



**An Internship Report
ON
Operational review of marketing strategy of
Navana Real Estate Limited.**

Submitted to:

Fatema Nusrat Chowdhury

Assistant Professor

Department of Real Estate

Faculty of Business & Entrepreneurship

Submitted by:

Apu Kumar Saha

ID:101-27-177

Date Of submission: 02/01/2022

©Daffodil International University

Letter of Transmittal

January 02, 2022

Fatema Nusrat Chowdhury

Assistant Professor

Department of Real Estate

Faculty of Business & Entrepreneurship

Subject: Submission of Internship Report

I feel content and pleasure in submitting the report on **“Operational review of market strategy of Navana Real Estate Limited”** as the requirement of the Real Estate Program of the Department of Business & Entrepreneurship for your desirable consideration. I have finished this report in due time which met all the proposed objectives. Apart from gaining the academic knowledge, the internship program and preparation of this report has given me the opportunity to understand regarding this topic related knowledge.

I did try my best to complete this report in a comprehensive and informative way. I would like to hope that you will appreciate my efforts and find this report up to your total expectation.

This has to be mentioned humbly that without your important advice and much appreciated cooperation, this would not be possible for me to finish this report. I shall be fully gratified to answer any sort of queries which you think necessary regarding this report.

Yours Sincerely



Apu Kumar Saha

ID: 101-27-177


Department of Real Estate

Faculty of Business & Entrepreneurship

Certification of approval

This is certifying that **Apu Kumar Shah ID: 101-27-177**, Program: BRE is a regular student of Department of Real Estate under the Faculty of Business & Entrepreneurship, Daffodil International University. He has successfully completed his internship at Navana Real Estate Limited and has prepared his internship report under my direct supervision. His assigned internship topic is **“Operational review of market strategy of Navana Real Estate Limited** report is a particular requirement of BRE program.

I wish him every success in life and bright future.



Fatema Nusrat Chowdhury

Assistant Professor

Department of Real Estate


Faculty of Business & Entrepreneurship

Daffodil International University

Certification of approval

This is certifying that **Apu Kumar Shah ID: 101-27-177**, Program: BRE is a regular student of Department of Real Estate under the Faculty of Business & Entrepreneurship, Daffodil International University. He has successfully completed his internship at Navana Real Estate Limited and has prepared his internship report under my direct supervision. His assigned internship topic is **“Operational review of market strategy of Navana Real Estate Limited** report is a particular requirement of BRE program.

I wish him every success in life and bright future.

A handwritten signature in black ink, appearing to read 'Dr. Amir Ahmed', is centered on a light gray background.

Dr. Amir Ahmed

Assistant Professor and Head

Department of Real Estate

Daffodil International University

ACKNOWLEDGEMENT

I would like to acknowledge the immeasurable grace and profound kindness of the Almighty God, the supreme ruler of the universe, who created me and enables me to make my dream in a reality. First, I especially thanks and appreciation to my honorable mentor Ms. Fatema Nusrat Chowdhury, Assistant Professor, Daffodil International University. My heartfully thanks goes to my supervisor, Ms. Fatema Nusrat Chowdhury for her guidance and evocations for this report. This report could not have been completed without her cooperation and valuable guidance. My cordial thanks go to Ashis Kumar Shah (Manager, Sales & Marketing) who gave me the opportunity to do my job. I am privileged my enjoying assistance and guidance of all the officers and employees of “ Navana Real Estate Ltd”, for supporting and giving me pleasurable working experiences and helping me prepare this report during my internship period. Finally, I would like to pay my deep gratitude to my reverend persons for their unbound forbearance, continuous encouragement and generous help in sustaining my prolonged studentship.

EXECUTIVE SUMMARY

The internship report is done on the basis of the degree requirement for the bachelor in Real Estate at Daffodil International University. The main purpose of this manuscript is to determine the accessibility, opportunity and development of the Housing State of Navana Real Estate Ltd. Studying a job at Navana Real Estate has been a wonderful experience in my life. Navana Real Estate is by far the first developer company under the Navana Group located in Bangladesh. It has recently changed the equipment, vision and business objectives. This report focuses all aspects of Navana Real Estate Ltd. housing project. The report is divided into six separate chapters. In the first chapter there are the inclusion of introduction followed by purpose, objective, along with scope, methodology and limitations are discussed. The second chapter of the total profile of the organization Navana Real Estate Ltd., in third chapter, the real estate activities and findings, fourth chapter discusses the SWOT of Navana Real Estate Ltd and in the fifth chapter, final recommendations along with conclusions are shown here.

TABLE OF CONTENT

SL. No.	Particular	Page No.
01	Introduction	1-10
	Background of the Study	3
	Origin of the Report	3
	Objective	4
	Scope of the study	5
	Methodology	5
	Limitation	9
02	Navana Real Estate Ltd.	11-25
	Background of the organization	12
	Organogram of Navana Real Estate Limited	20
	Management	22
03	Analysis	26-42
	SWOT Analysis	27
	What Makes NREL Different?	29
	Some Finished & ON-Going Projects OF NREL	32
	MARKETING ACTIVITIES OF NREL	34
	ADVERTISEMENT PREPARATION	35
	Media User by the Developers	36
	CLIENTS HANDLING	36
	FINAL SALES	37

	MARKET SURVEY	38
	PRODUCTS OF NREL	38
	GENERAL TERMS AND CONDITIONS OF ALLOTMENT	38
	NATIONAL POLICY GUIDELINES	41
04	FINDINGS AND RECOMMENDATION	43-45
	FINDINGS	43
	RECOMMENDATION	44
	CONCLUSION	46
	Reference	48



NAVANA
GROUP



NAVANA REAL ESTATE LIMITED



CHAPTER-1
INTRODUCTION

1.1 Introduction-

The planet is very competitive now. Competition in every sphere of life and business has become increasingly fierce. Each firm strives to acquire and retain skilled workers to meet future challenges. In this race, it has become very vital to get and retain the best employees,

Theoretical and practical aspects are excellently designed under the course BRE Program. After finishing the on class theoretical exposure, the students were sent to a separate area or organization to gain some practical exposure in different fields that will assist them in their careers professionally. As an essential requirement of the BRE students, Daffodil international University has established three months of internship program.

I took the opportunity to grow my knowledge and use my knowledge into the BRE Program that I experienced from my internship.

1.2 Background of the study-

As an intern at Navana Real Estate Ltd, I have to work at my fullest. I need to submit a manuscript after completing the internship. This report addresses the housing crisis and its solutions. The internship report summarizes a total narrative about housing system in this country. The report explains the situation and purpose regarding housing solutions in Bangladesh.

However, information regarding sales and marketing is confidential and sensitive in nature, thus I have worked out to make this report with the assistance of available information.

Origin of the Report

This paper is entitled “**Operational review of market strategy of Navana Real Estate Ltd.**” Arise from the completeness of my internship program. I have accomplished my internship program at "Navana Real Estate Limited".

I had to present a report under the supervision of Assistant Professor Mrs. Fatema Nusrat Chowdhury, Department of Real Estate Faculty of Business & Entrepreneurship of Daffodil international university.

OBJECTIVES

I. Broad Objectives:

The extensive purpose of this report is to scrutinize operational performance of marketing strategy used by Navana Real Estate Ltd.

II. Specific Objectives:

The particular objectives are:

1. Taking a closure view on the activities, policies and practices of NREL.
2. Identifying the specific market and market segmentation of NREL.
3. Identifying the buyer's status and their level of satisfaction.
4. Identifying problems of Navana Real Estate Ltd. to recommend some suggestion for the top Management.

Scope of the Study

The internship report focuses on various activities of NREL's "Marketing and Sales Division". Here, I have addressed the matters which I observed during this internship period in the department. After I went on reviewing the total sales and marketing events of NREL. Towards the end I also have given a recommendation for "Marketing & Sales Department" at NREL. Although, it is not particularly a research-oriented report and I did not add many significant discoveries in it. The period of this internship was started from 4th July, 2020 to 10th October, 2020 and all of this report focuses on all the activities that had been observed by me at that period.

METHODOLOGY:

a) The Primary Data

- Direct group and individual conversation with the Officers.

b) The Secondary Data

- For completing this paper promptly, various data was principally taken from the Intranet.
- The journals and log record of Navana Real Estate.
- The annual journals and log reports of Navana Real Estate.

The file reports in the Navana Sales & Marketing

The study has been supported out by using both primary and secondary data.

Primary data collection: To determine this manuscript, the primary data was gathered significantly by surveying as various official assignment assessed throughout the time of internship. Separately taken means were-

- a. Strict observation.
- b. Intuitive interview.
- c. Interview over the Telephone.
- d. Personally taken Interview.
- e. Informative oral interview with some of the officers and employees of the “Marketing & Sales Department “of NREL.

Secondary Data collection:

Secondary data was gathered from various publications which were published by REHAB, some journals of NREL along with corresponding magazines and journals. Other than that, I also used some data which was collected from the organization’s publications with some view to observe the NREL’s marketing activities, policies and company practices.

The overall steps of the methodology are specified in the following page in form of flowchart that has been followed in the study.

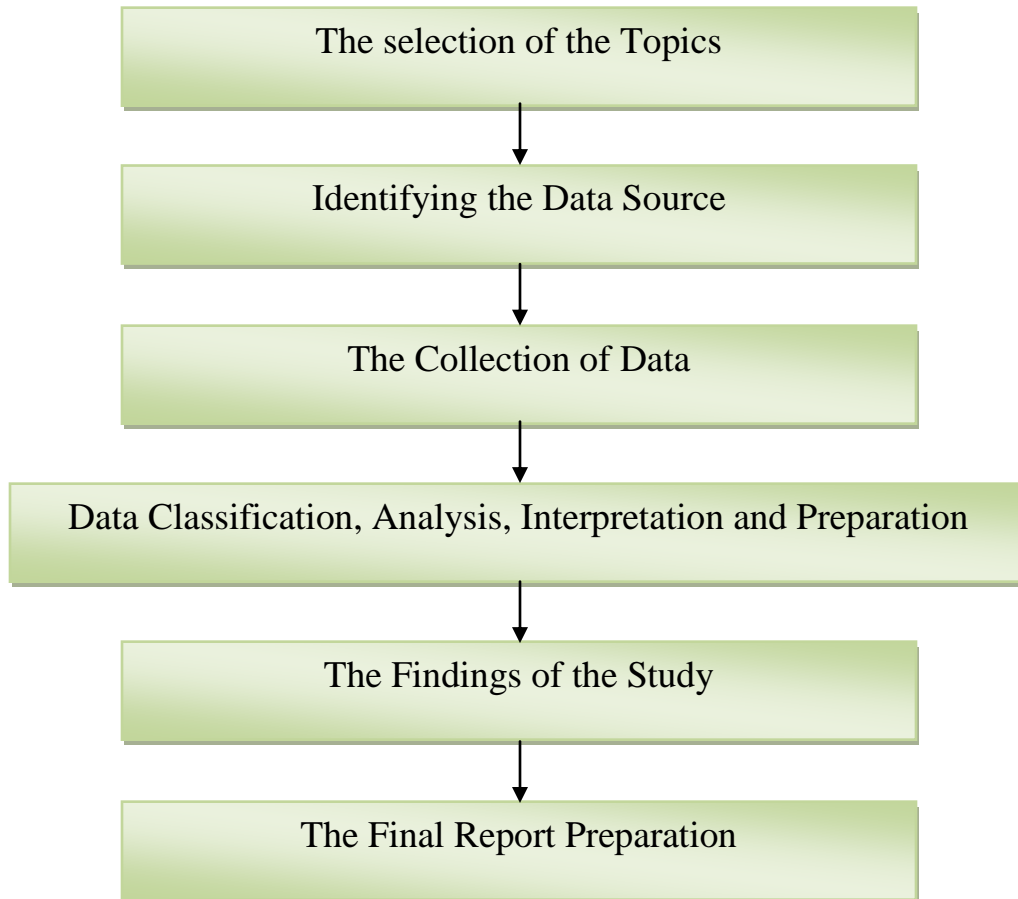


Figure: Flow Chart of methodology

Following Operational Definitions Are Used In This Study.

1. **Apartment:** A suite of rooms forming one residence; a flat.
2. **Apartments Industry:** Groups of firm who are making apartments and selling them commercially.
3. **Customers:** A person who buys apartment or flat from a company.
4. **Competitor:** An organization or builder engaged in commercial or economic competition with others.
5. **Turnover:** The amount of money taken by a business in a particular period.
6. **Industry size:** The subtotal number of the likely buyers of your service or product in a specific market.
7. **Industry growth:** The industrial growth shows the sector of a given economy that experiences a much higher-than-average progression rate associated to other sectors.
8. **Apartment facilities / Utilities:** Apartment facilities are the essential features of an apartment that make life easier, more enjoyable, or more productive.
9. **Market demand:** Subtotal quantity demanded surrounding all the developer in a market for a specific time period.
10. **Market share:** The Market share is the actual percentage of the total sales in a specific industry generated by specific company. Total market share is determined by keeping sales of the company over the total period and dividing it by the total sales of the industry within the same period.
11. **Family:** a group of one or more parents and their children living together as a unit.
12. **Family Income:** The household earnings, the actual united gross cash revenue of all household members, labeled as group of people living

altogether. To assess total economic strength of any area or to compare living environments between two geographical regions, it is used.

13. **Target customer:** Target market ponders to a specific group of potential customers to whom a company wants to provide its services and apartment.

14. **Builder / Developer:** Developing it through renovation, then either selling it on for a profit or renting it out to tenants. .

15. **Zone:** The extent or measurement of a surface or piece of land.

LIMITATIONS:

Although there were few flaws which made this work a bit difficult. The restrictions can be listed as -

- ❖ As I did not have previous expertise and experience about the preparation and the organization of an internship report.
- ❖ This has been difficult for myself to find the precise information about some of the other departments because of preserving the secrecy and policy.
- ❖ I also could not find adequate information about the Bangladesh's real estate sector.
- ❖ Some of the executives of other departments were busy on schedule so they could not provide me adequate time.
- ❖ Internet resources focusing on Bangladesh was not up to the point to find sufficient help.
- ❖ The Lack of proper financial support.
- ❖ The lack of necessary data resources, especially the Government resources, which was another major barrier in completing the study.
- ❖ Data about linkage industries associated with this sector was not available.

1.3 Significance of the study-

Human ideas and deep knowledge are limited to concepts and actions. Theoretical knowledge finds its completeness through practical application. Since our education system is largely based on literature, the inclusion of a practice program, as part of the curriculum is not the same as the standard one. This internship report is an important condition that forms part of completing BRE degree. In form of groups; educational institutions and organizations get benefit greatly from these ventures, thus it feels to be a win-win combination. So, a functional posture is the positive growth in the aspect of professionalism. Determining the value of the practical experience, Daffodil International University included a 3-month active presentation as requirement of the BRE curriculum. There the objects are currently intended to analyze the practical practice information related to the evaluation of Navana Real Estate Ltd.

1.6.1 Research Design-

The "Exploratory Study", that momentarily discloses all the chores of the Navana Real Estate and determine real estate availability in Bangladesh. The primary and secondary data were gathered for compiling this. And I did have collected key details in a personal interview with CBL management. I mainly discussed in words. I have gathered information from the persons and yearly report, journals, brochures, booklets and numerous books on housing in preparation for completing report. Some other data is collected from banks, workshops, articles and some are gathered from books and data provided by competing banks. In short, the data sources are described below

CHAPTER-2
ORGANIZATIONAL PROFILE

Chapter 2: Organization's Overview

Navana Real Estate Ltd

Founded in 1982, the Navana Group positions today as one of the major companies in Bangladesh. The mother company of the group "Navana Art View", the brainchild of Mr. Shafiul Islam Kamal, honorable Chairman of the group. Navana Real Estate is the flagship of the Navana Group. Though, the Chairperson's dream of helping the nation by generating jobs for ordinary and qualified people became true through effective business. At the moment the Navana Group contributes to Bangladesh's GDP growth by strengthening the country's economy. The Chairperson's vision and integrity, dedication and hard work of all staff have been tremendous. To strengthen the vision of the Chairman and the team of trained management, 24 establishments today are functioning successfully under the brand name of Navana. Navana has very solid financial and technical support that aids to achieve dream and accomplish work effectively.

Navana has some of the most highly skilled staff in Bangladesh. The goal is to generate a center of distinction by hiring the best talents available and providing them with ongoing drill in advance. We teach and develop our people to familiarize themselves to the needs of the business at national and international forums. Navana Real Estate Ltd. 2.1) Importance considerations: The real estate sector is one of the fastest rising sectors in Bangladesh. Infrastructure expansion is crucial for the nation to prosper as developing country and to secure housing for the nation's citizens. Nevertheless, in contrast there had been a few studies that are way below the required amount in the real estate sector and the financial viability. As a result, the sector needs extensive research to determine the potential for the

future, the difficulties and solutions of the real estate sector and the convenience of funding for this. This study can serve for example a basis for understanding the current situation and for the future study. 2.2) Synopsis of Navana Real Estate Ltd: Navana Real Estate Ltd have already embarked on the year 1999 pledge to meet the housing needs of the densely populated city of Dhaka. The first settlement project called “Navana.

2.1 Goals of Navana Real Estate Ltd.-

Navana Real Estate Ltd. remains the first development company in Bangladesh. They got many ventures in major cities in Bangladesh and especially a residential business. The focus stands on the goals and ambitions of the customers. As effective customer awareness needs to start with understanding, we do our best to understand the understanding of our customers. We learn the need of the clients. We pay attention and respond. We attempt to be a part of the desires of all customers.

Among the different objectives following are the main objectives of this company:

- ❖ Improvement of socio-economic condition of Bangladesh.
- ❖ Especially residential and commercial development of Dhaka City.
- ❖ Construct apartment to current reduce residential problem of Dhaka City.
- ❖ Conducting basic and applied researches in order to develop new technologies.

- ❖ Creating facilities in terms of housing.
- ❖ To employ new engineer and researchers for further improvement of real estate areas.
- ❖ Extension of business through economic resonation.
- ❖ To improved Safety of construction workers.
- ❖ To conduct basic and applied researches in order develop new technologies and dissemination of the technologies to the engineer and the required & desired fields.

2.2 Responsibilities-of Executive Body of Navana Real Estate Ltd.

The Board of Directors is accountable for setting business ideas, team strategic indicators and managing and monitoring group business matters. The usual management and the additional 8000 actions and the execution of its tactic have been handed over to Managers, Managing Directors and Senior Management as head of the company. The strength of this team stays imminent. To each member of the team is dedicated to achieving goals honestly, with integrity, dedication and punctuality. Qualified and experienced Senior Managers work to fulfill the stated objectives, guidelines of the Board of Directors and fulfill the purposes as the Head of the Company. All of them endeavor for continuous enhancement of the company's operations.

2.3 Major Activities Undertaken by Navana Real Estate Ltd. in Bangladesh-

Navana Real Estate Ltd. Bangladesh, one of Bangladesh's foremost real estate organization, has arisen up with a plan for housing which will fulfill the visions of middle and lower classes. The latest Navana project in Chottogram, near Dhaka, is an organization that created the founding of an extended city, behind Uttara, now considered part of the capital.

2.4 Managing housing arrangement for the whole population of Bangladesh by Navana Real Estate Ltd.-

Navana trusts in the idea of spreading housing properties towards ordinary people of the country keeping an eye on their limited income. For the first time in Bangladesh, Navana launched a low-cost satellite project for a low-income group in Mirpur, Dhaka. Five residential buildings and a marketplace are being finalized there. There is a proposal that customers who are still under construction will be illegal to find accommodation for the project after reservation and acquiring a bank loan and thus the size of a bank loan reimbursement with the Rent House is likely to be possible. This opportunity will make the dream a reality to own an apartment in the event of those categories of customers. Navana has secured a housing project in nearby Mohammadpur.

2.5 Latest Project of Navana Real Estate Ltd. in Bangladesh-

The project, 'Navana Probandi Ridgedale, based in Mirpur, extends to more than 19 bighas. Rupayan now offers ready-made apartments of varying proportions ranging from a minimum of 1400 square feet to a square up to Tk 2,990 per square feet. Clienteles can get the key of the apartment for a preliminary payment of 2600 for just Tk 15 lakh. “We have built this project for middle- and low-income people, who live generally in rented flats. They spend a lot of money on scheduled payments,” Suvro said. They can pay with the money they used to spend on rent, "he said. Delta Brac Housing, IDLC finance, National Housing, Phoenix Finance, Bay Leasing, Southeast Bank and Pubali Bank are proving home loans to potential clients.

Even though the housing and housing sector has seen a thirty five percent decline in sales in the first three months of 2015 as per the result of the global financial crisis, Rupayan is optimistic about its new township activity. This has hosted an exhibition by one company in the first week of this month to show the flats already under Tk 300 crore Navana Probandi Ridgedale, consists of 14 planned buildings with 2110 flats in the first phase. Navana contains facilities such as a round-the-clock energy-saving generator, and its water and sewerage system. 1500 flats have been sold so far and many potential clients are considering buying. While most buyers are based in Mirpur, Navana hopes to sell the flats to Dhakabased customers. Many people from Motijheel and the surrounding areas of Basabo and Mugda have reserved flats.

2.6 Collective Development Activities by Navana Real Estate in Bangladesh-

Navana Real Estate Limited believes the community's commitment to quality service and dedication. For this reason, the company works with a strong group of employees and skilled workers. We yearn for a better future.

Navana Real Estate Ltd. became operational in the year 1999 as a pledge to meet the housing needs for the densely populated city of Dhaka. The very first residential project called “Navana Dream” consisting of 108 apartments in four of the eight buildings was magnificently completed and delivered to esteemed customers to meet the satisfaction of all. After that the company has continued its development in development projects and extended projects in all major areas such as Uttara, Gulshan, Banani, Niketon, Eskaton, Paltan, Shantinagar, Moghbazar, Dhanmondi, Laxmibazar, Wari, Mohakhali etc. they were successfully completed and delivered accordingly and the company is working on a number of ongoing projects. The company operates its business at its highest level of the Company Office in Navana Solaris, Gulashan Dhaka. Famous commercial buildings such as Navana Oval at Uttara, Navana Golden Age on Gulshan Avenue and a beautifully adorned and attractive residential building with panoramic views in Gulshan, Dhanmondi and other prestigious Dhaka City areas got the name and reputation of the company.

2.7 Price offer by Navana Real Estate in Bangladesh-

Navana Real Estate Ltd, one of the world's leading retailers, has accomplished its satellite city project in the city of Dhaka to offer 784 ready-to-use flats, especially for the middle class. Tk 20-crore mega project titled 'Navana City dale' in Mirpur away from Dhaka is a testament to the housing sector's approach to distribution in the suburbs.

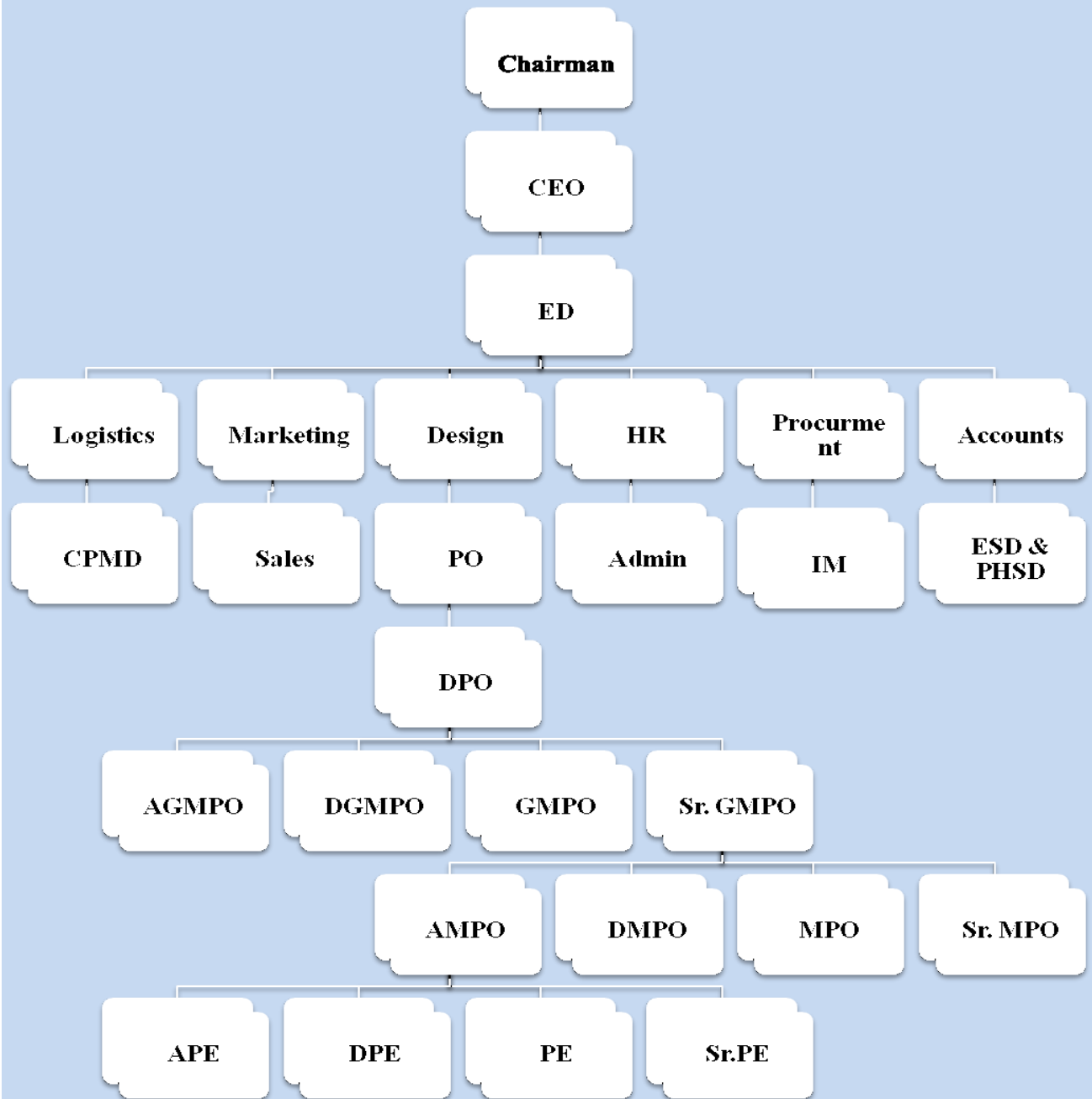
The company offers apartments of four different sizes ranging from a minimum of 1400 square meters up to 2600sft with a booking fee of Tk15 lac, and priced Tk6000 per sft. "Obviously it is a dangerous task - to develop a residential project outside Dhaka. Nevertheless, we hope that individuals who spend a lot of money on regular taxes will be attracted in our project," Sajadul Islam Suvro, vice-chairman of Navana Real Estate, said in the recent past at a press conference. He expressed Navana would also set up customer loan centers through other financial institutions. This company will be organizing a three-day exhibition at the Sonargaon Hotel to endorse the sale of flats. Southeast Bank, Shahjalal Bank, Prime Bank, Jamuna Bank, Mercantile Bank and Phoenix Leasing were the chief financial officers of the Navana project which built 600 apartments in twenty-eight different buildings in a 19-bigh area. "With growing demand for housing, it is not a big deal," Suvro said, adding that it would inspire others to invest outside Dhaka. Navana has by now built more than 1,000 apartments on various areas of Dhaka and built other commercial buildings in the city.

2.9 Facilities providing to the Clients-

There is a strategy that customers who are still within the under-construction period will be able to find accommodation for the project after reservation and acquiring a bank loan and thus the size of a bank loan reimbursement with the Rent House is likely to be possible. This opportunity will make the dream a reality to own an apartment in the event of those categories of customers. Navana has secured a housing project in nearby Mahammadpur. Among the different objectives following are the main objectives of this company:

- ❖ Improvement of socio-economic condition of Bangladesh.
- ❖ Especially residential and commercial development of Dhaka City.
- ❖ Construct apartment to current reduce residential problem of Dhaka City.
- ❖ Conducting basic and applied researches in order to develop new technologies.
- ❖ Creating facilities in terms of housing.
- ❖ To employ new engineer and researchers for further improvement of real estate areas.
- ❖ Extension of business through economic resonation.
- ❖ To improved Safety of construction workers.
- ❖ To conduct basic and applied researches in order develop new technologies and dissemination of the technologies to the engineer and the required & desired fields.

Organogram of Navana Real Estate Limited



❖ **Logistics**

Logistic management is part of a procurement component that organizes, operates and manages the effective, efficient and efficient flow and retention of goods, services and information related between a traditional point and point of sale in order to meet customer needs.

❖ **Construction Planning & Management (CPMD):**

Planning is an imperative part of building management. Planning and scheduling construction actions help engineers ample a project on time and on budget. Therefore, the management of possessions such as men, building materials, machinery requires careful planning and scheduling for respective job.

❖ **Sales and Marketing**

Sales and marketing are two business purposes within an organization - both of which contribute to productive production and revenue. The term, sales, refers to all activities that lead to the sale of goods and services. And marketing is the process of getting people interested in the goods and services being sold.

❖ **Design Development**

The purpose of the design and development phase section is to provide investors with a description of the product structure, its development chart in terms of production, marketing, and the company itself, and to create a development budget that will enable the company to achieve the goals.

❖ **Project Operations**

The project plan outlines the company's project execution plan. Contractors and subcontractors practice these programs for large public works projects. Government agencies often demand a project application before finalizing any work.

❖ **Quality Assurance**

Quality Assurance (QA) is a way to prevent errors and defects in the products being produced and to avoid problems when delivering products or services to customers; defined by ISO 9000 "as part of quality management focused on providing confidence that quality requirements will be met"

❖ **Administration & HR**

Human resource management is the management of the employment experience of employees working in an organization. In many companies, a workforce is responsible for implementing effective human resource management and development.

❖ **Finance & Accounts**

Financial accounting is the field of accounting that deals with the summary, analysis and reporting of business-related financial transactions. This includes preparing the financial statements available for public use.

❖ **Procurement**

Procurement is the procedure of acquiring and agreeing on terms, and acquiring goods, services, or working from an external source, usually through a tender or competition process. Procurement usually includes making purchasing decisions under shortages.

❖ **Inventory Management**

Asset management refers to the process of ordering, storing and using a company inventory. This includes the management of consumer goods, materials and finished products, as well as the maintenance and repair of such items.

❖ **Engineering Services (ESD)**

An engineering services company is a project-based business that provides specialized consulting services to help clients bring products or technologies to market. The expertise of engineering services will vary depending on the scope of the project.

❖ **Post Handover Services (PHSD)**

Post-handover services are often seen as more important than construction. It is a paradox that many say it is followed by a few.

❖ **Customer Services**

Customer service is the backing that gives your customers - before and after purchasing and using your products or services - which aids them to have an easy and enjoyable understanding with you. Customer support is more than just giving feedback; it is an imperative part of the promise made by your brand to its clients.

❖ **Interior Design**

Interior designers make interiors functional, safe, and beautiful in almost every type of building. Interior designers make the home space more functional, safe, and beautiful by determining the needs of the space and by choosing essential and decorative elements, such as colors, lighting and building materials.

❖ **Information Technology (IT)**

Construction technologies create corporate communications networks, guard data and information, generate and manage data, support employees solve problems with their computers or mobile devices, or create a variety of other tasks to confirm the performance and security of business information.

❖ **Quality Assurance**

A quality assurance specialist ensures that the final product considers the company's quality standards. Typically, those professionals who work in detail are responsible for the development and implementation of diagnostic, diagnostic and problem-solving tasks, and the delivery of satisfactory results.

❖ **Department of Safety and Security (DSS)**

The Department of Safety and Security is accountable for providing leadership, operational support and oversight of the security management system, ensuring complete safety of employees and qualified trustees and ensuring the efficient and effective operation of systems and services.

Chapter-3
ANALYSIS

3. SWOT Analysis

Qualified top management and significantly great number of projects around the Bangladesh of Navana Real Estate Ltd.

3.1.1 Strength

- Absolute quality products and services
- Hard earned reputation and goodwill
- Branches all over the country
- Increasing market, growing sales and profitability
- Healthy industrial sector with top quality business
- Optimum acquiring power of target customers group
- Government ponders attention to solve housing problem with the rapid increase of urban population
- Totally exposed market economy, recent housing policy etc. may favor sustainable growth of housing industry
- Ideal reliance of the major housing companies in the market

3.2 Weakness

- Lack of sub sequential marketing (advertising and promotion) effort
- Deficiency of large-scale automation
- Absence of learning facilities for the employees
- High competitiveness amid the existing players
- Increasing value of industrial building materials will be problematic to pass on the clients because the total contract in response of the price and construction standard can be made 2 to 3 years before the definite handing over of the apartments

- This industry does not follow any nominal business rules, therefore there stays some ambiguity practices by some developers.

3.3 Opportunities

- Private sector development favored by regulatory environment
- Addition of value in products and services
- Purchasing power of individuals gradually increasing
- International business is in growing trend
- Residents of Bangladesh is increasing
- Very high moneymaking opportunity of investment for people along with financial institutions
- For the foreign investor, very wide opportunity is prevailing also
- Developing satisfactory attitudes on the way to apartment living of urban population, though within high income groups of the society, current market of apartment business is restricted, there occurs opportunity for middle and lower level income groups.

3.4 Threats

- Bangladesh Government or RAJUK frequently change the inhabitation rules
- There is market compression for the lowering of lending rate
- Political unrest of national and global issues
- Lacking of suitable property in Bangladesh
- RAJUK, WASA, DESA imply bureaucratic complexity and many other Government and semi Government agencies Cooperation and rendered by rational board of revenue in relation to the taxation and import facilities (Tax Concession).

WHAT MAKES NREL DIFFERENT?

The 5 major attributes that make the cornerstone of NREL's success:

QUALITY:

It reinforces aim at bringing the uppermost level of expertise to standards set by the organization and all its involvement. The company is here to help its customers commit to keeping these promises. This promise to quality is reflected in the responsibilities of NREL managers and managers are directly involved in quality-related actions such as planning, goal setting, staff recognition, progress review and customer interviews. It continues to strengthen project and company quality standards and involves entirely all levels of management to work together in this endeavor. NREL management has a responsibility to strengthen the firm's capacity through all practical and efficient efforts. Reliability in meeting the user's intentions with a shared idea of concern earns a reputation for fineness and honesty.

TEAM WORK:

Interactions inside NREL Occur when individuals work in a community of collective technological, particular and economic interests. To effectively convey out their mission NREL staff are involved to projects where their practical fields come together to achieve customer business objectives. But there is more. NREL maintains a communication relationship between the first class within the office and beyond. Within the work there is an enthusiasm and a sense of demonstrating the technology of working side by side to produce the best outcomes. NREL promotes a team spirit and the founders of the company have this concept of adjacent collaboration in concentration at the outset.

SERVICE:

Managers and company executives are in a straight line involved in respective projects. All activities are vital. When a client has an issue, he makes this as his problem. They recognize that customers want appropriate and accurate repairs. Clients rely on them and highly distinguish their trust and confidence. They recognize the customer is their manager. They please these needs by staying accessible to their customers and assigning the type of services their customers might require and providing the best solution at the right time. Customers are the center of their business and will take the necessary steps to support customer success on a regular basis. They believe that only by understanding that customers need a concern that can distribute high quality package and stay ahead of its competitors.

EFFECIENCY:

NREL trusts that the finest way to improve efficiency is to stretch its people the opportunity to learn, contribute to the procedure and develop a distinct sense of achievement. NREL's greatest potential lies in its pool of professionals and their major infrastructure in the real estate industry. In the essence of cooperation, professionals have thrived in meeting the objectives of some of the most multifaceted assignments. It is their need to do well so the enthusiasm they bring to the negotiations, which has paid to the accomplishment of NREL.

INNOVATION:

Long-term accomplishment can only be guaranteed by developing innovative ideas. NREL thus inspires its people to be inventive, giving them ways to grasp their concepts come true.

MAJOR COMPETITORS OF NREL:

- Bashati Consortium Ltd
- The Structural Engineers Ltd.
- East West Property Development (pvt.) ltd.
- Rangs Properties Ltd.
- Oriental Real Estate LTD.
- Janata Housing Ltd.
- Hyperion Properties Ltd.
- Mission group.

ABOUT SOME FINISHED & ON GOING PROJECTS OF NREL:

Current Projects of Navana Real Estate Limited:

Activities Undertaken

- Navana Chowdhury Palace at Bashundhara
- Navana Oak Vale at Uttara
- Navana XANADU at Dhanmondi
- Navana LAKE SIDE at Dhanmondi
- Navana AKE SPRING at Dhanmondi
- Navana ANGEL at Shantinagar
- Navana PRESTIGE at Niketon
- Navana CACIA at Dhanmondi
- Navana NILUFAR at Bashundhara
- Navana CROWN IMPERIAL at Dhanmondi
- Navana CHANDRALEKHA at Bashundhara
- Navana APYLLION at Uttara
- Navana APYLLION at Uttara

Outgoing Projects Navana Real Estate Limited:

- NavanaFS SOLARIS at Kakrail
- NavanaFH COSMO at Shemoli
- NavanaTAIYAB PLAZA at Narayangonj
- Navana POINT at Lalmatia
- NavanaCentre at Bangla Motor, Dhaka

Upcoming-Projects Navana Real Estate Limited:

- Navana BHABAN at Gulshan
- NavanaUQUE CENTER at Badda
- Navana latest project in Narayanganj

ABOUT “MARKETING & SALES DEPARTMENT OF NREL”

NREL's "Marketing and Sales Department" is one of the most vital departments. In this department, one manager, one assistant manager and two officers. They are intelligent, powerful, knowledgeable, and highly educated. They are able to manage clients and sell products efficiently and effectively.

MARKET SEGMENTATION OF THE EXISTING & UP COMING PROJECTS OF NREL

NREL's markets for its current and upcoming projects are extremely fragmented. This category is created primarily on location, land price, and apartment size. Divided zones are:

- a) Segmentation – I :Baridhara, Gulshan, Banani, DOHS, Uttara.
- b) Segmentation – II: Dhanmondi, Kalabagan.
- c) Segmentation – III: Shegunbagicha, Shantinagar, Kakrail, Malibagh.
- d) Segmentation – IV: Mirpur.
- e) Segmentation – V: Banglamotor, Eskaton..
- f) Segmentation – VI :(For office building) Motijheel, Dilkusha, , Kawran Bazar, Pantha Path etc.

LOCATIONS OF DIFFERENT UPCOMMING PROJECTS OF NREL:

1. Uttara
2. Bashantek
3. College Gate.
4. Mirpur DOHS
5. Mirpur
6. Abdulahpur
7. Saver
8. Mohakhali DOHS.

MARKETING ACTIVITIES OF NREL:

In Bangladesh, more than 1,500 real estate agents at work. Some are members of REHAB and some are not. It doesn't mean any significance if they are the member of REHAB or not, the main function of any Real Estate Company is to trade their products. By the time I graduated, as a Marketing student, I completed my training in NREL's "Marketing & Sales Department". I operated there for three months and supervised all the actions of the "Marketing & Sales Department" staff. All the staff of the "Marketing & Sales Department", have been very helpful in understanding and understanding how a salesperson sells and sells products. Now I give you a broad overview of all NREL's marketing activities –

ADVERTISEMENT PREPARATION:

The first and most important task of NREL's "Marketing and Sales Department" is to prepare an advertisement for daily newspapers. NREL provides regular advertisements in newspapers (one ad per week). NREL provides key ads especially for "The Daily Prothom- Alo" and "The Daily Ittefaq". NREL also offers classified ads in various daily newsletters. In key ads, names are given for the next four or five projects, flat size, delivery date, etc. In the lower part of the main ads, company name, company phone numbers, mobile marketing manager numbers are provided. For ads, NREL Promoter Manager is accountable. His job is to make and develop ads to charm clients. After setting up the ads, then display the ad to NREL management and after approving a specific ad by the management, the ad is finally delivered to the newspaper on the scheduled time.

Media User by the Developers:

Media	Billboard
Advertisement in News paper	
Advertisement in Magazine	
Advertisement on Television	
Harding (Display)	
Neon (Display)	
Mail sort or News letter sending	
Sponsoring	
Publishing Brochure	

CLIENTS HANDLING:

The Department of “Marketing and Sales” increases that day, when an advertisement arrives in the newspaper. On that day, all the senior officials stay busy throughout the day. Hope and proposed customers make calls after seeing ads in the media. Managers receive calls, give a brief of a specific project, and tell about the location, available flat size, current status of structure works, delivery date, booking fee etc. Managers do not disclose pricing by telephone. As NREL administrators are not allowed at all. Nonetheless they always summons customers to come to the office so that after meeting they can discourse the price.

Next, clients came at the headquarters to sat down with the sales officer to discuss all. The chief executive shows the floor plan, structure, structures etc. And make the client recognize everything. Also, here is the price of a flat or commercial property, booking fee, parking price, delivery date etc. It is unlikely that, for the

first time the prospective client will buy the product. Negotiations begin between the two of them and occasionally take lots of time and from time to time a few days to reach in exclusive conclusion. Many customers want to see a project and managers take clients / projects to a specific project. Through this process, clients have a real-world idea about the project. Afterwards, clients / concerned people visit to the head office and sit down with management through pre-described interview progression.

FINAL SALES:

In various cases, the executive has taken the customer to stay with NREL executives and if the client has offered a seemingly reasonable price to management, after that the flat or commercial space is for sale. The “Head of Marketing and Sales”, Md. Riyad Khan stays with customers / s for the resolution of final sales. The prospective customer then provides the booking fee and becomes first client and then the member of the NREL family. Such actions of the "Marketing and Sales Department" ended when the "Deed of Agreement" between the customer / companies was signed jointly. As the company's representative, NREL's Managing Director, Mr. Rabiul Hoque entered into an agreement with those clients on the "Deed of Agreement".

MARKET SURVEY:

Marketplace research is such an imperative function of NREL's "Marketing and Sales Department". However, such inspections are not conducted by all directors of the Department of Sales and Marketing. "They provide relevant research instructions and guidelines for conducting research. These surveys are conducted primarily to identify projects for various developers in those areas, where NREL has existing projects or NREL wants to take up projects.

PRODUCTS OF NREL:

1. Duplex homes
2. Simplex homes
3. Luxury Apartments
4. Furnished Apartments.
5. Commercial Space
6. Shopping Complex
7. Office Building
8. Commercial Showroom.

GENERAL TERMS AND CONDITIONS OF ALLOTMENT OF THE PRODUCTS OF NREL FOR THE CLIENTS

1. Applying for the allocation to get flats must be made on the arranged application form duly signed by the applicant and actual amount. NREL reserves the right to accept or reject any application without giving a reason therefor.
2. Upon receipt of the application, NREL will issue a letter to the applicant in

which the applicant / assignment will start paying according to the project schedule. The allocation of flats is done for the first time to get help.

3. Payment of fixed fees, installments, parking costs, additional duties and other expenses will be made by check, debit order or direct payment on behalf of NREL from which receipts will be issued. Bangladeshi living abroad can issue payments on foreign exchange by TT or DD on behalf of NREL.

4. Installment payments and all other expenses must be made on the scheduled dates. NREL can issue reminders to allot tee, but without problem of cues, allot tee should keep up with the timetable to guarantee timely completion of construction

5. NREL might organize for an HBFC / Bank loan (if any) of the funds allocated in accordance with the current rules and regulations of relevant authority.

6. Delays in payment exceeding the date of the plan will result in the allocation of the obligation to pay the delay payment every 30 days on the late payment amount. If payment is delayed more than 60 days, NREL reserves the right to cancel the assignment. In such a case, the amount paid for the allot tee will be refunded after deductions and after the allocation of the canceled flat.

7. Connection / security charges and other costs related to gas, water, sewerage and electrical connections are included in the price of flats. NREL will make those payments directly to the authorities involved in the allot tee account.

8. Changes imposed on the specification, construction and / or layout of apartments and other buildings may be made by NREL at large interest rates or for unavoidable reasons.

9. NREL may cancel a non-payment installment by disregarding reminders and upon receipt of a last minute receipt by registered mail at the address provided on the application form.

10. The allocation will need to be in agreement with NREL to protect interests

11. The management of this flat will be properly allocated to the allotment tee once it has been completed and the installments and other fees and charges have been paid in full. Until then the estate will remain NREL. If the project is completed ahead of schedule, the allot tee will have to pay in full before taking over.

12. Allocations will be equally shared with separated and re-allocated shareholders per hectare of the planned project land in each flat. After all payments and installments have been paid by the buyer according to the requirements and payment plan and after the completion of the construction, the sellers will issue a registered deed using buyer who transfers the project land share to the deceased flat

13. After receiving the project residence, allot tees should contact NREL before making any changes to the buildings or structures within the residence. Fiasco to do so will result in sole jeopardy of assignment.

14. NREL will not be accountable if the time frame for project completion is affected by inevitable circumstances beyond the company's control, such as natural disasters, political turmoil, strikes and changes in state fiscal policy etc.

NATIONAL POLICY GUIDELINES FOLLOWED BY NREL:

Here in this country, there are no specific procedure framework for the real estate development sector is present. Though, the Real Estate and Housing Association of Bangladesh (REHAB) along with national planner for private sector developers, had projected a strategy framework for justifiable development of the sector. Few significant REHAB rules be situated outlined underneath:

1. Bangladesh Government and the corresponding private sector developers can perform an equal part in the development process of in the growing urban expansions.
2. Initial part of private housing sector in the urban migration progression could carefully considered during the development of urban migration projects and policies.
3. A number of obsolete rules and regulations (referred to in section 10.00) should be updated immediately. There is a conflict and repetition between laws to be observed.
4. When developing a Building proposal, the commercial of private property developers should be given importance. For this regard, the international banking system can be a useful tool.
5. Appropriate zoning, land redistribution rules will assist independent developers to deal with building program policies and provisions.

6. Registration process for the private real estate sector must be restructured by satisfactory standards.
7. Private building projects must be approved by RAJUK.
8. 30% of the land for any project will be set aside for the roads, drainage and community purposes.
9. In order to make the best use of infrequent land resources, multistory buildings must be upgraded.
10. Government regulation of land value and rental housing must be reinforced.
11. The Building Construction Act, 1996 and other government building codes should be strictly enforced.

FINDINGS

Marketing Strategy:

NREL's latest marketing marketing strategy should be studied, which will provide valuable customer satisfaction and is a time for marketing and marketing policy that has not yet reached a satisfactory level.

Internet Marketing:

The Internet is a modern form of advertising. A high-profile and informative approach, NREL should start online marketing. Easy Customer access to NREL products and services.

Reasons for low service facilities:

NREL does not provide 24-hour customer service. Lack of human capacity (Department of Marketing and Sales) hinders the distribution of the service to existing and targeted customers in a timely manner. Direct sales agents are not encouraged by their sales commission, salary and insufficient working remuneration.

At present NREL does not provide any type of training program and staff meetings that may increase sales and services.

RECOMMENDATION:

While being an intern at NREL, I was assigned to the Department of Sales and Marketing. I have worked here for 3-months, where I have come across some matters that should be addressed in the review of NREL administration. NREL is one of the top developers in the country and is managed with great success. Although it has a strong and uninterrupted growth in the sales and growth in apartments and malls, some of the blockades identified during the company's internship program need to be addressed. The following recommendations can be put forward in an effort to address the various problems identified so far in this study.

NREL should use better service strategies that will ensure greater value to existing and targeted customers.

- Clients, their existing customers and potential customers will work best if NREL uses online marketing.
- NREL customers must be provided with 24 hours of online service to resolve problems and queries.
- The "Marketing and Sales Department" must be operated in a highly efficient and effective manner. NREL must employ more people in the department to ensure better service delivery.
- Managers and officials of the "Department of Sales and Marketing" should pay close attention to solving customer problems.
- Employees of the "Department of Sales and Marketing" should be encouraged to improve their operations. By doing this, NREL will be able to increase the performance of its staff.

- Clients should be greeted at various NREL events. This will create more customers and give them more satisfaction and confidence in the company.
- Efforts NREL's direct marketing efforts must be used transparently and comprehensively to ensure maximum market coverage for both existing and proposed clients.
- Attractive gifts and rewards should be planned for clients and targeted customers so that the number of customers increases day by day.
- Some promotional activities should be used to increase their sales.
- Evaluate employees for efficiency by presenting rewards and incentives.

CONCLUSION:

Currently, Bangladesh is proceeding on verge of economic freedom. This phase is set for swift progress and expansion in all sectors of the economy. Significant changes are also taking place in the real estate sector. 'Training' is the key to success today and in ages to come. Those companies only are fully committed to the sector. NREL is committed to playing a leading role in the development of the construction industry in the 21st century. NREL has worked to build a solid foundation and to build corporate professional character. NREL's company philosophy, although constructed on a very common belief - "a friend in need". To date, NREL is constantly working to improve and improve all aspects of its operations. Emphasizes the continuous improvement of the overall performance of NREL. It is because of this endless pursuit of efficiency that NREL wishes its many customers well. Today NREL is ready for a new phase of dynamic growth. NREL's vision is always to set challenging goals. The NRL will continue to be a role model and grow and divide the ongoing organization by playing a strong role in the economic development of Bangladesh. NREL is a recently molded organization enthusiastic to building 'better future' for Bangladesh. Strong management, full assurance and a vision of personal attention have now built a solid image of the corporation in the housing sector. With the company's ability to manage hard work and a firm belief in track record, customers are assured of getting the best value compared to their investment. Each company customer is treated equally. The company's final policy is to maintain a lifelong relationship with NREL homeowners. In the construction of each project, before embarking on project construction, a team of experts plans and designs the project considering the project location, environment, environment, urban resources and other priorities that ensure maximum comfort and efficiency for the targeted residents.

The architects and exhibitors of NREL tirelessly devote a great amount of time and effort in responding to today's needs and changes related to work, aesthetics and technology. Their individual development incorporates the value of all new resources and opportunities, including high wind, light and low wind. NREL has a robust project management team. Separately construction phase is premeditated, organized, administered and formed by a sturdy team of professionals with extensive experience in major domestic and international construction. The NREL Project Management Team can deliver its projects ahead of time with a guarantee of quality construction with excellent completion. Emphasis is placed on each phase of project development for NREL clients. As customer satisfaction is a key priority, NREL's customer service department has always been on the customer side to provide excellent friendly services.

NREL is full of hope and daily commitment to the ships of highly skilled engineers, architects, skilled technicians to deal with the challenges of the 21st century. NREL is a competent and socially responsible partner in the field of infrastructure development and committed to the good performance of the organization in its programs. NREL is committed to making appropriate and long-lasting contributions to the growth and excellence of life of the nation. NREL provides its customers with modest pricing, high quality ingredients and expertise and development plan and a post-competition focus to ensure complete satisfaction.

Reference:

- ❖ Annual Report of Navana Real Estate Limited.
- ❖ Various file of Navana Real Estate Limited..
- ❖ Website:
 - navana-realestate.com
 - www.wikipedia.com
 - www.mohpw.gov.bd
 - <http://www.rajukdhaka.gov.bd>
 - www.rehab-bd.org
- ❖ Management and other employee of NREL.
- ❖ Statistical yearbook of Bangladesh.
- ❖ Textbooks
 - Principles of Marketing by Philip Kotler, Gary Armstrong.
 - Marketing Management
 - Marketing Communication
- ❖ Monopoly Economic Trend, Bangladesh Bank.
- ❖ Bangladesh Economics Review.
- ❖ Different Newspaper.