They are versatile in their organization style that is they are situational. The best request. They select young staff's for their mid – level organization to get most extraordinary benefit by those new individuals. Real Capita Improvements Ltd. at Corporate Branch has at present 50 representatives, including drivers and office supporting staff. The strong displaying, show up procurement and structure division help the relationship with accomplishing its objective. In any case, the coordination's office isn't composed which realized high age cost. They don't perceive the coordination's activities clearly to give indications of progress advantage by using the forefront approach of coordination's to hold the market authority they have to upgrade this office. The association has 2 continuous ventures are the undertakings are being worked on. Association adventure has particular zone Purbachal and Keraneganj. All decisions are taken by the Executive and Overseeing Chief of the association. Directly they are trying to delegate the master to the mid-level organization to take affect decision for the association. Real Capita Developments Ltd. is centered around splendor and trusts that achievements exist until the finish of time.

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Chapter No: 1

Introduction

1.1 | Introduction

Bangladesh is one of the most thickly populated nations on the planet with a little yet poor economy. A large portion of its populace fall in low-pay bonds and in this manner significant worries for them are to address fundamental issues. One of the five essential needs is the shelter and the state should be ensured. In any case, the states can't do this because of absence of assets and this is the way that the majority of the specialists are in the advancement of a large portion of the Real Estate segment of Bangladesh. Despite the fact that this area is affected by private financial specialists, the legislature is available through some lodging ventures. These private financial specialists are generally viewed as benefit climbs, yet they are striving to address the extra issues of the nation. Despite the fact that the pace of development in the Real Estate business in Bangladesh is to some degree moderate, it has been developing at the max throttle since its initiation in the late 70's. After the rise of the segment in the late 90's, the most elevated speed and Real Estate designers went to the market. There is presently a sporadic break government in the nation, with current unpredictable political practice in the nation, the present speed can be diminished. It is broadly prudent that after the political government comes back to control, the circumstance will change. The elements of the advancement of society, from various perspectives, paying little heed to whether inventive, or social, or social, have included the institutionalized needs to change in accordance with better approaches for living. Individuals have created diverse new systems for individuals getting the chance to be utilitarian enough so they transformed into an indivisible piece of the get-together in which they have a spot. What's more, the ventures and assembling organizations additionally will in general adjust their items to the progression of this improvement and these patterns.

In our day by day lives, Real Estate is being utilized in various ways, Real Estate assets to give cover, solace, comfort and protection, a spot for work, recreational offices and related administrations. Real Estate speaks to 40% more in the national riches. In this manner, the achievement or disappointment of business associations for the welfare of our kin and the general success of the nation. The name of the item is given, which isn't just Real Estate yet additionally for the entire human improvement. The name of the business is given by individuals working on the Real Estate professional interactions. The primary element of Real Estate as the item is the land. It isn't just the foundation of the earth yet in addition the intrigue related with property rights and minerals of enthusiasm, alongside the proprietor's enthusiasm for the ship. Along these lines, Real Estate implies Real Estate and building obtaining, which implies characteristic right. Property proprietors, clients, makers, agents or property proprietors have property rights. Real Estate Sector plays an important role in resolving the housing crisis in Dhaka, so I have selected Real Capita Developments Limited which is one of the most important organizations in our country. An internship report for completing my BRE degree is one of the final semester parts of the Daffodil International University of Real Estate Sector.

1.2| Background of the study

The primary goal of the Internship Program is to provide the intern with the job experience by orienting the intern with the organization and an opportunity for the intern to relate the theoretical

conceptions in the real business environment. The duration of my internship with **Real Capita Developments Ltd.** will from 01 September, 2019 to 01 December, 2019. I will try my best to properly apply my potentiality and theoretical knowledge to make the report reliable and information worthy. Attempts will be successful if this report fulfills the objective of the program.

1.3| Scope of the study

This report will give us a clear picture about the customer Services in general & specially the activities of Real Capita Developments Ltd. at Gulshan-1, Head office. The scope of the study is limited to organizational set up, functions, & performance. The scope of this study is:

- ❖ Maintaining a good relation between employees & management.
- ❖ Improving an effective work station design.
- ❖ Effective marketing layout designing.
- ❖ Efficient handling of employees.
- ❖ Handling & setting the employees according to their work.
- ❖ Maintaining the link in effective manner.

1.4 | Objectives of the study

1.4.1 | Broad Objective:

To identify and analyze the Marketing activists of Real Estate industry in Bangladesh focused on Real Capita Developments Ltd.

1.4.2 | Specific Objectives:

- 1) To find out the problems relating to the marketing activists & development activates of Real Capita Developments Ltd.
- 2) To identify and analyze the Segmentation, Targeting, Position, Product, Price, Place, Promotion of Real Capita Developments Ltd.
- 3) To make some recommendations for Real Capita Developments Ltd.

1.5 | Justification

The report is mainly based on the marketing activists of the Real Estate sector and special concentration on the company Real Capita Developments Ltd. So I have chosen the title “**An Analysis on Marketing Activists of Real Estate Company of Bangladesh: A Study on “Real Capita Developments Limited.”**” The report also describes the internship research focus, Marketing activists of Real Capita Developments Ltd.

1.6 | Methodology of the Study

In this study, a methodology is pursued for the accomplishment and fruitful achievement of the paper work. Both primary & secondary data have utilized where vital.

1.6.1 | Primary sources of data

- ❖ Face to Face convention with land owners of Real Capita Developments Ltd.
- ❖ Interview with the customers with questionnaire survey.

1.6.2 | Secondary sources of data

- ❖ Prospects of Real Capita Developments Ltd. (2018)
- ❖ Collected from Executives, Managers.
- ❖ Different papers of Real Capita Developments Ltd.
- ❖ Different manuals and circulars of Real Capita Development Ltd.

Thirdly, a participative discussion was conducted with Mohammad Arifuzzaman, MD of Real Capita Developments Ltd. from which I have collected information about marketing activists of the company and Real Estate industry of Bangladesh.

Secondary sources:

- ❖ Reports
- ❖ Articles
- ❖ REHAB
- ❖ Bulletin etc.

1.7 | Limitations of the study

It is an extraordinary open door for me to work in Real Capita Developments Ltd as an Intern and a make a report regarding it. I have confronted a few confinements, when I was setting up this report which is specified underneath:

- ❖ Respective work force of the office did not uncover much private data.
- ❖ During my Internship program, I was placed in sales and marketing department. Thus, I could not focus on the other sections of the organization.
- ❖ There is an absence of adequate optional information.
- ❖ For utilizing optional information Bangladesh Bureau of Statistics (BBS), information are not in the least sorted out.
- ❖ In the web there are not so much publications and journals related this topics.

Despite my heartiest try I have found some information unavailable, which could enrich my report. I have also found that time and opportunities are some factors that created hindrance in completion of the paper.

This report aimed at providing a comprehensive picture of the whole situation, but some aspect without knowingly may have missed, I apologize in advance and request for advice and support so that the errors can be corrected on a timely basis and my knowledge level can be enriched.

Chapter No: 2

Company Profile



2.1 | Real Estate Industry in Bangladesh: An Overview

Housing is an essential human need. Every single individual merit least bearable sanctuary. Be that as it may, access to such safe house isn't simple for dominant part of individuals in a creating nation like Bangladesh. Land is an industry that has consistently been exorbitant to contribute and has influenced the nation's monetary advancement because of the work of thousands of individuals. This industry has been creating lately in Dhaka, which has colossal interest for Land, which has made numerous development organizations prepared to fulfill this need. The urban development pattern is around 3.55 percent a year. 34.3 percent of the all out populace of the city and the number of inhabitants in the primary city zone is: 19.578 million DHAKA (capital), 4.816 million Chittagong, 975,000 Khulna, 880,000 Rajshahi, 776,000 Sylhet (2018 estimate, World FactBook, 2018). This quick urbanization requires all the more Housing and Housing supplies, which can make enormous markets for the Land business. The present estimation of land, rental and business administrations division 2 in Bangladesh is 562,968 million taka, Gross domestic product 6.37 percent and development pace of 4.47 percent. Land items in Bangladesh are addressing the necessities of the market in the general financial improvement of Bangladesh. This segment has been giving safe house, impromptu land advancement, development of different organizations, drawing in nearby and outside speculation and contributing legitimately to Gross domestic product by making work.

The paper gathers data assortment and data for breaking down and investigating the Land organizations showcasing activists of Bangladesh. This paper analyzes the job of interior and outer variables that influence the Land showcasing activists. The items chose for investigate are as of now working in this market working organizations, which were intended to dissect their showcasing activists and plans to accomplish their destinations.

2.2 | Overview of Real Capita Developments Limited

Real Capita Developments Ltd. is one of the youngest leading developing companies in Bangladesh. It was established in 2017 as a Real Estate development company and still associated with other businesses related to Real Estate such as construction and consultation. During this 2-year service, Real Capita has merged with its expertise projects in Bangladesh. Real Capita has more than 5 professionals, architects and engineers selected on the basis of their excellent technical and management skills. In addition, a well-trained army of 50 workers is also employed in various projects in Real Capita. The dedication, hard work and experience of the Real Capita team is one of the leading Real Estate development companies in Bangladesh. Real Capita is a company committed to supply time. Real Capita has highly qualified, experienced, dynamic and inspired management team and human resources. It emphasizes on professionalism and other regular management training for its people to convert the workforces into real achievers. Peoples are the main strength of Real Capita Group.

2.3 | Principal Business Entities

Real Capita Developments Ltd is a most recent successful developing company that is established in the year 2017. The company is running forward under the Dynamic Leadership of Mr. Arifuzzaman, a business magnet of Bangladesh.

Guideline Principles

- Live up to our commitments.
- Trust and respect to each other.
- Work as a team.
- Take initiative to exceed standards.
- Transparent and fair in all our dealings.
- Share social responsibility.

2.4 | Mission & Vision

2.4.1 | Mission

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

Understand our customers' needs and expectations and strive to fulfill them.

- ❖ Honor all the commitments we make with our clients.
- ❖ Providing our customer with only top quality products and services.
- ❖ Using effective methods, provide those product services at the time.
- ❖ Provide our customers with the best prices for our products and services.
- ❖ Verify that our products and services meet agreed requirements.
- ❖ Open, effective validity and control of our design, construction, aptitude and quality processes.

2.4.2 | Vision

To be a world class organization in creating perfect venture openings and inventive land arrangements, both locally and universally, that surpasses our customers' desires. By 2022 RC Property Improvement Restricted and Real Capita Developers Constrained a sister Worry of Real Capita Group will be the Nation's First Private Neverland in the Private Part offering Lodging Arrangements with the choicest plots around More noteworthy Metropolitan Dhaka for a definitive Solace and Extravagance of Eco City Life. Presently in transit of progress with 3 (Three) continuous land/lodging ventures in particular: Purbachal Swapnil City @ Purbachal (ii) RC Maya Kanon @ Keranigonj (iii) RC Priyojan Grihayan Prokolpo @ Shared Ownership at Keranigonj individually. Presently in transit of progress with 4 (Four) continuous Condo extends in particular: (I) RC Rahman Manor @ Bashundhara R/A (G-square) (ii) RC Nurjahan Kunjo @ Savar (iii) RC Dream Estate @ Mohammadpur (iv) RC Swapnil @ Badda individually. Presently in transit of progress with 2 (Two) continuous Hotel extends to be specific: (I) RC Bihaan @ a Retreat at Sajek, Khagrasuri (ii) RC Muskeeters @ a Retreat at Sant Martin individually. It is our promise to encourage our respectable client with a real estate parcel, where they will develop their valued

home to start their morning with day's program and meet their cherished ones at day's end with harmony and security. It is for the individuals who are standing by to satisfy their fantasy to a reality.

2.4.3 | Objectives of the Company

The main objective of the study is to find out the Marketing activities of Real Estate Company of Bangladesh – in Study of “Real capita Developments Ltd. Especially the Objectives of the study are as follows:

- ❖ To achieve the objectives of organization in individual aspects and the organization.
- ❖ Efficiency of the work force by employing their skills & abilities.
- ❖ Job satisfaction provide staff with the right values.
- ❖ Provide well-trained and well-established organizations with well-educated staff.

2.4.4 | Quality Policy

Real capita is committed to ensuring quality supply and service. Real capita has provided world-class quality standard land, supported by its sales-related services, with the requirements of its customers, while trying out Fortier’s total satisfaction. The quality of the company's products and services meets the applicable national and international standards.

2.4.5 | Goal

The goal of Real capita developments Ltd. is to improve the quality of life and make the built environment a more sustainable one to the communities they serve by maintaining good relationship with the valued clients.

2.4.6 | Business Philosophy

- ❖ Profit Maximization
- ❖ Cost Minimization
- ❖ Company’s Wealth Maximization
- ❖ Create customer value & satisfaction

2.4.7 | Core Competency

Real capita Development Ltd has the power to build good relationships with their customers and powerful networking systems. They are able to deliver high quality products at a very cheap price during the committed period with hard working energy. To provide them with pride, they formed an alliance with well-known organization and operative distribution channel.

2.4.8 | Values

Real capita Developments Ltd.'s core values are classified into three categories:

- 1) Personal,
- 2) Instinctive and
- 3) Renewal.

1) Personal:

Real capita Development Limited has a unique set that recognizes behind every design. They customize care and attention on all clients to create a warm and distinct experience.

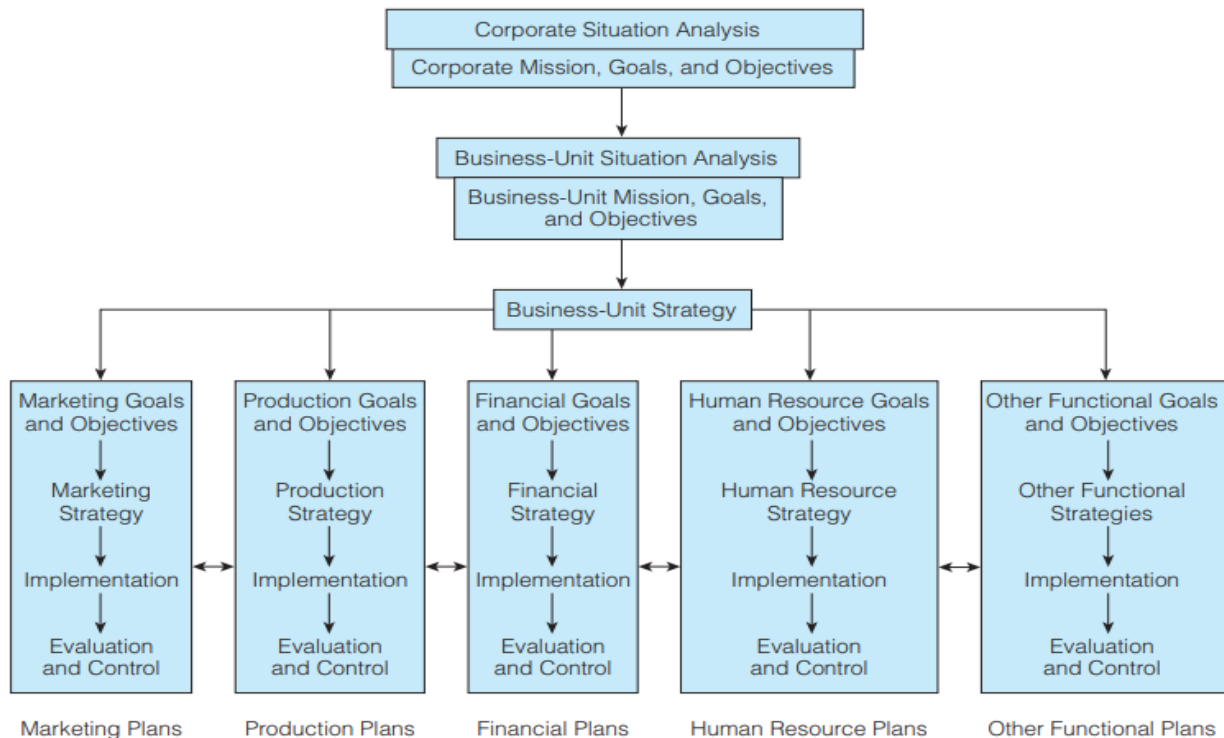
2) Instinctive:

Real capita Development Ltd actively seeks client's demands instead of responding to them. Their culture inspires unbridle partners to their own personal judgment and recognize them spontaneously and proactively and participate in the clients with their various needs to respond.

3) Renewal:

Real capita Development Limited is always very aware of the quality and security of their products. The goal of renewing clients and checking advanced.

2.4.9 | The Strategic planning process of Real capita Developments Limited



Real Capita Developments Ltd.'s Company Values:

Real Capita Development Ltd. At that, they say their shared values are "promised." These commitments can ensure the general idea about following daily activities and what each one can expect from each other. The standards of Real Capita Development Limited are:

1. Get additional steps by taking permanent actions and adherence to loyalty.
2. Play as a team of triangle of all the teams in the company.
3. Do the right thing by using good judgment about their community, associates, owners, partners and the environment.

2.4.10 | Leadership Team

The summaries of Real Capita's quality work lead to leadership of their respective teammates. Through the project managers or under their site engineers, bookmakers, forums, technicians, superintendents, perform ruthlessly with their quality control over 7 days of the week in a ruthless manner. Head of Leadership, Accounting comes from the head of the company for smooth construction work.

2.4.11 | Customer Excellence

For a long time before the author of Real Capita Development, exceptionally created, Mr. Arifuzzaman has created and sold the property claimed by Real Capita Development Restricted, by its history, respected the Region Land's driving Land Development organization. Real Capita Development Constrained is constantly dedicated to giving better client care and solid commitment than consumer loyalty. Real Capita Development Constrained's trademark is effectively attempting to improve quality guidelines and improve administration. Real Capita Development Ltd's responsibility to proceeding with development and by and large land aptitude in customized administration has given yearly acknowledgment through numerous business grants. Supervisory group has improved the network and calling by giving numerous neighborhood and provincial control. Real Capita Development Constrained has been standing out for quite a while to address developing issues of innovative lodging and property the executives administrations.

2.4.12 | Organogram of Real Capita Developments Limited

Under the guidance of Managing Director Mr. Arifuzzaman, all the works are being done through top executive like Director Operation, Director (Finance), Director Project Development, Director Sales and Marketing, Deputy Managing Director. Manager, Officer, Executive, Foreman, Supervisors and so on in the tree of organ gram of Real Capita Developments Ltd.



2.5 Real Capita Developments Ltd. at a Glance

Basic Info:

Name of the Company:	Real Capita Developments Ltd.
Founded:	November 01, 2017
Founder:	Mohammad Arifuzzaman.
Managing Director:	Mohammad Arifuzzaman.
Location:	House: 05, Flat: C-4, Road: 21, Gulshan-1, Dhaka.
Sister Concern:	Luxurious Property Ltd.
Products:	Land, Plot.
Contact Info:	
Phone:	+8801847418831
Website:	http://www.rcgcbd.com

2.6 | Departments of the company:

In is Real Capita Developments Ltd. Corporate Branch contains 5 major departments. The name of those departments & activities are given below:

- 1) Reception Desk
- 2) Marketing & Sales Department
- 3) Administration & Business Department
- 4) Finance & Accounts Department
- 5) Documentation & Recovery

1) Reception Desk:

The fundamental elements of the front desk are inside and outer enrollment, office the executives, and phone getting. They likewise keep up a day by day disavowal record, which is known as the Focal Observation Framework.

2) Marketing & Sales Department:

Real Capita Advancement Developments is a very rich showcasing division. A solid deals group and forceful showcasing effort have made extraordinary deals with a stunning piece of the pie. Real Capita Developments Restricted turned into a market head in the Land business.

3) Administration & Business Department:

The organization branch of Real Capita Developments Restricted consistently administers the entire association. They generally run a reasonable association. In the event that any worker

commits an error, the division will make a move against the representative. The organization grant is given to the worker who has functioned admirably.

4) Finance & Accounts Department:

- ❖ Final checking of Bank reconciliation.
- ❖ Checking of Bank Debtor order voucher.
- ❖ Checking the company financial accounts.
- ❖ Give clearance for surrender.
- ❖ Give clearance for registration.

5) Documentation & Recovery:

- ❖ If a customer fails to pay the due date within the stipulated time, this department provides for extension of time and allows extension of time.
- ❖ Clients cannot take case in this case for business. The officer of this department communicates with the client for taking responsibility at this time that officials make a copy of this act
- ❖ If a person changes his payment schedule by changing the plot, then this department provides all the methods.
- ❖ While providing all the clients with registration fees, this department also creates note sheets for registration.

2.7 | Features of every projects of Real Capita Developments Ltd.

- ❖ The projects of Real Capita Ltd. are approved by RAJUK.
- ❖ The locations of Real Capita Developments Ltd. are out of flood flow zone.
- ❖ The project has natural greeneries.
- ❖ The location have eco-friendly environment.
- ❖ The administrative office & CCTV surveillance facility inside the project.
- ❖ Registration is properly after full payment.

2.8 | SWOT Analysis of Real Capita Developments Limited

2.8.1 | Strengths

- ❖ Professional Management
- ❖ Competitive Lower price
- ❖ Prime Location
- ❖ Strong Branding
- ❖ Product Variations
- ❖ Corporate high Network
- ❖ Strong Legal papers

2.8.2 | Weakness

- ❖ A weak Brand
- ❖ Inferior Location
- ❖ Under Development land

- ❖ Poor Promotional Campaign
- ❖ Company age 2 Years
- ❖ Weak Customer relationship Department
- ❖ No Handover or ready product.

2.8.3 | Opportunities

- ❖ Favorable Regulatory change
- ❖ New Market: Untapped
- ❖ Exit of Competitor
- ❖ Economic Cycle

2.8.4 | Threats

- ❖ Unfavorable Regulation Changes
- ❖ A Strong New Entrant
- ❖ Market Shrinkage
- ❖ Buyer Behavior Shift.

2.9 | The Products Services of Real Capita Developments Ltd.

The main products of Real Capita Developments Ltd. in Bangladesh is land. Recent real estate developers named "Model Town" have launched a new diversified product in the Real Estate market.

Obviously, clients will claim some extra things with their real value investment. Because of the Real Capita, they provide some extra services for their premium customers.

- ❖ Payment Service
- ❖ Benefits
- ❖ Customers Service
- ❖ Maintenance Department
- ❖ Site visit & Outdoor counseling services
- ❖ Legal Advice

Chapter No. 3
**Marketing Activities of Real Capita
Developments Limited**

3.1 | Strategic Planning of Real Capita Developments Limited

On the off chance that there is any chance to arrive at the objectives and goals of an association, It ought to be an approach or guide. Compelling methodology plots the designs for playing the GDDL for progress. Viable Showcasing Requires A Vital Arrangement To Stage At An Institutional Level. At the top degree of the association, organizers express their worries with corporate issues, the mix of vital specialty units, resource procurement and enrollment and corporate arrangement choices, full scale issues. Medium-level organizers, generally a division or a key specialty unit, express their worries with similar issues, yet center around their specific items/markets identified with them. The key arranging of an association at the lower level is increasingly key in nature.

3.2 | Marketing Activities Decisions of Real Capita Developments Limited

Real Capita marketing strategy describes how customers will meet the needs and needs of its customers. It may include activities to maintain relationships with other stakeholders, such as employees or suppliers. Another method is to say, A plan how the organization will use its strengths and skills, along with the marketing needs and requirements of marketing techniques. A marketing strategy may consist of one or more marketing programs; each program has two components - a target market or market and a marketing mix (sometimes known as 4p of the product, price, place and promotion). For the development of a marketing strategy, an institution must choose the appropriate combination of target market and marketing mix for individual competitive advantage.

3.3 | Findings and Observations

3.3.1 | Market Segmentation

Marketing department observe and examine the distinctive variables as well as the premise of this data the market is segmented. The market analyzed down based on outer dangers and open doors and in addition the inward qualities and shortcoming and relying on this the market is segmented. The market segmentation is classified by Land Business.

Land Business

There are no specific target marketers in the land part. The person who can buy plot is the target marketman. Then, depending on the target market of an initiative. For example: High pay people in Gulshan must have targeted market. If the position of the project is Elephant Road, which is not so important, then there may be some of the target market men.

3.3.2 | Target Market

The target clients can be segmented into broad categories:

- 1) Individual Prospective land Buyer
- 2) Land Developer

1) Individual Prospective land Buyer

Hypothetically, any person who is in the market of acquirement of a space is a potential client. VBL would center to offer back to that particular piece or assembling who are reluctant to go to open territory financing, or need to lessen their annual taxation rate or the people who need to contribute their own benefits for other helpful explanation. The clients are most likely going to be Businesspeople, Bangladeshi providers working abroad, High authorities of Government and free bodies and furthermore Administrators/Officials diverse universal/global organizations.

2) Land Developer

Targeting growing, developers who have legitimate record of achievement are the other gathering of potential initial clients. Financing these developers will have the additional promotion of cutting u. it the term of loaning.

3.4 | Marketing Mix Development

1) Product Strategy

At present Real Capita Developments Ltd. variety of features and facilities for land holders, for example, reasonable settlement in desired locations, health club, roof top garden, and game plan for kids playing, European lift, remain by generator, prayer room, loan facility available, 24 hours security framework and after sales service.

2) Price Strategy

Real capita Developments Ltd. sale land after get done with all legal issues from a RAJUK or local government, they select price strategy. This price strategy dependent on some decision. For example, – cost of land develop, cost of raw materials , installment of land proprietor and so on after this they set up a cost. This price strategy is two types. One is a time and another is by installment. In the event that customer need a time installment, he get 10% discount from settled cost. Then again, if any one need by installment, he needs to paid 30% within 30 days. What's more, he paid rest sum with 18 installment. Most of the Real Estate company flexi their installment procedure.

3) Place Strategy

The company Real Capita Developments Ltd. is cognizant about their placing strategy. Real Capita Developments Ltd. focuses on a centrality client. Real Capita Developments Ltd. target middle upper class customers. So these kinds of individuals need center level size in neighborhood. So think matter the company select price strategy. A large project of the task of this current company's is Purbachal and Keraniganj. And there is some upcoming Apartment Projects in Uttara, Badda, Kallanpur.

4) Promotional Strategy

The company Real Capita Developments Ltd. is exceptionally cognizant how to promote their product. For the promotion of company's product they use some technique.

Hand note: To promote their product they utilize hand note process. They give hand take note of various focused on customer for attention their products and its area.

Bill board: Real Capita Developments Ltd. additionally utilize boards for company promote. Announcements are arranged in principle point in Dhaka city.

Web Site: Details data of RCDL website. Countless came to think about RCDL venture and furthermore company lastly they buy their level.

Digital Marketing: Real Capita Developments Ltd. To promote their product they utilize online process. They use some media sites. They are Facebook, YouTube.

3.5 | Organizational Aspects of the Marketing Plan of Real Capita Developments Limited

In RCDL organization, Marketing Manager, Brand Manager, or Product Manager Marketing Plan wrote. Some organizations develop marketing plans through the committee. To hire other marketing plans, hire professional marketing consultants. However, in most organizations, there are liabilities to the plan of marketing at the Vice President of Marketing or at the Directorate of Marketing. Top directors develop the highest marketing plans that do not reasonably deny the brand or product manager's plan. However, except for smaller organizations, where a person develops and evaluates the plan, the ability to approve a marketing plan is generally given to higher level executives. At this stage, the top manager usually asks two important questions:

- ❖ Will the proposed marketing plan achieve desired marketing, business units, and corporate goals and objectives?
- ❖ There are alternative uses of resources that will better serve corporate or business. The purpose of the unit compared to the submitted marketing plan?

3.6 | Four Ps of Marketing activities of Real Capita Developments Limited

1) Product

Belch and Belch product item as – Anything that can be offered to a marketer for consideration, procurement, use on utilization and that may fulfill a want and need. Products incorporate something other than substantial products. Comprehensively characterized, item incorporates physical goals, benefit, occasions, individual, places association, thoughts or blends of these

elements. Subsequently all through this test we utilize the term item comprehensively to incorporate any of these elements.

There are a few kinds of product. These are as per the following:

- ❖ Consumer product
- ❖ Convenience product
- ❖ Shopping product
- ❖ Specially product
- ❖ Unsought product
- ❖ Industrial product
- ❖ Materials and parts
- ❖ Capital items

Real Capita Developments Ltd. Sold plots. Land is their product. Presently a-days 3 projects are under construction. They as of now hand more than 2 projects. Before they sale plot, first they purchased land from landowner. Before selling plot, they have already purchase their product. Customer buy plot with at a time payment or by installment.

2) Product Market Analysis

The segmented market areas are described below:

Segment 1: Purbachal

Segment 2: Keraniganj

3) Price

The cash changes for an item or administration at a narrow price ,price are measured. All the more comprehensively, price is the entirety of the considerable number of advantages of having utilizing the item or administration. Generally price has been the main consideration influencing purchaser's choice. Panera's CEO says the challenge is to collect the client esteem the organization makes. Dynamic pricing – charging distinctive costs building up an individual client and circumstance. Real Capita Developments Ltd. Sale plot. This price strategy dependent on some choice. For example, – cost of land develop, installment and so on after this they set up a cost. This price strategy is two types. One is at once and another is by installment. On the off chance that customer need at once installment, he get 10% discount from fixed cost. Then again, if any one need by installment, he needs to paid 30% within 30 days. Some analyze the interest of the condos for repairing the cost. In the Real Estate area markup evaluating is utilized for offering plots.

- ❖ Locations Price per Katha
- ❖ (In taka) Locations Price per Katha
- ❖ Purbachal (Rivery Village)
- ❖ 9,00,000
- ❖ Keraniganj (Maya Kanon)
- ❖ 7,50,000

4) Promotion

The examination reveals that the Land organizations held onto restricted time attempts as a bit of their showcasing programs. The presentation is set apart as opportune for all merchants, which is to set up information channels and to offer product with a definitive objective and to present any thought with benefit or advance. While involve correspondence occurs through the various segments of the advertising blend, most of an association's interchanges with the market is painstakingly completed as a major aspect of an arranged special program. The principal gadgets used to accomplish an affiliation's correspondence objective are often suggested as the constrained time.

The advancement mix:

- ❖ Sales representatives
- ❖ Number
- ❖ Selection
- ❖ Training
- ❖ Incentives
- ❖ Advertising
- ❖ Targets
- ❖ Media types
- ❖ Types of ads
- ❖ Copy thrust
- ❖ Sales promotion
- ❖ Publicity

It has been seen that 100% of the organizations use publicizing and 40% of the organizations use singular fixing for propelling their business. The organizations were found to use differing media for their limited time exercises. Real Capita Developments Ltd. use paper media. For the most part the organization use as paper media Bangladesh Protidin. The association similarly use television media, magazines. The association circulates freebees for every venture. Here and there the association given lovely exceptional group to the customers by offering awesome rate, speedy administrations, favoring hamper. Real Capita Developments Ltd. enormous experience deal individuals undertaking bargain people who are reliably care for their customers and try to extend the arrangements. In this industry we see that restricted time and incitement spending plan of the associations are high.

5) Place

Place (or location) is related to vehicles, which aims to meet the customers' products as a way to get them. Convenience structures perform value-based, strategic and enthusiastic power.

- ❖ Circulations choice incorporates:
- ❖ Distribution channels
- ❖ Specific channel part

- ❖ Inventory administration
- ❖ Ware lodging
- ❖ Distribution focuses
- ❖ Order handling
- ❖ Transportation
- ❖ Reverse logistics

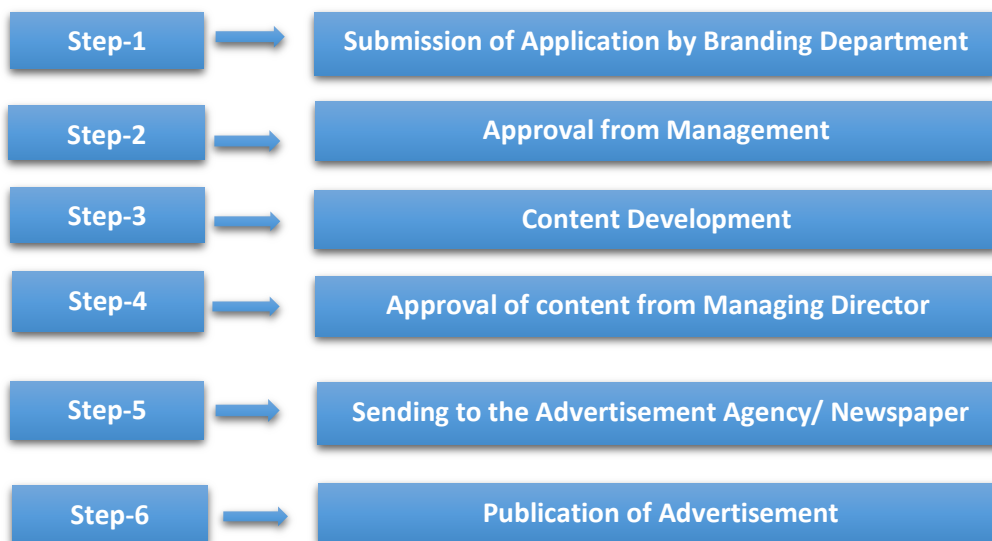
Real Capita Developments Ltd. is conscious about their placing strategy. The company focuses on a centrality client, and furthermore target center privileged customer. So these sorts of individuals need center level size in local location. So think matter we select place strategy. This company project different location. In any case, right now, they likewise select Purbachal, Keraniganj as their undertaking place.

3.7 | Real Estate Marketing Tools used by Real Capita Developments Ltd

❖ Advertisement

Advertising is defined as any form of payment or promotion for real estate products, services and ideas. Advertising is not used by the company only, but in many cases by the museum, government and charity agencies. However, an organization from an institution to defer ads to fill the treatment. Five development missions in advertising development, finance, messages, media and measurements involved a decision. Real Capita Developments Limited also use TV, Radio, and Fencing etc. advertisement.

1) Flowchart of the Advertisement development steps of the company:



❖ **Implement an Effective Social Media Marketing Program**

Real Capita Developments Limited is the youngest Real Estate Company of Real Estate Sectors in Bangladesh. RCDL investment on the website, this is the most important aspect of focus, because millions of people use social media every day. Fifty percent of small businessmen say that internet marketing brings customers to the door.

❖ **Website**

Real Capita Developments Limited Company have a website for Real Estate marketing. Website is the modern marketing strategy tools of Real Estate Sector. Real Capita Developments Limited also have marketing-oriented website that is well designed. RCDL says that 22 percent of the land buyers use the internet, and 50 percent use a mobile website or app during the purchase process. And, as the first step of the land purchase process, 43 percent visited online homes and 12 percent of land buyers for the first time know about the purchase process.

❖ **Plot-Buying Fare**

It is a great marketing tool for Real Capita Developments Limited Real Estate agents, as any other Real Estate marketing strategy cannot create a full-fledged clientele in the whole room and most are eager to hear what you have to say. Contact your favorite home inspector or mortgage agent and cooperate with them at a joint home purchase seminar. The supplies will be involved in abundance, but the reward is more than the usual effort.

❖ **Use Direct-to-Door contract Marketing tools**

Real Capita Developments Limited Company using the Direct to Door contract Marketing tools. It is the important marketing strategy tools of Real Capita Developments Limited.

Direct to Door marketing tools making

- 1) Personal relations with clients
- 2) Public statement
- 3) Personal sale

❖ **Billboard marketing tools**

Billboard Marketing tools used by Real Capita developments Limited. Through Billboard marketing tools, people can know about company and company product. Billboards are a great way to reach out to the public - where they live, travel, and work and socialize. Unlike other public advertising media such as TV or radio, billboards cannot be closed. Billboard marketing tools is the most important marketing strategy of Real Estate Company of Bangladesh. In Bangladesh there all Real Estate Company use Billboard.

3.8 | Managing Customer Relationships

To build and maintain long-term customer relationships, organizations want to look beyond a transaction that can look at customer long-term feasibility. To do this, the company must try to build relationships with each customer rather than creating a large number of discrete transactions. Before a relationship is mutually beneficial and the customer can be mutually beneficial, it will pay both parties. This standard is designed to create Customer Relationship Management (CRM), which is defined as a business philosophy that motivates customers to remain faithful to the extent of defining and increasing the value of the customers. Basically, CRM is about maintaining the right customers. It is important to remember that CRM does not focus solely on customers. Instead, various groups of CRM involved:

- ❖ **Customers** whether they are the end user, business or personal customer of any products.
- ❖ **Employees** must have relationships with their employees if they have any expectations to fully supply the needs of the customers. This is especially true in service companies where employees serve the eyes of customers. CRM is a vital part of maintaining key personnel.
- ❖ **Supply chain partners** often buy and sell products upstream and / or downstream in supply chains. These include other companies, or finished products, as well as collection of materials. In any way, what supplies are important to satisfy customers for maintaining relationships with chain partners.
- ❖ **External stakeholders** must be managed effectively with the relationship with key stakeholders. Among these, government agencies, nonprofit organizations, or organizations providing resources that provide services, help organizations achieve their goals.

Chapter No. 4

Findings, Recommendation & Conclusion

4.1 | Findings of the study

While working at Real Capita Developments Limited Gulshan-1 Head Office, I have gained a new kind of experience. After collection, field work and data analysis I got some results. These results are entirely from my personal perspective. Those are given below:

- ❖ They adopt good strategies to sell their products but they are not Identify the target market
- ❖ of Real Estate sectors.
- ❖ Real Capita Developments uses many marketing tools like Advertisement, Social Media Marketing Program, Website, Plot-Buying Fare, Billboard etc but they are not using the modern or latest advertising tools.
- ❖ They have an after sales and service department and the company has a good relationship with the clients But The Real Capita Developments Limited company do not Respond quickly with their client's like communication, information etc.
- ❖ Lack of employer technical skill, and communication skill
- ❖ Real Capita Developments Limited try to Develop brand awareness and struggle for its own brand development.
- ❖ They have dynamic management body of Real Capita Developments Limited.
- ❖ Real Capita Developments Limited do not follow the Real Estate sales strategies.
- ❖ Real Capita Developments Limited use Real Estate Marketing sales strategies and also develop the sales strategy but they are not follow others Real Estate companies marketing sector.
- ❖ Objection handling from customer.

4.2 | Recommendations

This report is prepared on the basis of working experience as an internship in Real Capita Developments Ltd. and the theme is Promoting Procedures of Real estate organization of Bangladesh. The report has endeavored to give subtleties of the theme. It is comprehended that it's anything but a basic issue to set up the report, yet it is an exceptionally talked about issue of ongoing year's land industry. During my internship period it has gotten straight forward all aspects of this area. I got some issue of advertising methodologies of Real Capita Developments Restricted. By the by it will again prescribe a few issues that will be helpful for the showcasing and deals division and activity generally speaking execution.

Considering the findings, the recommendations are as follows:

And as per earnest observation some suggestion for the improvement of the situation are given below:

- ❖ Real Capita Developments Limited don't use the most effective marketing

- 1) Digital Marketing
 - 2) Email Marketing
 - 3) Cobranding and Affinity Marketing
- ❖ Limitations staff of Real Capita Developments Limited has do not new marketing strategy which will be able to increase their business as it could improve revenue.
 - ❖ Identify the target market is the important part of Marketing strategies of Every Real Estate Company so they should follow the target market.
 - ❖ Real Capita developments Limited should do the using the modern or latest advertising tools.
 - ❖ The Real Capita Developments Limited company should Responds quickly with their client's like communication, information etc.
 - ❖ Real Capita Developments Limited must follow the other Real Estate Marketing sectors.
 - ❖ Expand Public Relation Strategy Significantly.
 - ❖ Develop Targeted sales activities in support of the brand.
 - ❖ Develop a highly strategic and selective advertising program.
 - ❖ Develop and maintain a tracking and measurement system for marketing activities.

4.3 | Conclusion

This investigation report not just reason for Promoting exercises of REAL CAPITA Developments restricted yet in addition this the Real Situation of all out real Estate Developments in Bangladesh. After investigation all information we know the interest of lodging, we know the issue of Showcasing Methodology and what ought to be the arrangement of this issue. The Real Estate division is developing and shows inclination of future development. We should think about showcasing Procedures in light of the fact that in our own life, we as a whole use selling strategies. In my temporary position program, I discovered showcasing is extremely a fascinating activity. In the event that we need to work in Real Estate business, we have to think about promoting methodology since showcasing individuals assume an imperative job in the welfare of an association. Showcasing individuals take part in a wide scope of exercises including giving data of items and administrations to clients and workers also. The vast majority of us don't know about a significant number of these exercises on the grounds that the sales reps we meet most as often as possible work in retail locations. Be that as it may, the most energizing, fulfilling and testing deals position include building associations: long haul, association with clients. Temporary position on Real Capita Developments Ltd. I discovered promoting Methodology in another manner.

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