



Daffodil
International
University

An Analysis of Marketing Activities of Ratul Property's Limited

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Letter of submission

15 December 2022

Md. Rayhanul Islam

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Subject: Submission of Internship report.

Dear Sir,

With due respect I would like to inform you that, I have submitted my internship report entitled: “An Analysis of Marketing Activities of Ratul Property's Limited”. You have my sincere gratitude for allowing me the chance to prepare this report together. I am confident that having this practical knowledge of the real estate industry will be a great benefit in my life. I have made every attempt to compile this report in accordance with the guidelines of the DIU Internship Report.

I sincerely hope that you will approve my report, and I will also get your kind consideration on its acceptance.

Sincerely yours



Maloy Chandra Howlader

ID# 191-27-332

Department of Real Estate

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Student Declaration

This is **Maloy Chandra Howlader**, ID: **191-27-332** hereby declares that the internship report title "**An Analysis of Marketing Activities of Ratul Property's Limited**" is fully prepared by me after completion of the internship at Ratul Property Limited. I also certify that this report has been written specifically for the purpose of fulfilling an academic requirement. The papers have not been published in any journal or magazine, nor have they been accepted by any other university or institution for any degree apprenticeship or student fellowship.



.....
Sincerely,

Maloy Chandra Howlader

ID# 191-27-332

Department of Real Estate

Faculty of Business & Entrepreneurship

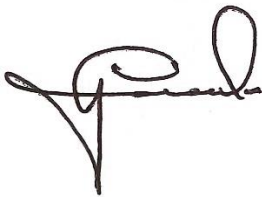
Daffodil International University

Supervisor Approval

This is to confirm that **Maloy Chandra Howlader**, bearing ID: **191-27-332** a student of the bachelor's program of Daffodil International University has completed his internship report titled "**An Analysis of Marketing Activities of Ratul Property's Limited** " under my supervision and direction.

His internship was at Ratul Property's Limited. I am glad to say that he has completed all of the necessary and required procedures to complete the report, and that the report has all of the data, information, analysis, and results from reliable sources. As a result, the report appears to have completed on a good note.

I wish him every success in life.



.....
Mr. Md. Rayhanul Islam
Assistant Professor
Department of Real Estate
Faculty of Business & Entrepreneurship
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Acknowledgment

First of all, I would like to give a special thanks to Almighty Allah who gives me the opportunity, courage and strength to complete my internship report.

I express my deep sense of gratitude to Assistant Professor **Mr. Md. Rayhanul Islam**, Department of Real Estate for his enthusiastic guidance and important observations during the entire phase of the study made it possible for me to prepare this report.

It is my pleasure for them and my grateful appreciation goes to **Md. Noeam Sharif**, Manager (Brand & Marketing) and **Ratul Property Limited**, Term Leader of the Brand & Marketing for rendering me their expertise, knowledge and giving me the opportunity of having a practical experience through this internship program.

Last but not least, I would like to thank my family, friends and others who extended their helping hands to prepare this report.

Thanks to all who trump the center of my heart.

Executive Summary

Real estate is property, and the term title refers to anything that can be owned or transferred. Real estate as a business in the Bangladesh economy is an established development sector. As a business, like many of our competitors, real estate in our country is not yet formed. Ratul Property Limited He is one of Bangladesh's emerging property developments. I have successfully completed an internship at Ratul Property Limited as per the requirements of the BRE program. During my three months in Marketing, my main objective was to learn more about Ratul Property Limited's marketing initiatives. The purpose of this internship report is to examine marketing initiatives in an organization's real work environment. The organizational component includes the purpose, mission and divisions of Ratul Property Limited.

This internship report analyzes the marketing initiatives of Ratul Property Limited. It shows how and where Ratul Property chooses its target market. Ratul Property Limited then offers the goods to the target customer and sets the price. Ratul Property Limited then establishes a set of guidelines for the intended users of the items it offers. The overall marketing activities of Ratul Property Limited are detailed in this report. Ratul Property's Limited is the undisputed leader in luxury construction. Our projects are characterized by innovative planning strategies and design elements. Our talented design team completes each project with precision and attention to detail. We work only with the best consultants in the industry.

The final section of the report contains the main conclusions regarding Ratul Property Limited. Possible recommendations from the author's perspective are also provided. Finally, the description of Ratul Property Limited's marketing activities is supported by this internal report.

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1 Chapter (Introduction)

1.1 Introduction:

Ratul Property Ltd Marketing Analytics is a process that helps you understand different demographics and segments of your target audience, effective engagement strategies, customer journeys and how to improve conversions. By conducting marketing analytics, you can improve your marketing campaigns, increase the margins of your marketing budget, build brand awareness and customer loyalty, and increase lead generation.

Marketing analytics determine the success or failure of marketing campaigns. A major benefit of real estate marketing analysis is that it shows how to allocate marketing budget in a more targeted and efficient way and reveals weaknesses in current marketing initiatives. Leads and converting prospects into paying customers are probably the most common example, but marketing efforts can also target conversions beyond sales. Think about goals and key performance indicators (KPIs), and also analyze people's behavior after interacting with the material.

Marketing analysis must also identify potential audience members that have not been considered before. These may be people who need products or services that are directly related to your product or service offering, or people who need existing products.

The undisputed leader in luxury real estate is Ratul Property's Limited. Our projects are characterized by creative planning strategies and design elements. Our excellent design team executes each project with extreme precision and attention to detail. We work with only the best consultants in the industry.

We stay original by involving people with fresh concepts and unconventional ways of thinking. With a great deal of flexibility, we offer our clients the opportunity to personalize their homes and always keep environmental and social responsibility in mind when working on projects. This gives us an edge over other companies and makes Ratul Property Limited the obvious choice to build your solution.

Since its inception, Ratul Property Limited has completed projects leading the industry to higher planning standards for a better quality of life.

This has allowed the company to secure a leading position in the construction industry. The foundation of the company is a constantly growing staff of dedicated professionals with many years of industry experience. If a design consultant is required, it will be selected from among the best domestic consultants. Ratul Property Limited operates on the principle of innovation and the constant pursuit of perfection. First, the best project for the structure you're making. Then intertwined is training for excellence, careful planning and attention to detail. Taking a professional approach to every task, no matter how small, can take care of other tasks.

1.2 Background of the Study:

Ratul Property Ltd.'s marketing strategy defines how to increase awareness of its products and services among its customers. A successful marketing strategy depends on where the company wants to go. This is part of our overall business goals such as: B. Increase sales, get existing customers to buy more, and increase market share. Business development is synonymous with business growth, so it is part of every broker's daily life.

The Bachelor of Arts in Real Estate (BRE) is a specialized course. First, Daffodil International University establishes his four-year professional curriculum to produce successful graduates in the country's real estate industry. The overall curriculum design transcends academic disciplines and includes practical relevance through REHA trade fairs, company visits and internship programs.

The BRE program requires a report following his 4-month internship program in the organization. I have an opportunity to do an internship at Ratul Property Limited.

A real estate company is a service-oriented company. The outcome of this report is the result of significant collaboration between many people within the organization, including officers, managers, and my respective supervisory trainers. The preparation of this internship report reflects my educational background and professional experience in real estate marketing. I used this opportunity to broaden my understanding of the real estate industry and do my best to integrate it into my academic training.

1.3 Purpose of the survey

- To identify and analyze the marketing activities of Ratul Property Limited
- To find issues related to marketing activities of Ratul Property Limited
- Finally, some recommendations to improve Ratul Property Limited

1.4 Methodology of the Study

Various primary and secondary data sources were used in the preparation of this report. Data was gathered from a variety of sources, including interviews and other brochures provided by the organization.

1.5 Data sources

Both primary and secondary data have been used to make this report as effective as possible.

Primary sources:

Information from my organization's managers through questions - interviews, physical monitoring, question survey observations, interviews with multiple managers.

Secondary sources:

This includes the organization's annual report, website, marketing policies, magazines and newspapers.

1.6 Limitations of the study

We encountered some limitations in creating this report. This will be explained in the next part.

time:

Lack of time was a significant obstacle to fully completing the investigation.

Secondary information:

Data and information from secondary sources were not sufficient to meet the needs of the project. scope:

Some personal and important information was not shared by different employees in their respective departments.

- To conduct business, the Experience Authority may not provide confidential information to others.

- The real estate agent is doing well and is trying to help me, but he is quite busy with other work.

- A major challenge with this study was the lack of up-to-date and relevant information.

Insufficient time was given to integrated data and important research-related data. • The person did not have enough time to research and make accurate calculations.

2 Chapter 02 -Overview of Ratul Property Limited (A Sister Concern of Rupayan Group)

2.1 About Rupayan Group

Founded in 1988, his RUPAYAN Group is now one in every of the most important company conglomerates in Bangladesh. Conceived via way of means of his esteemed chairman Liakat Ali Khan Mukul, 'RUPAYAN Art View' is the discern agency of this organization. RUPAYAN Group's flagship is RUPAYAN Housing & Real Estate. However, the Chairman's imaginative and prescient of serving the via way of means of presenting jobs for specialists and the overall public got here to fruition because of the agency's a success diversification. By boosting the financial system of Bangladesh, RUPAYAN Group now contributes to boosting the GDP. With the imaginative and prescient of the Chairman and the integrity, willpower and tough paintings of all staff, a miracle has been achieved. With the assist of Chairman's imaginative and prescient and proficient control team, 24 corporations at the moment are successfully the use of his RUPAYAN brand. RUPAYAN has very robust economic backing and enterprise know-how that will help you successfully recognize your imaginative and prescient and obtain your objectives.

One of the excellent knowledgeable employees in Bangladesh works at his RUPAYAN. By recruiting the excellent expertise to be had and persevering with to increase them, we need to construct a middle of excellence. We educate and amplify our team of workers to satisfy the converting commercial enterprise wishes in each home and global markets.

2.2 Historical heritage

Rupayan Housing Estate Limited become set up in 1999 to satisfy the housing wishes of Dhaka, Bangladesh. The first residential undertaking, regarded as "Rupayan Easel Dream", comprising

108 residences in 4 8-storey homes, become efficiently finished and fortunately brought to its esteemed clientele. Since then, we've got accelerated our improvement tasks in key regions together with Uttara, Gulshan, Banani, Niketon, Eskaton, Paltan, Shanti Nagar, Mogbazar, Dhanmondi, Lakshmi Bazar, Wari and Mohakhali. Both residential and business tasks had been initiated, efficiently finished and formally surpassed over. The agency remains energetic with many ongoing tasks. The commercial enterprise might be controlled from its high-upward push headquarters in Rupayan Center, Mohakhali C/A, Dhaka.

The agency has superb business centers together with Rupayan Tower in Banani, Rupayan Golden Age in Gulshan Avenue, Gulshan, Dhanmondi and different superbly embellished lovely residential homes with panoramic perspectives in key regions of Dhaka City. won notoriety in Rupayan helps the concept of presenting housing possibilities for everyday humans withinside the even as thinking about their meager earnings. Rupayan released the primary satellite tv for pc township undertaking in Bangladesh for low-earnings citizens in Narayanganj. 28 homes and a marketplace are being constructed there.

The group is dedicated to achieving goals through honesty, integrity, commitment and punctuality. A highly qualified and experienced executive who uses the initiative of his Director to achieve stated objectives, follow the direction of the Board of Directors, and achieve company-wide objectives. They work hard to

2.3 Purpose of Rupayan Housing Estate Ltd.:

Rupayan Housing Estate Limited is the first and fastest growing developer in Bangladesh. They are mainly active in the housing sector and have many projects in major cities of Bangladesh. Your goals and aspirations are our focus. We strive to understand our customers' point of view because meeting their needs correctly begins with understanding. Investigate customer needs. We pay attention and we react. We strive every day to meet the needs of each customer.

2.3 Responsibilities of the Enforcement Agency of Rupayan Housing Estate Ltd:

The company, managing director, managing director and chairman of the board are responsible for the day-to-day management, other tasks and the implementation of the company's strategy.

The Group is continuously working to improve its business processes.

The Board of Directors is responsible for setting the company's goals and the Group's strategic direction, as well as managing and overseeing all business. as management

city. It consists of his 28-story building and 784 apartments. We held a company fair. Rupayan

City has facilities such as a permanent backup generator and its own water and sewage system.

To date, 200 condominium units have been sold, and many other buyers are considering purchasing

2.4 Recent projects by Rupayan Estates in Bangladesh:

The Rupayan Town Project covers 19 Biga Lands and is located in Bangla Motor off the connecting road between Dhaka and Narayanganj. Rupayan is currently selling prefabricated houses ranging in size from 660 to 1,120 sft at Tk 2,990 per sft. A deposit of only Tk 4.14 lakh allows the client to receive the keys to the apartment. “We developed the project with the upper and middle classes in mind, who live primarily in rented apartments. Salim argues that monthly rent is high. You can pay in installments.” He explains that you can pay your bills with the money you previously used for rent. Home loans include Delta Brac Housing, IDLC Finance, National Housing, Phoenix Finance, Bay Leasing and Southeast Bank offered by Pubali Bank to prospective clients.

Rupayan has high hopes for his new township project, even though real estate and housing industry sales dropped by 35% in his first three months of 2009 as a result of the global financial crisis. increase.

In the first phase, one project will be launched in the first week of this month to showcase a completed Tk 300 million apartment in Rupayan. Rupayan wants to sell homes to consumers in Dhaka, but most buyers are based in Narayanganj.

2.4.1 Rupayan City:



Rupayan City offers a very safe living within the gates of a protected wall where children can play and grow in a productive environment. Residents live alongside wealthy, famous and working professionals, have the opportunity to enjoy a good sense of belonging. Currently, Rupayan City Uttara is the only premium mega gated community portfolio available in Bangladesh.

It's a world of its own. A place where family joy is safe and comfortable. Happiness begins with safety. You are surrounded by like-minded people. own world. In a blanket of greenery and trees. They breathe deeper and lead to community clubs where they take their free time home. Luxury is now becoming a daily habit. Being able to connect to the subway means less travel and more time for you and your loved ones.

2.5 Facilities provided to customers:

If you book an apartment in this building and take out a bank loan, you will not be able to rent it, and it is likely that you will have to pay back a bank loan equal to your monthly rent.

- Manage customer expectations appropriately.
- Focus on first impressions.
- Collect data on a regular basis.
- Personalization.
- Stay focused

3 Chapter 03 (Theoretical Frame work)

3.1 Marketing concepts:

The concept of marketing can be defined as a marketing philosophy that can best achieve a company's goals by identifying and meeting the explicit and unspecified needs and desires of its customers.

Marketing can be better understood by first considering the basic word “market”. In traditional markets, both ancient and modern, traders bring their wares to open points of sale. They may shout or prominently display the item to attract customers to purchase the product. In modern times, marketing includes activities similar to promoting a business to sell a product. Instead of shouting to the market, companies advertise on the radio, in commercials, in print, and on the internet to raise awareness of themselves and their products. Marketing also includes market research regarding gathering information that can be used to more accurately market a product or service.

Five marketing concepts and descriptions:

1. Production:

This concept is the oldest in economics. Therefore, consumers will prefer products that are widely available and inexpensive. Managers focused on this concept focus on achieving high production efficiency, low cost, and mass distribution. They assume that consumers are primarily interested in product availability and low prices. This direction makes sense in developing countries where consumers are more interested in product preservation than product characteristics.

2. Products:

This match shows that consumers prefer products that offer the best quality, performance or innovative features. Managers who value this concept focus on building great products and improving them over time.

They assume that buyers can admire well-made products and appreciate quality and performance. However, sometimes these managers are so caught up in their love of their product that they don't understand what the market needs.

Management may commit the "better mousetrap" fallacy, believing that a better mousetrap will entice people to force their way through the door.

3. Sales:

This is another common business orientation. It holds that consumers and businesses, if left alone, will ordinarily not buy enough of the selling company's products. The organization must, therefore, undertake an aggressive selling and promotion effort. This concept assumes that consumers typically show buying inertia or resistance and must be coaxed into buying.

4. Marketing:

The company is also believed to have a complete suite of effective sales and promotional tools to drive more purchases.

Most companies practice the concept of selling when they have excess capacity. Their goal is to sell what they make, not what the market demands.

3.2 Importance of marketing:

The importance of marketing to a business is to attract and attract customers' attention to products and services and help them. This is a business philosophy that challenges his three

business alignments above. Its core tenets took shape in the 1950s. The key to achieving business objectives (the purpose of a sales company) is to be more effective than its competitors in creating, delivering and communicating customer value to its chosen target customers.

5. Company:

This concept states that the task of an organization is to determine the needs, wants, and interests of its target market and to provide the desired satisfaction more effectively and efficiently than the competition (this is the original marketing concept is). Moreover, all of this must be done in a way that preserves or enhances the well-being of consumers and society.

make a purchasing decision. Additionally, a marketing plan that is part of the business plan helps create and maintain demand, relevance, reputation, competition, and more.

Important for marketing:

1. Customer Satisfaction:

Customer satisfaction is a measure of customer satisfaction with a company's products, services, and features. Customer satisfaction information, including surveys and reviews, to improve or change our products and services.

2. Company image:

The impression that company policies, staff, and practices make on employees and the public.

3. Competitive Advantage:

Competitive advantage refers to factors that enable a firm to produce better or cheaper goods or services than its competitors. These factors enable manufacturing companies to generate more sales or higher margins compared to their market competitors.

4. Business extension:

Business expansion is the phase when a company reaches a point of growth and looks for additional options to earn more profit. All successful companies and start-ups eventually face the problem of managing business expansion and development.

5. Brand Loyalty:

Brand loyalty means that customers continue to buy from the same brand even though competitors offer similar products and services. Not only do customers continue to engage and purchase with the same brand, they also associate positive emotions with that brand.

6. Organizational goals:

Organizational goals are overarching goals set by organizational leaders. Leaders create organizational goals to achieve a certain level of performance and success. These specific goals are typically used to guide desired organizational outcomes and outline employee workflows.

7. Optimal use of resources:

Optimal resource utilization measures the value of a service team's most valuable asset, its people, by using that asset as efficiently as possible. The ability to optimize resource utilization and availability helps ensure project integrity, increased profits, and sustained growth.

8. Efficiency:

Business efficiency is a measure of how efficiently a business uses capital, labour, services/products, and materials to create revenue.

3.3 Explain of the following Real Estate Marketing:

Study the industry and choose the direction that would take to success; Evolve idea and come up with a striking web app's name; Decide on a potentially profitable monetization strategy for social media website.

3. Build a website and use social media:

1. Identify your target market.

A target market is a group of potential customers to whom you sell your product or service. Each group can be divided into smaller segments. Segments are typically grouped by age, location, income, and lifestyle. Defining your target audience makes it easier to decide where and how you want to market your business.

2. Marketing budget:

A marketing budget represents all the money a company plans to spend on marketing-related projects in a quarter or year. A marketing budget can include expenses such as paid advertising, sponsored web content, new marketing staff, registered blog domains, and marketing automation.

3. Encourage referrals and word of mouth:

Cultivate a referral network, usually friends, family, or colleagues. They share your brand with others, which creates word of mouth. However, this recommendation is direct and to the point, not an incidental statement.

4. Reply immediately:

Thank you for your timely response.” “I look forward to hearing from you as soon as possible.”
 “I look forward to hearing from you as soon as possible.

5. Eliminates the need for realtors to:

The first step for any real estate agent is to familiarize yourself with your mortgage options. Many factors affect mortgage length, price, and interest rates, and each of these factors determines how much of a home you can afford.

6. Success Plan:

In addition to having clarity on how to move forward, writing and planning ahead can help you feel more prepared by facing your goals head-on.

3.4 Differentiates between Real Estate Marketing and Traditional Marketing:

Real Estate Marketing	Traditional Marketing
1.Create a website.	1. The promotion of products and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship, etc.
2. Email marketing campaigns.	2. Traditional marketing is not cost - effective

3.Partner with local businesses.	3. It is not so good for Brand building.
4 Run paid Instagram promotion.	4. It is difficult to quantify the return on investment in traditional marketing.

3.5 Digital Marketing:

Digital advertising and marketing is the thing of advertising and marketing that makes use of the net and on-line primarily based totally virtual technology together with computing device computer, cell phone and different virtual media and structures to sell merchandise and services. As virtual structures have become an increasing number of included into advertising and marketing plans and normal life, and as human beings an increasing number of use virtual gadgets in preference to travelling bodily shops, virtual advertising and marketing campaigns have turn out to be prevalent, using combos of seek engine optimization (SEO), seek engine advertising and marketing (SEM), content material advertising and marketing , influencer advertising and marketing, content material automation, marketing campaign advertising and marketing, data pushed advertising and marketing, e -commerce advertising and marketing, social media advertising and marketing , social media optimization , E- mail direct advertising and marketing , show advertising , e- books and optical disks and video games have turn out to be commonplace. Digital advertising and marketing extend to non-Internet channels that offer

virtual media, together with television, cell phones (SMS and MMS) callback, and on-maintain cell ring tones.

Explain of the following Digital marketing:

1. Search Engine Optimization:

Search engine optimization (SEO) is the practice of orienting your website to rank higher on a search engine results page (SERP) so that you receive more traffic. The aim is typically to rank on the first page of Google results for search terms that mean the most to target audience

2. Pay-per-Click:

Pay-per-click (PPC) is an online advertising model in which an advertiser pays a publisher every time an advertisement link is “clicked” on. Alternatively, PPC is known as the cost-per-click (CPC) model. The pay-per-click model is offered primarily by search engines (Google) and social networks (Facebook).

3. Social Media Marketing:

Social media marketing (SMM) (also known as digital marketing and e-marketing) is the use of social media the platforms on which users build social networks and share information to build a company's brand, increase sales, and drive website.

4. Content Marketing:

Content marketing is a marketing strategy used to attract, engage, and retain your audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach builds capacity and increases brand awareness.

5. Email Marketing:

Email marketing is a type of direct marketing that uses email to promote a company's products and services. It helps keep customers informed about the latest products and deals. They also play a key role in teaching people about your brand and keeping them engaged between purchases.

6. Mobile Marketing:

Mobile marketing is a cross-channel digital marketing strategy aimed at reaching audiences via smartphones, tablets and other mobile devices, websites, email, SMS and MMS, social media and apps.

7. Marketing analytics:

Marketing analytics is the study of data to evaluate the performance of marketing efforts. By applying technology and analytical processes to marketing-related data, businesses can understand what drives consumer behavior, improve their marketing campaigns, and optimize their return on investment.

8. Affiliate Marketing:

Affiliate marketing is the process by which a publisher earns a commission by promoting another retailer's or advertiser's products or services through an affiliate link. Affiliate partners receive payment for delivering specific results to retailers or advertisers.

3.6 Marketing Strategy Marketing strategies enable companies to focus their limited resources on the best opportunities to increase sales and gain a competitive advantage in the market.



Following of the explain 7 Ps of marketing strategy

1.Product.:

Product refers back to the object truly being sold. The product have to supply a minimal stage of performance; in any other case even the excellent paintings on the opposite factors of the advertising blend may not do any good.

2.Price:

Price refers back to the fee this is positioned for a product. It relies upon on expenses of production, section targeted, capacity of the marketplace to pay, supply - call for and a bunch of

different direct and oblique factors. There may be numerous forms of pricing strategies, every tied in with an average marketing strategy. Pricing also can be used a demarcation, to distinguish and decorate the picture of a product.

3.Promotion:

Promotion this refers to all of the sports undertaken to make the service or product regarded to the person and exchange. This can consist of advertising, phrase of mouth, press reports, incentives, commissions and awards to the exchange. It also can consist of customer schemes, direct advertising, contests and prizes.

All the factors of the advertising blend have an effect on every different. They make up the marketing strategy for a enterprise and dealt with proper, can provide it awesome success. But dealt with incorrect and the enterprise should take years to recover. The advertising blend desires quite a few understandings, marketplace studies and session with numerous people, from customers to exchange to production and numerous others.

4.Place:

Place to the factor of sale. In each industry, catching the attention of the customer and making it smooth for her to shop for it's miles the primary intention of an amazing distribution or 'place' strategy. Retailers pay a top class for the proper location. In fact, the chant of a a hit retail enterprise is 'location, location, location.

5.People:

Human beings making up a collection or meeting or connected via way of means of a not unusualplace interest. human beings, persons. frequently utilized in compounds as opposed to persons.

6.Process:

The manner appears sincere with little room for error. However, hiding below the primary definition are key portions of records that light up the trouble and the manner development solution.

7.Physical:

Physical proof series and protection processes are defined particularly for fingerprints, impressions and imprints, hair, fibers, particles and soil, glass, paint, toolmarks, firearms, obliterated serial numbers, blood and frame fluids, accelerants, puzzled documents, and voice identification.

3.6 Explain of the subsequent Real Estate Marketing Strategy:

1.Online profile:

on-line presence is made of personally-figuring out content material and records at the internet. This can also additionally consist of profiles and posts on LinkedIn, Facebook, Instagram, Twitter, YouTube, private websites, Tumblr, blogs, and greater.

2.Automate CRM:

CRM automation is a way of automating vital however repetitive, guide obligations in consumer dating control to streamline strategies and enhance productivity. CRM structures are used for the duration of many B2B and B2C groups in an effort to prepare enterprise strategies and make complicated obligations easier.

3.Email Marketing:

Email advertising is a shape of direct advertising that makes use of electronic mail to sell enterprise's merchandise or services. It can assist make clients conscious of new objects or offers. It also can play a pivotal function in coaching oldsters approximately logo or preserving them engaged among purchases.

4.Professional photos/staging:

A photo is worth a thousand words. The right photography will make home be much more appealing to renters.

Real estate is currently in digital age. This means you need quality photography to market any property. Before hire a photographer, need to make sure home is staged to impress.

5. The power of social media:

Social media is important because it allows you to reach, nurture and connect with your target audience regardless of their location. Businesses can use social media to connect with their audience, and social media can be used to generate brand awareness, leads, sales, and revenue.

6. Video Sharing/Streaming:

This video sharing service needs no introduction. YouTube is by far the most popular and largest video-sharing website on the Internet, with 1.9 billion registered users each month.

7. Virtual walkthrough:

A virtual tour is "stitching together" a series of panoramic images to create a "virtual" experience of any location. Once created, viewers can experience it.

3.8. Explain of the following Marketing tools For Real Estate:

1. Search engine optimization:

Search engine optimization (SEO) is the practice of targeting websites to rank higher on search engine result pages (SERPs) and get more traffic. The goal is usually to rank on the first page of her Google search results for the search terms that are most meaningful to your target audience.

2. Pay Per Click:

Pay-per-click (PPC) is an online advertising model in which advertisers pay publishers for every "click" on an advertising link. Alternatively, PPC is known as the cost-per-click (CPC) model. The pay-per-click model is primarily offered by search engines (Google) and social networks (Facebook).

3. Social Media Marketing:

Social media marketing (SMM), also known as digital marketing and e-marketing, is a way for users to build social networks and share information to build a company's brand, increase sales, and promote promotional sites. The use of social media platforms.

4. Content Marketing:

Content marketing is a marketing strategy used to attract, engage, and retain your audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach builds capacity and increases brand awareness.

5. Email Marketing:

Email marketing is a type of direct marketing that uses email to advertise a company's products or services. Help keep your customers informed of your latest products and deals. They also play a key role in teaching people about your brand and keeping them engaged between purchases.

6. Mobile Marketing:

Mobile marketing is a cross-channel digital marketing strategy aimed at reaching audiences via smartphones, tablets and other mobile devices, websites, email, SMS and MMS, social media and apps.

7. Marketing analytics:

Marketing analytics is the study of data to evaluate the performance of marketing efforts. By applying technology and analytical processes to marketing-related data, businesses can understand what drives consumer behavior, improve their marketing campaigns, and optimize their return on investment.

8. Affiliate Marketing:

Affiliate marketing is a marketing arrangement in which an affiliate receives a commission for each visit, signup, or sale that an affiliate generates for a merchant. This agreement allows companies to outsource part of the sales process. Once created, viewers can experience it.

4 Chapter 04 (Marketing Activity of Ratul Property Limited)

4.1 Background information

According to the organization, marketing is about meeting needs in a profitable way. Specifically, marketing management is the art and science of attracting, retaining and expanding a customer base by selecting target markets and creating, disseminating and communicating greater customer value.

4.2 Ratul Property Limited Marketing Mix:

Products, prices, locations, and promotions are a set of tactical marketing techniques under an organization's control that combine to elicit a response from its target market.

4.2.1 Products:

Ratul Property Limited is a company specializing in various aspects of the real estate industry. Creating high-quality, affordable housing for the demanding middle and upper classes requires a vast amount of knowledge and skill. luxury apartments. Strong customer service is an area that requires much training and attention.

- Apartments/Flats;
- Commercial Spaces;
- Land/Plots;
- Commercial cum Residential Buildings.

4.2.2 Place and Price:

No	Project Name	Location	Number of Store	Rate in sft	Car parking
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1	Kunju Chayay	House-21/3, block-B, khilji road, Mohammadpur, Dhaka	10 Storied	8500/-	5,00,000/-
2	Ratul Marzan	House #16, road# 7/C, section no-3, Uttara Dhaka	9 Storied	10000/-	6,00,000/-
3	Ratul Prosanty	Plot #2, road #18, sector-7, Uttara model town	13 storied	10000/-	6,00,000/-
4	Sultan Plaza	79, Arjat para, Mohakhali, Dhaka	10 Storied	8500/-	5,00,000/-
5	Ratul Tower	152-157, south, kamalapur,	21 Storied	7000/-	5,00,000/-
6	Ratul Amoromonjuri	House-31/A, Road-5, Dhanmondi R/A, Dhaka- 1205.	10 Storied	20000/-	8,00,000/-

Pricing decisions should take profit margins and customer and rival pricing responses into consideration. Ratul Property Limited often adheres to the price policy. The simplest way to piece together a cost is to increase it by a standard margin.

- Ratul Property Limited is using “Competitive pricing” strategy.
- Most of the time flat or product price is determined by location or area.
- Product price or flat price is also determined by quality.
- Price changes occurred when the price of raw materials is increase.

Ratul property project Name & Image:

1. Ratul Tower



Status: Almost Ready

Project Type: Commercial

Location: Plot-02, Naya Platon, Dhaka

Building height: 14 G+13) Storied

Land Area: 36 Katha

Number of Parking: 97

Size of Shop: 145-1100 SFT

Size of Offices: 1045-5680 SF

2.Ratul Lake Castel.



- Location: Bashundhara R / A
- Facing: West
-
- Area Sq Ft: 2100
-
- No. of Bedrooms: 3
-
- Balconies: 4
-
- Car Parking: 1
-
- Unit per Floor: 2
-
- Building Height: 14 storied
-

- Bathrooms: 3
-
- Asking: 10000

3.Ratul Majestic.



- Location: Uttara
-
- Facing: south
-
- Area Sq Ft: 1400
-
- No. of Bedrooms: 3
-
- Balconies: 3
-
- Car Parking: 1
-
- Unit per Floor: 2
-
- Building Height: 09 storied

-
- Bathrooms: 3
-
- Asking: 10000

4.2.3 Advertising

There are advertising "signs" at each project site and on the side of the road.

Billboards are usually placed in high traffic areas. B. Along highways and in cities where they are visible to most drivers and pedestrians. Billboard advertising is effective in increasing brand awareness and making your business (or product or campaign) appealing to as many people as possible.

• **Print media:**

Ratul Property Limited advertises through brochures, magazines and newspapers such as his Prothom-alo in Bangladesh.

Ratul Property Limited conducts promotional activities to introduce the project to potential clients. Advertising strategies have a significant impact on sales volume. Ratul Property Limited conducts promotional activities such as:

• **Billboard:**

Print media is one of the oldest and most basic forms of mass communication. This includes newspapers, weekly magazines, magazines, monthly magazines and other forms of periodicals. A basic understanding of print media is essential for mass communication research.

• **Video Ads:**

Google Ads allows you to create compelling video campaigns using a variety of video ad formats and target your customers in a variety of ways on YouTube and video partner sites. Television advertising on television and in district courts.

• **Electronic media:**

Ratul Property Limited may use "electronic media" for promotional purposes, such as CDs, DVDs of some projects, animations, other presentations, multimedia presentations, emails and websites.

Priceless Offer:

Ratul Property Limited will quote 5% to 15% off the total price. Email a copy of your “offer letter” to your most promising clients.

4.3 Ratul Property Ltd Marketing Department

This special department of the company is responsible for creating marketing plans, implementing and executing them, conducting promotional activities, etc. At dawn each day, marketing managers provide valuable marketing-related space to senior executives and joiners. Before each business day, the marketing director requests a customer list from each carpenter and executive.

4.3.1 Function of Ratul Marketing Department

- i. To search potential customers.
- ii. To prepare a list of the most potential customers.
- iii. To maintain regular relationship with most potential customers.
- iv. To convince the most potential customers with explaining all positive features.
- v. To prepare attractive sales toolkits.

- vi. Advertising in newspaper, magazine etc.
- vii. Participating in different trade fare in home.
- viii. Provide necessary information to the clients.
- ix. Sending those publishing to the clients.
- x. In office briefing to the clients about the architectural design.
- xi. To satisfy the customers with maintaining the commitment.

4.3.2 Targeted Marketing

Ratul Property Ltd' target clients are businessmen, expatriates and social class service providers who will benefit from the apartment's unmatched quality, location and technical facilities. These consumers want a safe, quality environment that helps them get the improvements they need.

4.3.3 Market segmentation

Ratul Property Limited divides its market into several income categories. For example, upper middle class is his first target, upper middle class is his second target, middle class is his third target.

4.3.4 Target Market Segment Strategy

Ratul Property Limited claims that its outstanding level of quality, convenient location and technical facilities place Ratul Property in a class of its own. This will be the main focus of their entire marketing and promotional efforts. These two divisions are also easily accessible through newspapers, websites and regular job advertisements. Ratul properties need to understand their client's needs and priorities.

4.3.5 Market needs

All Ratul Property Limited projects require quality, comfort, service, security, convenience and technical features available only in Ratul Property Limited residential units.

- Service owners need a peaceful and safe atmosphere that promotes a safe environment. You also need a convenient location. A businessman needs a living environment that separates him from the noisy and dirty inconveniences of typical apartment living. Most business people are in the process of owning their own home or moving to a big city, so they want an apartment where they feel they are getting the quality they need.

4.3.6 Dosing strategy

Ratul properties are able to meet the needs and desires of those who value excellent standards, comfortable ambience and convenient location at affordable prices. Ratul Property aims to provide complete customer satisfaction and resolve issues quickly.

4.4 Sales plan

Best explained to the consumer. In addition, Ratul Property Ltd. Reward existing customers who suggest new customers to your organization.

4.4.1 Sales strategy

Ratul Property Limited will initially focus on purchasing or developing existing properties through partner companies. All legal documents and negotiations have been completed and advertising measures have been launched to attract customers and sell the apartments.

Ratul Property Limited sales are based on providing our clients with living ideas that meet their requirements. Ratul properties must be responsive to their customers' needs and desires in order to attract a steady stream of new residents.

4.4.2 Sales forecast

Ratul Property Limited uses proprietary estimated survey data on people's lifestyles to calculate current and future projected income for Ratul Real Estate Apartments. Ratul Property Limited expects the total number of apartments to continue increasing over the next few years. The annual sales price will gradually increase over time, resulting in lower costs and higher profits per apartment.

4.4.3 Sales program

Ratul Property Ltd Sales Program Includes sales prices based on the number of homes purchased, maintenance of full capacity status, and customer service awards given to individuals who demonstrate Ratul Property Ltd' commitment

4.4.4 Her Four Keys to Success

Customers are attracted to safe, high-quality housing. Ratul Property Limited and its customers must maintain open communication to ensure the highest level of customer satisfaction and a lasting reputation in the community. Continued increase in the number of homes sold and current developments while improving the profitability of Ratul Property Limited.

4.4.5 Future Services

I hope that in the future we will become one of the top 5 real estate companies. To strengthen our business, we expanded our customer service and set up a zone customer service office. All customer complaints must be resolved through the Zone Office.4.7. SWOT OF Marketing Department of Ratul Property Limited:



Strengths:

Major strengths of Ratul property Ltd have been describe below

Solid funding:

Solid Finance means Solid Finance (Holdings), Limited, a company duly organized and existing in accordance with the law.

Positive reputation:

A good reputation means more customers, better employees and higher profitability.

Valuable Intellectual Property:

The value of an IP asset essentially derives from the right of the owner of this asset to exclude its use by competitors.

Innovative thinking:

Innovative thinkers are visionary, creative, open to testing, and will try again when they make mistakes. Collaborative and progressive.

Low production cost:

Low-cost producers are companies in a particular industry that can produce goods at a lower cost than other manufacturers. This means that manufacturers have higher profit margins in selling their products than their competitors.

□ **Product type:**

More product variety can increase a retailer's bottom line, but it can also complicate the process of managing inventory and his chain of supply.

Weaknesses:

The main weaknesses of Ratul Property Ltd are detailed below

□ **High Debt:**

A high leverage ratio indicates that a company is heavily indebted and may be borrowing more money than it can easily repay. Investors and accountants use the leverage ratio to assess the likely risk of a company defaulting on its debt.

□ **Low customer satisfaction:**

There are many reasons why customer service representatives do not try to satisfy their customers. These include lack of incentives, stressful work environment, lack of systems to measure results, and lack of customer service training.

□ **Long delivery time:**

Lead time is the time from placing an order to receiving the product. A delivery lead time tells a business how far in advance an order must be placed in order for the delivery to arrive on time. This is one of the most important indicators for managing supply he chain and inventory.

□ **Obsolete devices and machines:**

Productivity suffers when her team members feel their efforts are in vain, or when external factors make it difficult for them to achieve great results.

Event:

The main opportunities for Ratul Property Ltd are:

□ **New environment:**

Neo-environmentalism is a progressive, business-oriented, post-modern approach to environmental dilemmas. She dismisses traditional green thinking, with its emphasis on boundaries and shifting social values, as naive.

□ **Buy - Local - Trending:**

Shop Local Trends is the process by which everyday consumers make decisions to buy products and essentials from local businesses.

□ **Telecommuting:**

The easiest way to work from home is to convince your manager that you can change positions remotely from the office. Other remote work opportunities include finding a new job.

□ **Industry expansion:**

An expanding industry is an industry that requires the addition of new jobs that did not exist in that industry in Iowa prior to the signing of the apprenticeship contract and that exceeds the employment level of that industry six months before his contract date. I mean

□ **New government funding program:**

The federal government does not provide subsidies or "free money" for individuals to start businesses or cover personal expenses, in contrast to what we see online and in the media.

Threat:

Below are details of the main threats to Ratul Property Ltd.

New ESG reporting requirements:

Although there are currently no federally mandated ESG disclosures, the SEC requires all publicly traded companies to disclose information that may be material to investors, including information about ESG-related risks, diversity and how it is disclosed.

Supply chain issues:

Factors affecting real estate supply include labor and material supplies, government policies, and local sentiment towards development. Factors that affect demand include interest rates, buyer demographics, and consumer economic well-being.

Lack of young talent:

Can't train job seekers. High turnover rate such as big resignation. Pension increase. Innovation accelerates as job seekers acquire the necessary technical skills.

Aging Customer Base:

A customer base is the group of customers to whom a company markets and sells goods and services. Businesses study their customer base to optimize their products and services and increase sales.

4.5 Marketing Tools & Technology of Ratul Property Limited:

- Customer Relationship Management (CRM)
- Online Advertising.
- Social Media.
- Search Engine Optimization (SEO)
- Content Creation and Design.
- Video Marketing.
- Event Marketing.

- Lead Capture and Conversion.

4.5.1 Customer Relationship Management (CRM):

Ratul Property Ltd' sales team wants to sell products and services instead of wrestling with cluttered spreadsheets, cluttered inboxes and clunky tools that slow down work. For this reason, using a customer relationship management system, also known as CRM, is essential. CRM not only helps Ratul Property Ltd' sales team manage relationships, but also provides a place to route RPL-generated leads to the sales team.

CRM is a very important part of a great marketing and sales team and we believe everyone should have one.

4.5.2 Online advertising:

The Ratul Property team invests in his PPC advertising campaigns on platforms such as Google, Bing, Facebook, Twitter and LinkedIn. Managing all the different ad campaigns running on different networks is probably a bit tedious. Besides managing them, the property should try to report everyone's results. what a fight

4.5.3 Social Media:

Social media at Ratul Property Ltd Her manager knows the pain of posting the perfect social media post a minute later and having her followers yell at them for a typo. For marketers, scheduling all posts using social media tools is a must. But it can also help you get good analytics from your company's social posts, especially on channels where that information is hard to come by.

4.5.4 Search Engine Optimization (SEO)

Ratul Property Ltd Whether it's keyword research, content optimization, or checking your current property page rankings, every marketer needs a tool that allows them to plan and optimize their content creation for SEO.

4.5.5 Content creation and design:

In fact, when it comes to creating content, there are many different tools you can use to create different types of content. The options and tools are endless. Social images, logos, blog posts, e-books, and more.

But the newcomer to Adobe's suite of tools has won the hearts of many marketers, including this one, with its ease of use that delivers amazing results. Websites, great videos and eye-catching graphics. Best of all, it's completely free and incredibly easy.

4.5.6 Video Marketing:

Ratul Property's strategy is to embed a YouTube video into one of her blog posts or landing pages. But before the video starts, someone else's ad plays on the property's landing page. This is bad for conversion rates, brands and users.

4.5.7 Marketing:

Ratul real estate team hosts monthly client and prospect events, annual conferences, or occasional parties and promotional events. Having access to the best event marketing tools is important. It's time to use it. Finally, in-person events are one of the best ways to engage prospects and create memorable brand experiences for your prospects, customers, and community.

4.5.8 . Lead Acquisition and Conversion:

Lead generation is the action taken on the Ratul Property Ltd website when an RPL visitor is converted to a lead. Typically, this is done in e-commerce with lead generation forms, lead generation pages, and checkout pages. A lead gen form is a tool for collecting customer data.

5 Chapter 05 (Findings and Recommendations)

5.1 Findings:

➤ **Lack of effective new product development policies:**

Lack of product quality and technical use for promotions and promotional activities. Ratul Property Limited is a promotion run by limited print and electronic media.

➤ **No default pricing strategy:**

The product pricing policy is too expensive for another real estate or development company. The installment policy is not very customer friendly. Therefore, customers are reluctant to invest in this company.

➤ **Lack of effective advertising policies:**

Lack of international and local TV spots, print media, electronic media, and promotional offers of many kinds. Ratul Property Limited did not run other types of promotions such as: Seasonal Offers, Mega Offers, Occasional Offers.

➤ **Lack of smooth distribution channels:**

Lack of product distribution is often not the right time. There are failed deliveries, dissatisfaction between dealers, customers and suppliers, and loss of trust. Therefore, effective sales services are required for businesses to successfully reach on-demand locations.

➤ **Shortage of skilled workers:**

Ratul Property Limited's educational background does not deal with real estate, so they may not be able to answer client questions correctly.

➤ **. Lack of advanced technology:**

Lack of advanced technology and machinery. A sophisticated machine, apparatus, or method is no more advanced or complicated than another.

➤ **The marketing approval process is complicated:**

Facilitate collaboration between stakeholders or groups of approvers who spend too much time waiting for each other's responses. One of his ways to improve approval workflows is by providing a platform where all parties can easily connect and discuss.

➤ **Calibration and error checking:**

Proofreading means carefully checking your text for errors before publishing or sharing it. This is the final stage of the writing process, where minor spelling and punctuation errors, typos, formatting issues, and inconsistencies are corrected.

5.2 Recommendations:

Given the results, the recommendations are:

➤ **How to develop an effective new product development policy:**

The use of high-quality products and technical management is strong, and the location must be elevated to ensure customer service.

➤ **To develop a default pricing strategy:**

The product price of Ratul Property Limited is very high, so some people think that the price of flat and land is better in this business. You should not randomly switch to your target customer.

➤ **How to develop an effective advertising policy:**

International and local TV spots, billboards with different types of offers, promotional activities, social work.

➤ **How to choose effective sales channels:**

Product distribution at the right time and all terms are clear and specific. Companies can increase the efficiency of their distribution channels by maximizing the utility of their channel agents or by increasing the number of agents.

➤ **Methods of Recruiting Fully Qualified Workers:**

Ratul Property Limited can fill vacancies through its property base and educational staff in specific areas.

➤ **To bring sufficiently advanced technology:**

Technically, any kind of facility Soil tester, fire extinguisher, etc. Mandatory for Ratul Property Limited.

5.3 Conclusion:

Bangladesh's real estate sector is an emerging sector. The field is expanding rapidly and the competition is getting fiercer every day. It is very difficult to perform well in the market unless you stick to specific goals and work plans.

A rapidly growing industry, but only members of the higher social classes are allowed to participate in its activities. A few middle-class people who have a solid pension fund or can manage a bank loan can buy an apartment. But the price is too high for them. If the price of the apartment can be lowered, both the customer and the company will benefit. As a result, the company can increase sales volume by lowering unit prices.

The real estate industry has many challenges and weaknesses, but building trust, lowering prices, regulating installment collections, and manufacturing new products can still maintain a strong position. achieve his goal.

6 CHAPTER 06 (REFERENCES)

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