

Customers' Satisfaction towards Sagufta Group: An Evaluation



Submitted By:

Mst. Salma Sultana

ID: 081-11-027

Program: BBA (Major in Finance)

19th Batch



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Submitted To:

Mr. Md. Shibli Shahriar

Assistant Professor

Department of Business Administration

Faculty of Business and Economics

Daffodil International University

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Submission date: 01 July, 2014



Letter of Transmittal

July 01, 2014

Mr Md. Shibli Shahriar

Assistant Professor

Department of Business Administration

Faculty of Business and Economics

Daffodil International University

Subject: Submission of the internship report on “Customers’ Satisfaction towards Sagufta Group: An Evaluation”.

Dear Sir,

It is a great pleasure that I have an opportunity to submit the internship report on “Customers’ Satisfaction towards Sagufta Group: An Evaluation” to fulfil the partial requirement of BBA program. While preparing the report, the linkage of academic knowledge and practical concepts of different theory in my daily deskwork were found.

I have tried my level best to put meticulous effort for preparing the report. Any shortcoming due to unintentional mistake may be considered as merciful look. Any clarification and suggestion about this report may be disseminated.

Thanking you,

With regards,

Mst. Salma Sultana

ID: 081- 11- 027

Program: Bachelor of Business Administration (BBA)

Faculty of Business and Economics

Daffodil International University

ACKNOWLEDGEMENT

At the beginning, I would like to express my deep gratitude to almighty Allah for giving me the strength to finish the project within the schedule time. Preparing an internship report is copious task. I required enormous time and attention in every step of it. However, it gives me a true feeling of creation and helps me to understand my ability of work.

For fear of sounding like a vote of thanks speech, I would like to take the opportunity, to thank all of those marvellous people who have contributed to this report. Of course, some very special people cannot go without mentioning.

At first, I express heartiest gratitude to my respected teacher and supervisor of internship program Assistant Professor Mr. Md. Shibli Shahriar who has guided me in each and every step of this project. With pleasure, I tell that without his kind guidance and instructions it would not be possible to complete the internship report.

I am grateful to Human Resource Department of SAGUFTA Group for giving me the opportunity to work as an internee in SAGUFTA Group. Credit also goes to my peers at real estate department of SAGUFTA Group. They always extended their big hands to me in my journey to study in SAGUFTA Group. They also helped me to be introduced with lots of new aspects of real estate business operations.

Finally, I am thankful to all my teachers and have a lot of prayers for them who gave me the knowledge and make me able to complete my bachelor's program. Here I have special thanks for Mr. Md. Shibli Shahriar assistant professor of Daffodil International University, whose supervision guided me to complete my final report.

EXECUTIVE SUMMARY

The topic of the report is “Customers’ Satisfaction towards Sagufta Group: An Evaluation”. The main purpose of the report becomes very clear from the topic of the report. My internship was in the marketing department of SAGUFTA NM Housing Ltd, which is the sister, concern of SAGUFTA Group.

In Bangladesh, the real estate business started in 1964. Ispahani Group was the pioneer in this sector. During 1970s there were fewer than five companies in Bangladesh engaged in this business. But now this is a booming sector of the company. SAGUFTA Group started its journey in 1995 as one of the Bangladesh’s leading Housing Company. SAGUFTA Group of companies started as Real Estate ventures known as “SAGUFTA” under its first concern the SAGUFTA N M Housing Ltd.

However, the objective of the study is to make an analysis of Customer Service Activities of SAGUFTA Group of Companies in terms of the housing project. Both primary and secondary sources have been used to collect data and information. Sample size was 30 in which convenience sampling technique was used. To create customers value and satisfaction through providing good product & services at a reasonable cost is the main objective of this company. The price is increasing day by day. It is now becoming out of ability of normal public, so SAGUFTA cannot make the customers highly satisfied with the quality of their services. Maximum customers are expecting the price to be stable and reasonable, so carefully the price should be established. Most of the customers are worried about the plot handover process, so to keep customers faith it must be done timely and all modern facilities should be distributed to all customers.

Finally, SAGUFTA Group has successfully established itself as one of the leading trusted real estate developments in Bangladesh with reputation for a touch of class & dignity within the reach of all class of people.

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Chapter-01

- **Introduction**

SAGUFTA Group of companies started its journey in 1995 as Real Estate ventures known as “SAGUFTA” under the auspices of the Group’s first concern the “SAGUFTA N M Housing Ltd”. City Developers Ltd is another one of the first Apartment Development Company of the Group’s. Now it is an answer to all the living problems at a very reasonable price for all kinds of people of Bangladesh.

The report is based on information, which is gathered during the internship period. The report entitled “Customer Satisfaction towards SAGUFTA Group: An Evaluation” is a collaboration representation of my internship program at SAGUFTA Group. The topic of the report was assigned by the respectable faculty supervisor of Daffodil International University and was approved by the supervisor of the organization SAGUFTA Group to satisfy both organizational requirement as well as the fulfilment of the internship program. This report has been prepared under both of their supervision.

The company is committed to provide “Exclusive Customer Services” through efficient & dynamic professional teams, like efficient Sales & Marketing officers, Customer Service Officers, well reputed Engineers & Architects; self motivated operations, highly skilled Accountants & Financial personalities, Efficient Management & H.R. Personnel & Highly dynamic employees regarding land purchase. We are going to make possible to reduce the pressure of population of Dhaka City to a great extent by developing the surrounding area of Dhaka City in a planned way & establishing permanent aristocratic residential accommodation for this vast population.

1.1 Origin of the report

The internship program of BBA students of the department of Business Administration, Faculty of Business and Economics, Daffodil International University is an integral part, which opens the door to gather the practical knowledge in relation with theoretical knowledge of BBA program.

BBA program at Daffodil International University requires a three months long internship program. As an intern, I was assigned to SAGUFTA Group to complete the internship period. During this period I worked with the employees of the company in Marketing Department.

As an intern of this department I was asked to do marketing, like describing the product facilities, communicating with customers, developing the promotional activities, market research and follow up that with great attention.

1.2 Scope of the report

The internship was in the marketing department of SAGUFTA Group of Companies and got a lot of knowledge from my seniors. My duties during the internship were assisting the marketing coordinator and doing the survey of market about the marketing and sales of SAGUFTA Group of companies. In spite of that, the report is based on my educational learning part and experiences.

The scope of the organizational part covers the organizational structure, background, objective, and functions of SAGUFTA Group of Companies as a whole. The main part is marketing activities, mechanism and performance etc.

1.3 Objectives of the Study

The objective of the study is to make an evaluation of Customers' Satisfaction towards SAGUFTA Group of Companies in terms of the housing project. This study is attempted to measure the level of customer satisfaction of SAGUFTA Group of companies on different segments such as their product, promotional activities, service quality etc.

The specific objectives of the study are as follows:

- To identify the products of SAGUFTA Group;
- To analyse the SWOT of the company;
- To evaluate the level of customers' satisfaction towards the products of SAGUFTA Group.

1.4 Methodology of the study:

For smooth and accurate study everyone have to follow some rules & regulation. The study inpute were collected from two sources:

- **Primary sources**

- Officers
- Clients

- **Secondary sources**

- Company files
- Daily diary (containing my activities of practical orientation) maintained by me
- Various publications on SAGUFTA Group
- Websites

Sample size:

30 respondents have been selected to collect their evaluation though 10 of them were officers of SAGUFTA Group and 20 of them are customers.

Sampling Techniques:

Convenience sampling has been used to select sample.

Data collection method:

Face to face interview.

1.5 Limitations of the study:

The present study was not out of limitations. But it was a great opportunity for me to know activities of real estate business. Some constraints are appended bellow:

- The buyers were too busy to provide me much time for interview.
- Load at the work place was also a barrier to prepare the report.
- Another limitation was that the data gathered could not be verified for accuracy.
- The real situation is different from the bookish concept. Some concepts varied from industry to industry. But it has been tried to incorporate with proper solution.
- Regarding some issues, data sources sometimes are not co-operative.

Chapter- 02

2.1 Background of SAGUFTA Group:

SAGUFTA Group is the leading real estate agency in Bangladesh. SAGUFTA is also going under varieties trading like transport business, apartment building, bricks, concrete blocks, interior & exterior design, food & beverages etc. SAGUFTA Group is interested to import electronics, cosmetics, and automobiles & related other products.

With the slogan 'A name of trust & Commitment' they are offering a great service to the people for now and future generations. With a strong desire and commitment they have already earned the trust of people around the world.

SAGUFTA GROUP of companies started as Real Estate ventures known as "SAGUFTA" under its first concern the SAGUFTA N M Housing Ltd. SAGUFTA expands in new sector including SAGUFTA N M Traders Ltd, SAGUFTA Aesthete Ltd, SAGUFTA Food & Beverage Ltd, SAGUFTA Bricks Ltd, SAGUFTA Communication Ltd and SAGUFTA Corporation (Pvt.) Ltd.

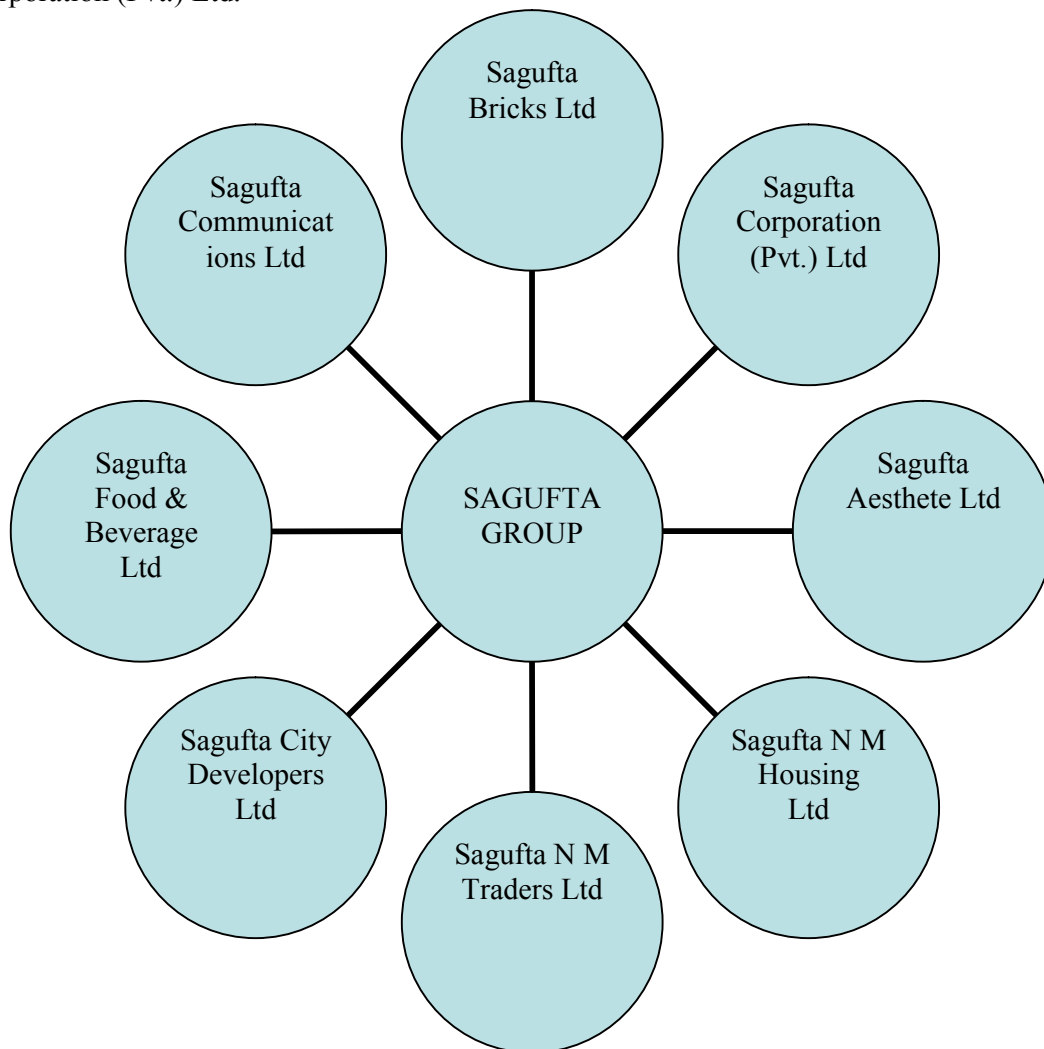


Figure: Sister concerns of SAGUFTA Group

2.2 Mission, Vision and Objectives of SAGUFTA Group

Mission:

To create continuous value for our customers and consumers, inspiring confidence and respect through the highest levels of product quality and service. To provide employees a work environment that's enabling and inclusive and where innovation and entrepreneurship are a way of life and where people work in an ethical and safe business, based on the principal's merit and equal opportunity. To be a responsible corporate citizen, complying with all aspects of Corporate Governance and the full spectrum of Corporate Social Responsibility. We will provide the leadership and support necessary to sustain long-term growth and customer satisfaction for our products and service. We will passionately promote quality and service at all levels while enhancing each brand's competitive advantage.

Vision:

To be a dynamic business group, building robust businesses that excel at serving their customers and stakeholders through exceptional products and services in industries and markets that support progression and economic growth at community, society and country level. We will be a leader in different prospective industry by focusing on customers, our people, growth, innovation and efficiency. All of these elements will drive bottom line success and show that in SAGUFTA Group and Budget are stronger together than they could be alone. In near future we focused our business on different prospective sector like import electronics, cosmetics, and automobiles & related other products.

Objective of the company:

- To reach the goals of organization in individual aspects & the company as a whole.
- Profit Maximization
- Cost Minimization
- Company's Wealth Maximization
- Create customer value & satisfaction
- To play a vital role in human development.

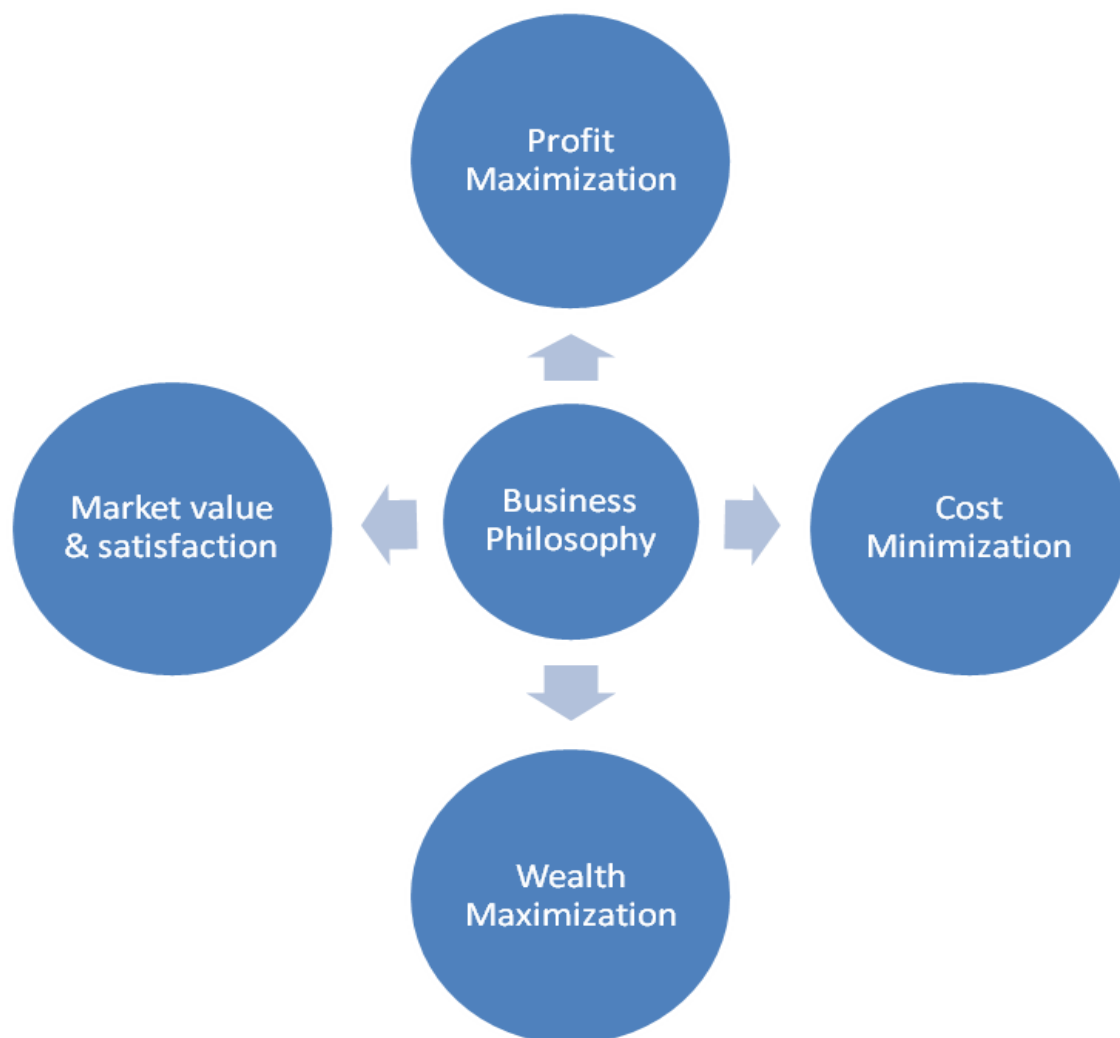


Figure: Business philosophy of SAGUFTA Group

2.3 Various Departments of SAGUFTA Group

Reception Desk:

The main task at the reception desk is maintaining the inward & outward register, office management, & telephone receiving. They also maintain a daily recall file, which is known as the Central Recall System.

Marketing & Sales Department:

SAGUFTA Group has a very rich marketing department. A strong sales team & aggressive marketing campaign has brought magnificent sales growth along with a handsome market share.

Administration & Business Department:

The administration department of SAGUFTA Group always looks after the whole organization. They always run the organization smoothly. If any employee does any fault then the department takes action against the employee. The company reward is given to the employee who has done well.

Finance & Accounts Department:

- Finance & Accounts department work by Using SAGUFTA Group software.
- Final checking of Bank reconciliation.
- Check of Bank Debtor order voucher.
- Check the company financial accounts.
- Provide clearance for any purchase.
- Provide clearance for registration

Procurement Department:

- Buying Land.
- Registration of the sold land.

Documentation:

- If any customer fails to pay the due in schedule time then this department arranges time extension letter & gives the time extension approval.
- For business the client is not able to take deed in this case the officers of this department communicate with the client to take the deed by this time officers make a rough copy of the deed.
- If any changes required in customers payment schedule or change the plot, this department arranges all procedure.
- This department also make note sheet for registration when a client pay all the dues with registration fees.

2.4 Geography of Bangladesh

Bangladesh is a small but one of the most densely populated countries in the world. It accommodates 160 million people in about 1,47,570 square kilometres areas. The country is surrounded by India from three sides and in the south part of the country it has the ocean Bay of Bengal. In this part the country has the world's largest beach named Cox's Bazaar Beach. Bangladesh also shares a small border with Myanmar in the southeast corner of the country.



Figure: Bangladesh in the Indian Sub Continent

In Bangladesh there are seven divisions under which there are 67 districts. Under these 67 districts there are 481 upazila (police stations/sub districts) and 4498 unions. There are seven city corporations in seven divisions of the country. Dhaka as the capital city of Bangladesh is the most important city while Chittagong is the main industrial area where Bangladesh has all the major seaports.

In fact seven divisional cities got the status of the city corporations and based on these cities urbanizations is growing up in Bangladesh. People like to move to the city areas from the rural areas due to the more facilities in daily life in the city areas. These facilities include availability of better transportations, access to gas & electricity, access to better accommodations, job opportunities etc.

These divisional cities are important because they represent the urbanization in Bangladesh. They also represent the level of development in a particular division. Normally all the administrative offices related to the division are situated in the city.

2.5 Introduction of the Real Estate Business in Bangladesh

Real estate business in Bangladesh is limited to some designated city areas till now. These cities are the six divisional cities, which also got the status of city corporations. They represent the level of urbanization in Bangladesh too. In reality not all the cities have the same level of real estate business activities. Even some cities do not have it at all. So one might argue that the real estate sector in Bangladesh has a great potential in coming days considering the facts that there is still a large market segment remaining to penetrate.

Like all other developing countries, in Bangladesh land is one of the crucial factors for a lot of other products, which means that there is always a trade off in case of land use. These trade offs sometimes limit the use of lands toward the maximum possible welfare for both the landowners and the country in a macro level.

Shelter is one of the five fundamental rights of Bangladeshis. But this is only in constitution and in real life the practice of this part of constitution is absent in most cases. It happens due to the unavailability of resources from the part of government followed by lots of slums in Bangladesh especially in city areas. Until recently Bangladesh government could not focus on the facts that-

- There are frauds in the real estate business in Bangladesh
- The gap in between rich and poor is widening gradually and therefore middle class and poor people are facing difficulties to afford housing.

It's surprising but true. However the good thing is that Government have started to think about the issues and they are focusing on a formal policy about the real estate business in Bangladesh. At the first step few years back Bangladesh government suggested the real estate firms to think about the housing for middle class and poor people considering their affordability. Bangladesh Bank, the central bank of Bangladesh, also declared a decrease in the interest rate on housing loans. It also said that gradually it will make the housing finance related issues more flexible.

Availability of relevant financial services as well as access to those financial services by the mass people is one of the most important issues in case of real estate business development in Bangladesh. Banks, except a couple of banks, don't provide housing loans and those, which provide housing loans have strict conditions. These banks charge higher interest rates for housing loans and they sometimes want the loan backed by something i.e. property as mortgage, which is difficult for a good number of people. Banks try to explain the situation saying that the scope of real estate activities is pretty narrow in Bangladesh and they always carry the potential credit risks coming from the borrowers.

Chapter-03

3.1 TARGET MARKET

The rich people housing is not a problem. If strengthening is the purpose, middle and low-income groups should be targeted. Due to the high price of land, most of which is privately owned, it has become very difficult to include middle and low-income people in any housing scheme. Thus providing shelter for lower income people without subsidies has become quite difficult. Though provision for middle and lower-income people is possible in government owned khas land, this process is very difficult due to many cases became unsuccessful because it was observed that even if quality shelter is provided for lower-income people, ultimately those facilities are enjoyed by the high-income group. Inclusion of relevant experts in decision-making is required in this regard and the private sector should also be involved in this process.

3.2 Products of Sagufta Group

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. The marketing mix is probably the most famous phrase in marketing. The elements are the marketing ‘tactics’. Also known as the ‘four Ps’, marketing decisions generally fall into the following four controllable categories:

- Product
- Price
- Place
- Promotion

Product:

Normally we know, a product is anything that maximizes utility of the consumers. In this study, products are land for residential and commercial use, for these products the main features are as follows:

- Product Variety of the SAGUFTA Group.

- Durability of the Products.
- Design of the Products.
- Location.
- Sizes.

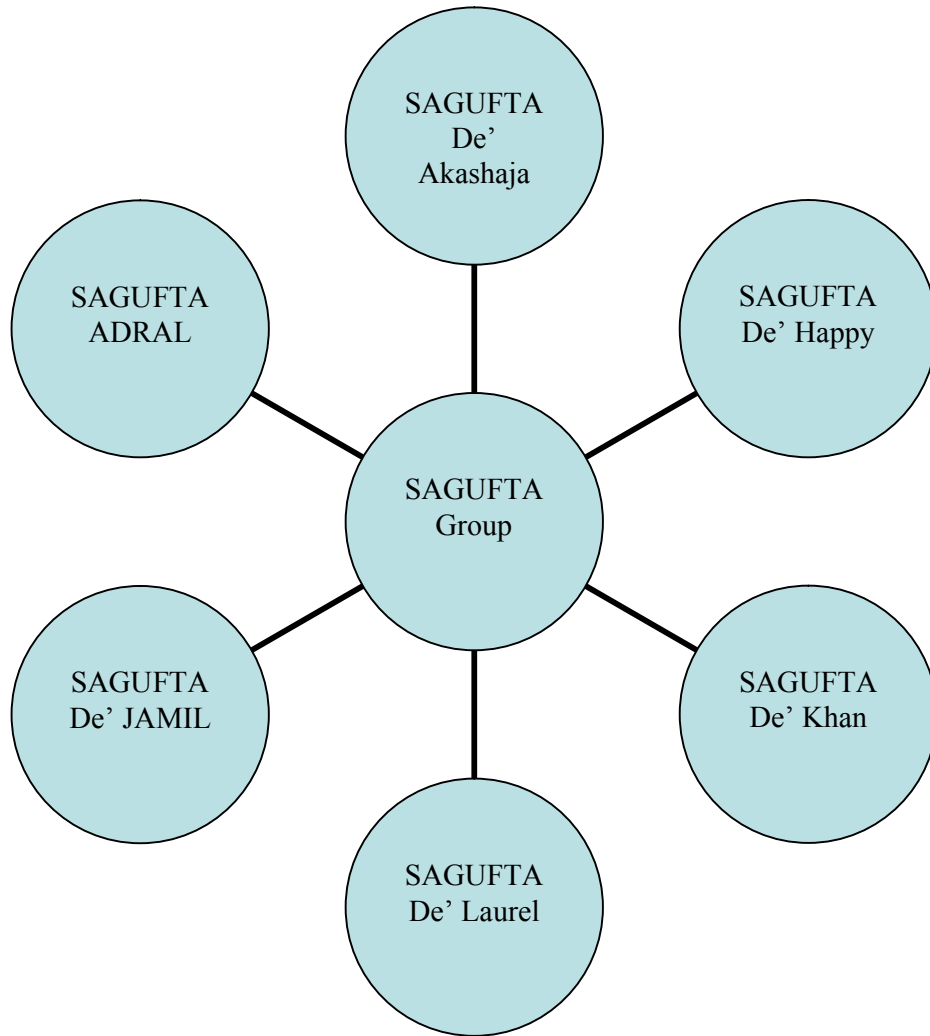


Figure: Products of SAGUFTA

1. SAGUFTA De' Akashaja:

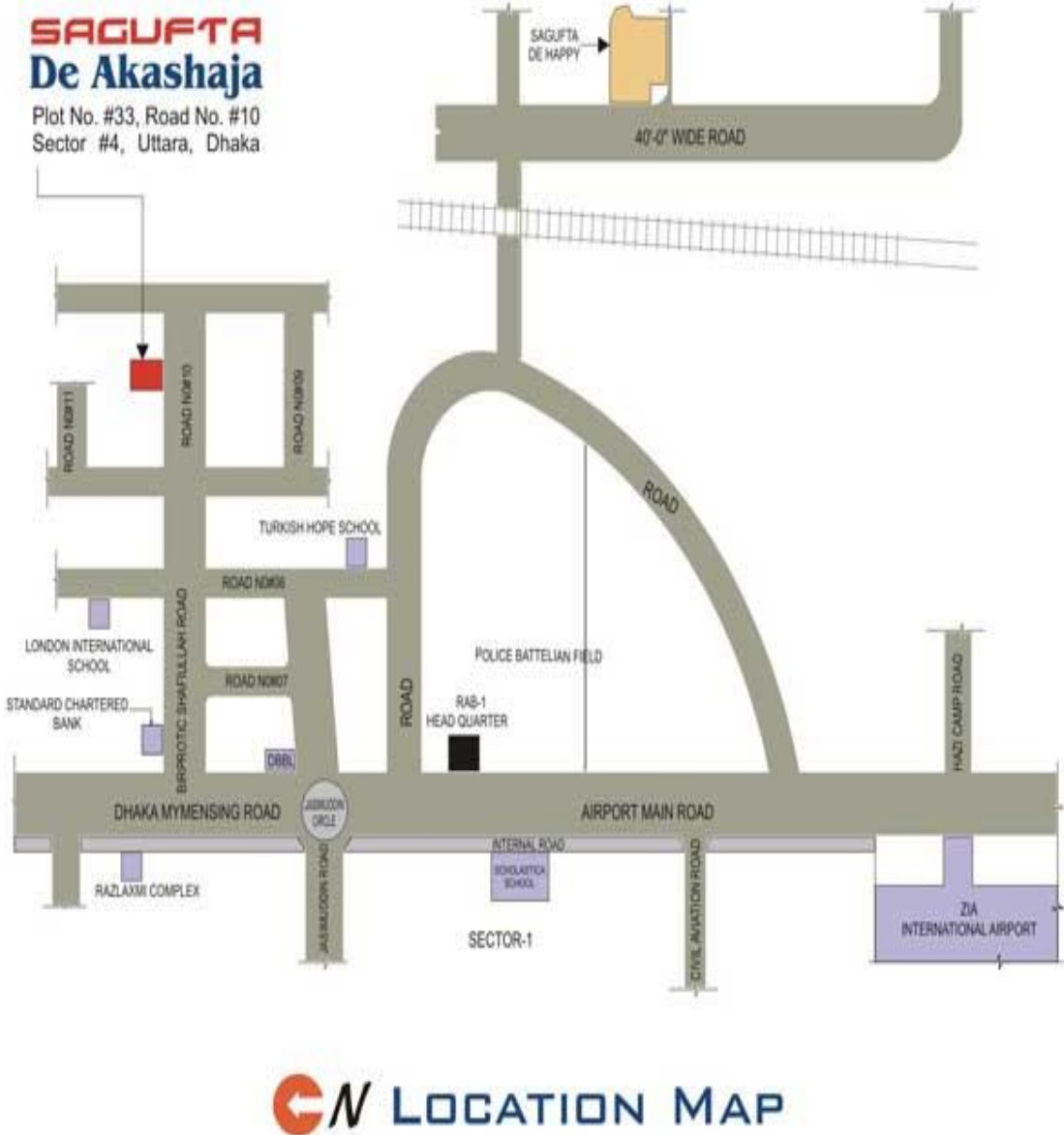


Figure: Location map of SAGUFTA De' Akashaja

2. SAGUFTA De' Haappy:

Location Map

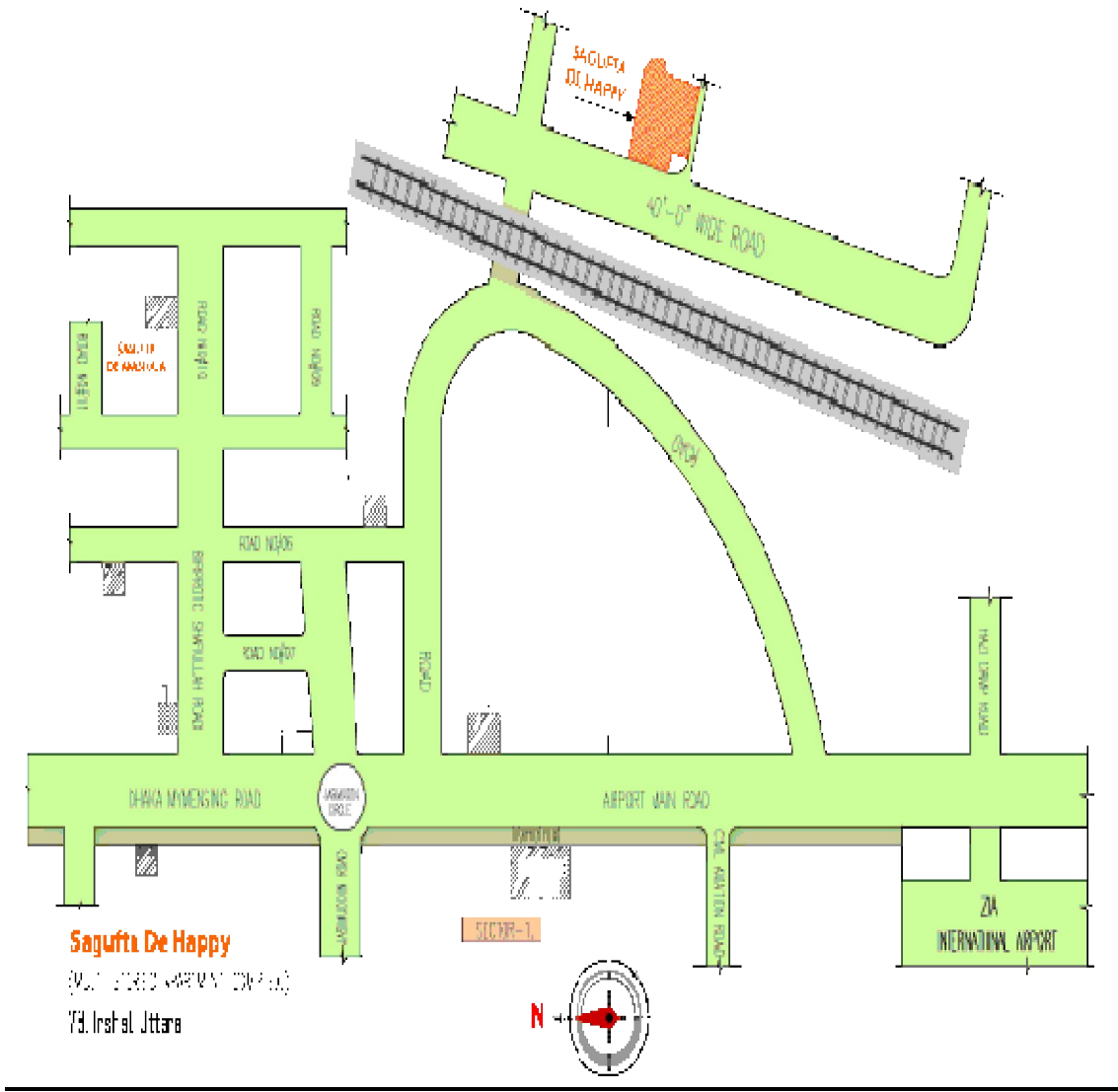


Figure: Location map of SAGUFTA De' Happy

3. SAGUFTA De' Khan:

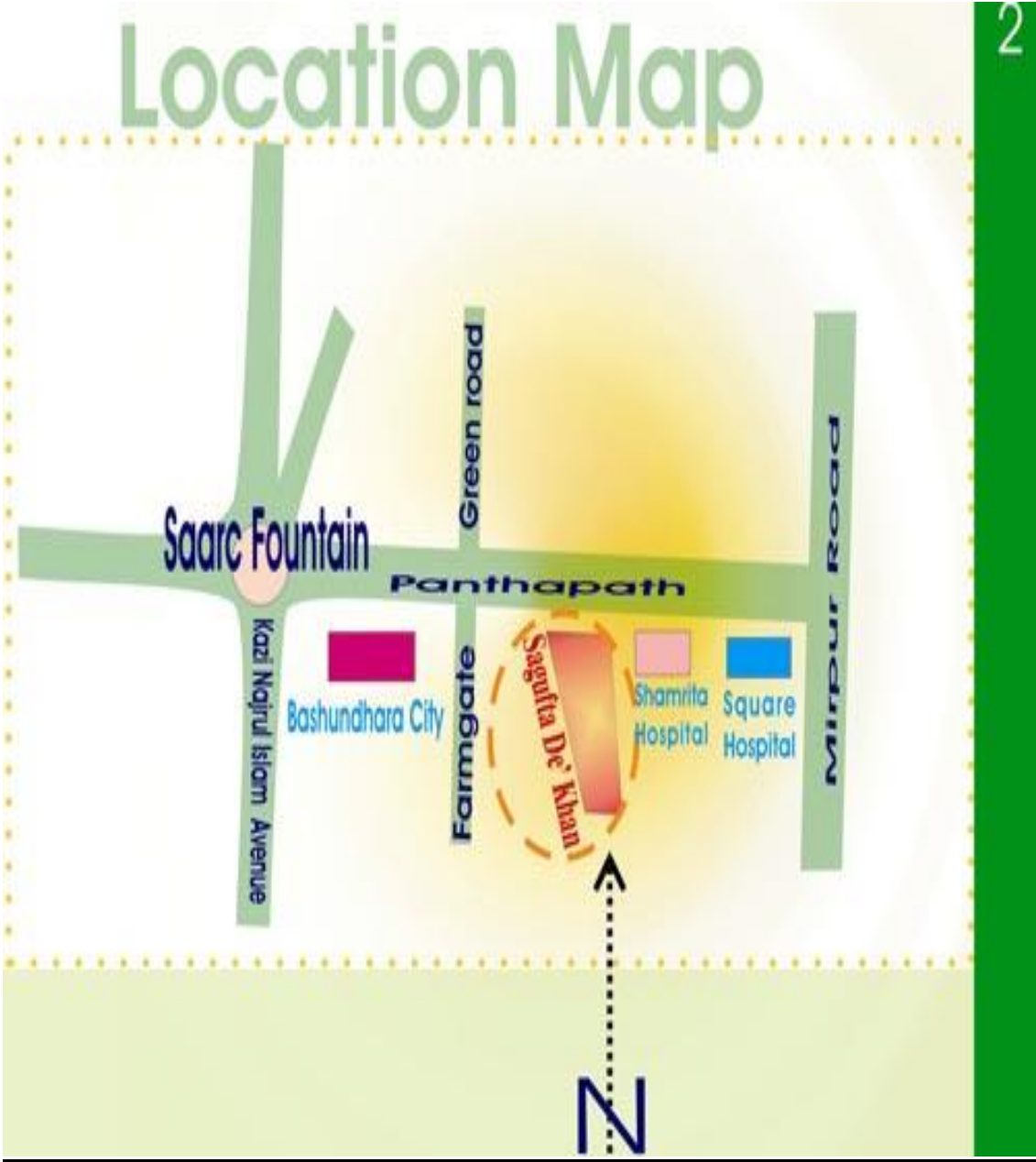


Figure: Location map of SAGUFTA De' KHAN

4. SAGUFTA De' Laurel:



Figure: Location map of SAGUFTA De' Laurel

5. SAGUFTA De' JAMIL:

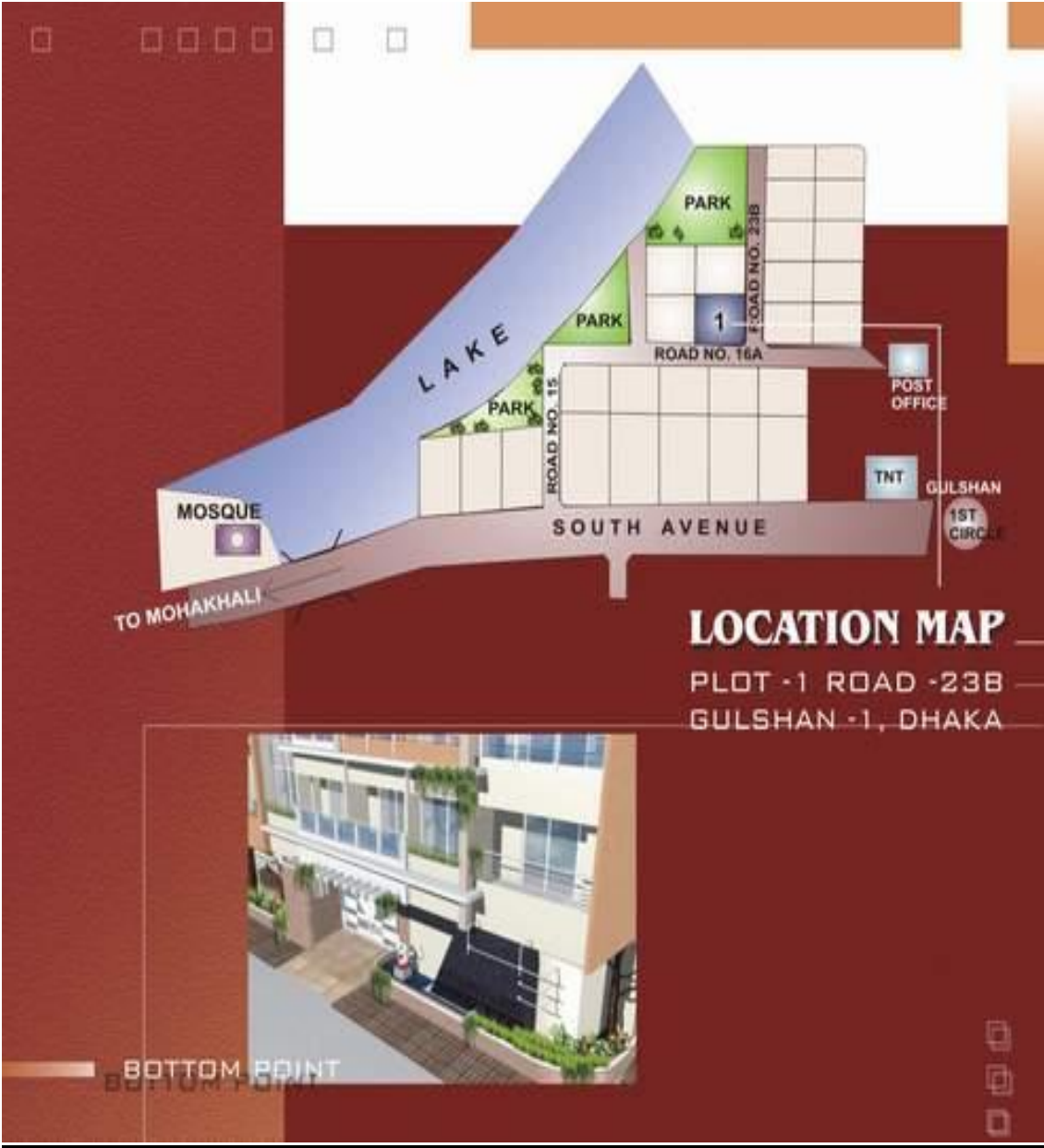


Figure: Location map of SAGUFTA De' JAMIL

6. SAGUFTA ADRAL:

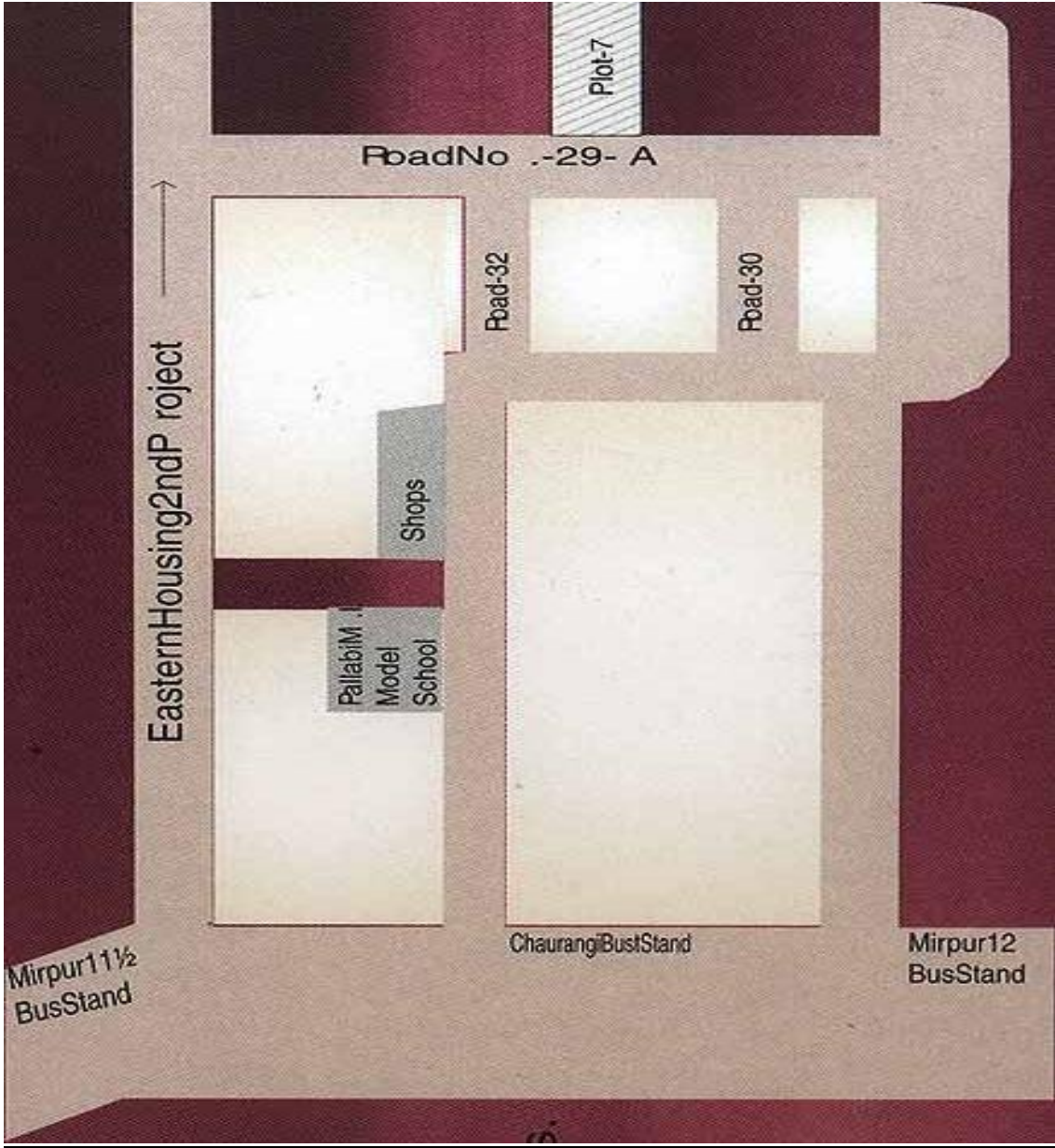


Figure: Location map of SAGUFTA ADRAL

Price: -

Generally price is the amount of money charged for a product or service, or sum of the value that consumers exchange for the benefits of having or using the product or service. Again pricing policy is the course of action or guiding philosophy that helps a business firm to pricing decisions smoothly and perfectly. It also guides the company to achieve its goals. It is an important element of the entire marketing strategy of a business. A company can easily manipulate the demand of the target market by handling its price carefully.

There are many different pricing strategies that companies can use to decide on a price for their product including market and psychological pricing method.

Some examples of pricing decisions to be made include:

- Pricing strategy
- Suggested retail price
- Volume discounts and wholesale pricing
- Cash and early payments discounts/ bonus
- Seasonal pricing
- Bundling
- Price flexibility
- Price discrimination

Available Floor & Price List

Of

All Projects

Project Name: SAGUFTA De' Akashaja

Address:House -33, Road-10, Sector-04, Uttara Model Town

Project Type:08 Storied Residential Building

Total Area:5.04 Katha

Facing:South

Price Schedule

Floor	Floor Type	Size (sft)	Price Per Sft
1 st to 7 th	Type - A	1200 (Approx.)	
	Type - B	1260 (Approx.)	
	Available Floor		7 th (B)
	Sold Floor		A-4, B-4, A-5, B-5, A-6, B-6
	Price Per Sft		Tk. 6,700/-
	Each Parking		No Car Parking
	Utility Charging		Tk. 1,00,000/-
	Down Payment		
	Total Instalment		18 Nos.

NB: Before sale please contact sales & marketing division at Panthapath office for more confirmation of available.

Figure: Price list of SAGUTA De' Akashaja

Project Name: SAGUFTA De' Happy

Address:78, Irshal Road, Koshihari, Uttara

Project Type: 10 Storied Residential Building

Total Area:22.42 Katha

Facing:West

Price Schedule

Floor	Floor Type	Size (sft)	Price Per Sft
1 st to 9 th	Type - A	1500 (Approx)	
	Type - B	1247 (Approx)	
	Type - C	1381 (Approx)	
	Type - D	1293 (Approx)	
	Type - E	1362 (Approx)	
	Type - F	1325 (Approx)	
	Type - G	1500 (Approx)	
	Price Per Sft		Tk. 4,600/-
	Each Car Parking		Tk. 3,00,000/-
	Down Payment		
	Total Instalment		28 Nos.
	Utility Charge		Tk. 1,00,000/-

NB: Before sale please contact sales & marketing division at Panthapath office for more confirmation of available floor & price update.

Figure: Price list of SAGUTA De' Happy

SAGUFTA De' Happy

Floor Distribution

Floor	Type- A 1500sft	Type- B 1247sft	Type- C 1381sft	Type- D 1293sft	Type- E 1362sft	Type- F 1325sft	Type- G 1247sft
9 th	DV	DV	DV	L.O	L.O	L.O	L.O
8 th	Sold	DV	L.O	Sold	DV	L.O	L.O
7 th	Sold	L.O	L.O	L.O	L.O	L.O	L.O
6 th	Sold	L.O	L.O	Sold	Sold	L.O	Sold
5 th	Sold	L.O	L.O	L.O	L.O	L.O	Sold
4 th	Sold	Sold	DV	Sold	DV	L.O	Sold
3 rd	Sold	Sold	DV	DV (Khan Sir)	DV	L.O	Sold
2 nd	Sold	Sold	DV	DV	DV	L.O	Nizam (sold)
1 st	Sold	Sold	Community space	Community space	DV	L.O	DV
Ground Floor				Car Parking -28			
Basement				Car Parking -33			

Car Parking: DV -36 Nos. Car Parking: L.O-25

Figure: Floor Distribution of SAGUTA De' Happy

Project Name: SAGUFTA De' KHAN

Address:77, Panthapath, Dhaka

Project Type: 15 Storied Commercial Cum Residential Building

Total Area:12 Katha

Facing:South

Price Schedule

Available Floor	Floor Type	Size (Sft)	Price Per Sft
	Office Space	1330(Gross Area)	Tk. 16,000/-
	Office Space	5147(Gross Area)	Tk. 14,000/-
	Office Space	(Back Side)2537 (Gross Area)	Tk. 12,000/-
	Sold Floor		Ground A-2, 3 rd , 7 th , 8 th , 9 th (Half)
	Corporate Office		4 th , 5 th
	Each Car Parking		Tk. 5,00,000/- (Fixed)
	Down Payment		
	Total Instalment		
	Utility Charge		Tk. 100/- Per sft (Fixed)

NB: Before sale please contact sales & marketing division at Panthapath office for more confirmation of available floor & price update.

Figure: Price list of SAGUFTA De' KHAN

Project Name: SAGUFTA De' Laurel

Address: ½, ABC Kamalapur Bazar Road, Motijheel, Dhaka-1000

Project Type: 14 Storied Commercial Building

Total Area: 12.58 Katha

Facing: NW

***Floor Distribution not Completed**

Price Schedule

Available Floor	Floor Type	Size (sft)	Piece Per sft
Ground	Office Space	4223 (Gross Area)	Tk. 16,000/-
1 st	Office Space	4460 (Gross Area)	Tk. 16,000/-
2 nd	Office Space	4460 (Gross Area)	Tk. 12,000/-
3 rd	Office Space	4460 (Gross Area)	Tk. 12,000/-
4 th	Office Space	4460 (Gross Area)	Tk. 12,000/-
5 th	Office Space	4460 (Gross Area)	Tk. 12,000/-
7 th	Office Space	4460 (Gross Area)	Tk. 10,000/-
8 th	Office Space	4474 (Gross Area)	Tk. 10,000/-
10 th	Office Space	4474 (Gross Area)	Tk. 10,000/-
12 th	Apartment For Commercial Purpose	3960 (Gross Area)	Tk. 10,000/-
	Each Car Parking		Tk. 5,00,000/- _(Fixed)
	Sold Floor		6 th - A, B, C, 9 th -A,B, C, D, 11 th
	Down Payment		

	Total Instalment		25 Nos. (Fixed)
	Utility Charge		Tk.100/- Per Sft (Fixed)

NB: Before sale please contact sales & marketing division at Panthapath office for more confirmation of available floor & price update.

Figure: Price list of SAGUFTA De' Laurel

Place/Location: -

The place where you can expect to find your customer and consequently the sale is realized.

SAGUFTA Group has no outdoor selling procedure and no channel of distribution. The customers can only buy their preferred plots either in the offices or through the SAGUFTA website.

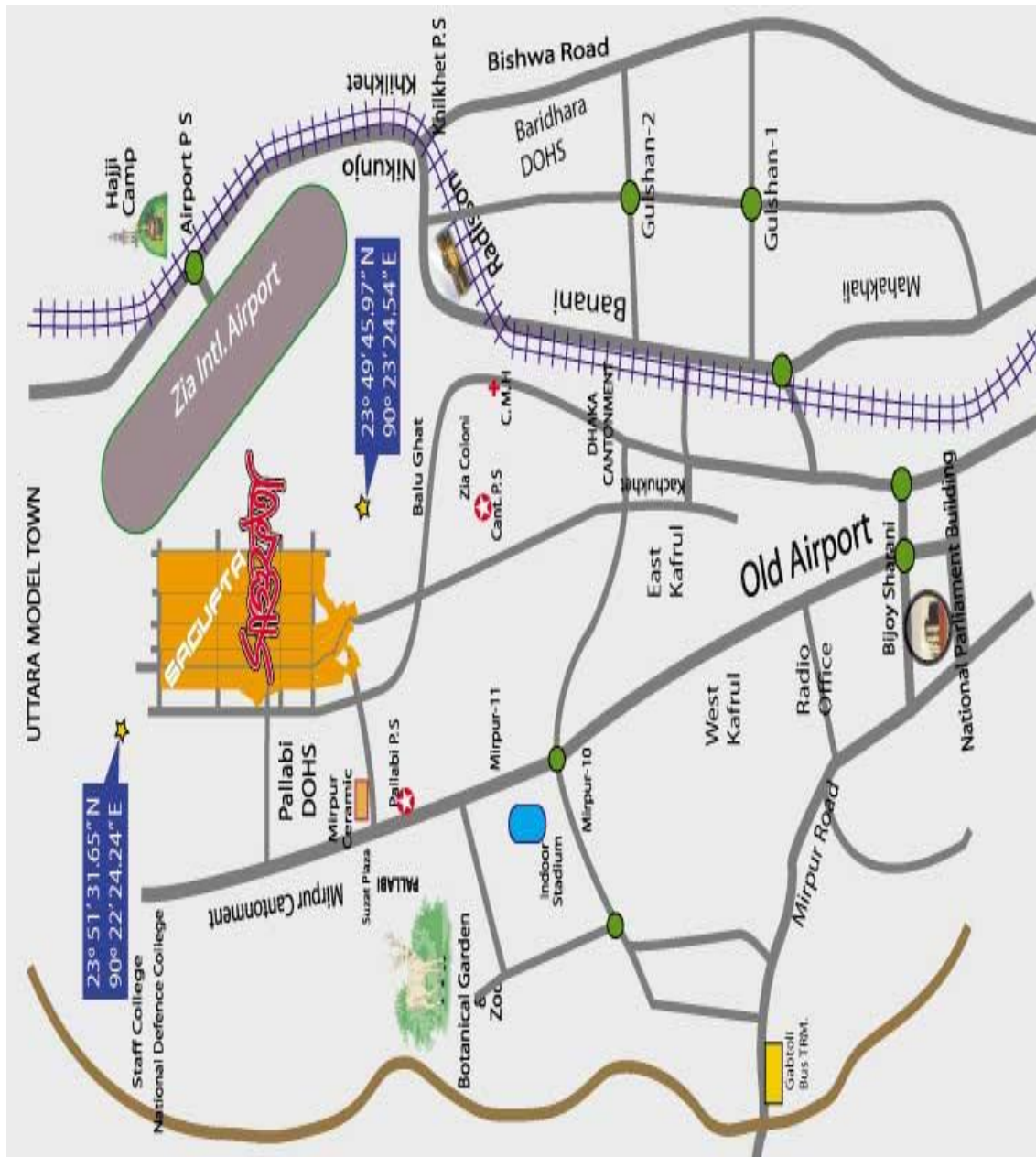


Figure: Location Map of SAGUFTA Group

Head Office:

Suzat Plaza, 2 Suzat Nagar, Pallabi, Dhaka-1216.
Ph.: 880-2-8015835,8061681,8024205,
900076.Fax: 880-2-9005945,8017933

Corporate Office:

Firoz Tower(5th, 6th & 12th Floor)
152/3/B West Panthapath, Green Road, Dhaka-1215.
Ph.: 880-2-8155962,8129100,9113146.
Fax: 880-2-9129281
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Promotion: -

There are two types of advertising process. One is above the line (ATL) another is below the line (BTL). SAGUFTA mainly follows the ATL method. ATL advertising includes Press add, TV, Radio, Newspaper, Magazine, Billboard, Banner, Signboard, Poster, Leaflets.

SAGUFTA Group also participates on REHAB housing fair two times in a year & American Chamber of commerce fair.

Advertising

Here most of the importance is given to the advertisement and or creating customers faith and also to the after sales services. SAGUFTA spends the biggest portion of its promotion budget for advertising. When we look at the company, we can easily realize that the company could successfully anticipate the effectiveness of advertising. Here some of vehicles used as media for the advertisement of SAGUFTA Group.

Newspaper

Advertisements are published frequently on the most of the national dailies with various facilities, services, latest offer, attractive photograph of the projects etc.

Neon Sign Billboard

Lots of billboard and neon sign are established at the different places of the city. Generally these places are selected according to the commercial importance.

Television

Advertisement is also frequently shown on the national and private channel in order to attract the potential customers and also to get the people to know about the projects.

Sales Promotion

Sales promotion is another essential ingredient in marketing campaign. Advertisement offers a reason to buy, where as sales promotion offers an incentive to buy. SAGUFTA offers the following- discounts, gifts, low cost services, price off, cost free service etc.

3.3 SWOT Analysis:

The term SWOT is the abbreviated form of Strength, Weakness, Opportunity, & Threat. In SWOT analysis Strength & Weakness are determined by internal factors, while Opportunity & Threat are determined by external factors.

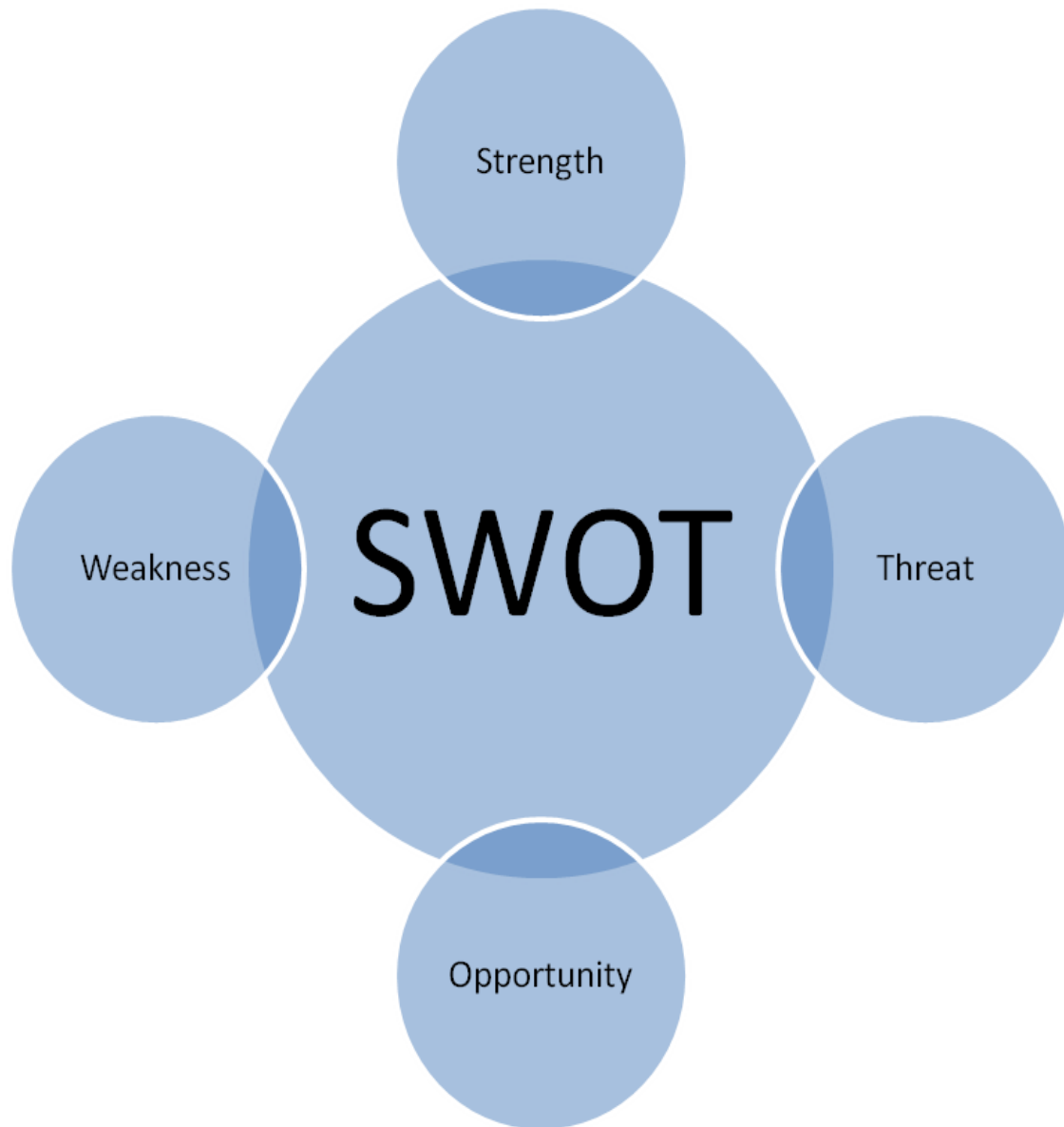


Figure: SWOT

S (strengths):

- SAGUFTA Group is the market leader with a big market share enabling a greater financial ability. It has the highest coverage and more than 10 thousand valid customers.
- SAGUFTA Group's management systems are always committed to better service.
- Brand name SAGUFTA Group musters up a positive feeling, as it is associated with the social contribution generated by SAGUFTA Group. It also generates a patriotic vibe.
- SAGUFTA Group maintains good relationship between top management & employees.
- SAGUFTA Group's market potentiality is very high.
- SAGUFTA Group has a well-decorated office.
- SAGUFTA Group has strong security system.

W (weaknesses):

- Instalment facilities are not in customers favour.
- Decision can take only the top management.
- Could not maintain the rules & regulation according to appropriate law.
- Improper government policy.
- Low area market coverage.
- Lack of coordination among the various departments and divisions.

O (opportunities):

- Real Estate business is one of the fastest growing industrial sectors of Bangladesh.
- Improve the service quality then the others.
- There is a huge number of Bangladeshi who lives outside Bangladesh. All of them have a dream to buy the land or apartment in home country.
- Now Real Estate sector is a booming sector of Bangladesh.

T (threats):

- Complexity of RAJUK rules & regulation.
- Increasing number of Real Estate Companies.
- Political parties interrupt in the way of development.
- Growing up of overall cost.
- Political instability.

3.4 Property Ownership & Satisfaction

In the high-income level people own houses when they are in the age range of 30-39 years. But in the medium income level sometimes it takes more than 50 years or even never in the lifetime. Low-income people mainly build their own houses in their own way. Sometimes their houses are not buildings; rather they are made of woods and steels.

Most of the respondents fall in between ‘happy’ and ‘somehow happy’ categories in terms of the quality, post purchase care, financing terms, and luxury aspects. But almost all the respondents are ‘somehow happy’ in case of ‘time to hand over’ aspect. It happens because companies can’t keep their promises on the delivery date. Respondents think that this is the negligence of the companies rather than something unavoidable. Some high-income people are not satisfied with the ‘luxury aspects’ of houses but they said that they have the chances to change the components by discussing with the developers.

3.4 Customer Satisfaction Analysis on SAGUFTA Group

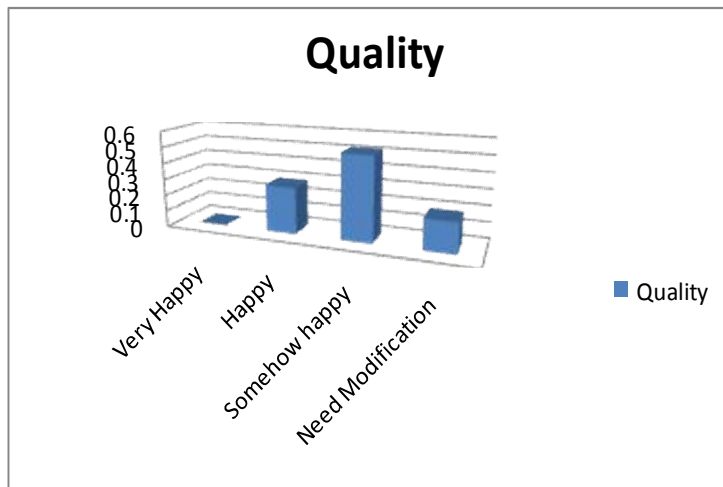
Customer Demography:

For this part of the report, I conduct a survey on the real estate customers who are the clients of SAGUFTA Group. After finishing the survey, I found the following findings:

<u>Categories</u>	<u>Very Happy/Highly Satisfied</u>	<u>Happy/Satisfied</u>	<u>Somehow Happy/Dissatisfied</u>	<u>Need Modifications/Highly dissatisfied</u>
Quality	--	29%	52%	19%
Post purchase care	19%	40%	33%	8%
Terms & conditions	11%	33%	56%	--
Luxury aspects	2%	45%	52%	1%
T	--	10%	87%	3%
Project Location	3%	48%	49%	--
Price	12%	23%	52%	13%
Sales procedure	18%	39%	24%	19%
Financing ease	14%	38%	35%	13%
Company Location	46%	24%	30%	--

Figure: Customers' Satisfaction of SAGUFTA products

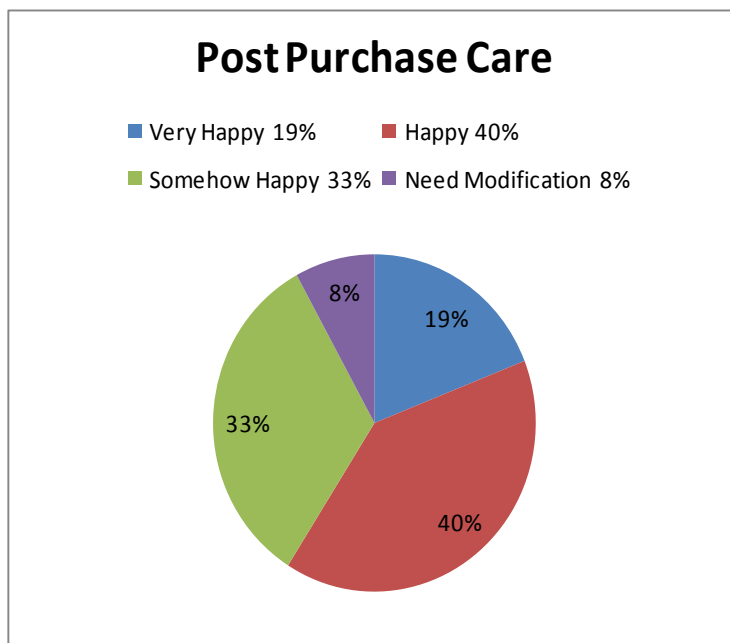
3.4.1 Level of customer's satisfaction regarding Quality



Fromthesurveyit is found that out of 30 respondents 52% customers are somehow happy, 29% of them are happy and 19% think that the company needs modification.

Figure: Customer's satisfaction regarding quality

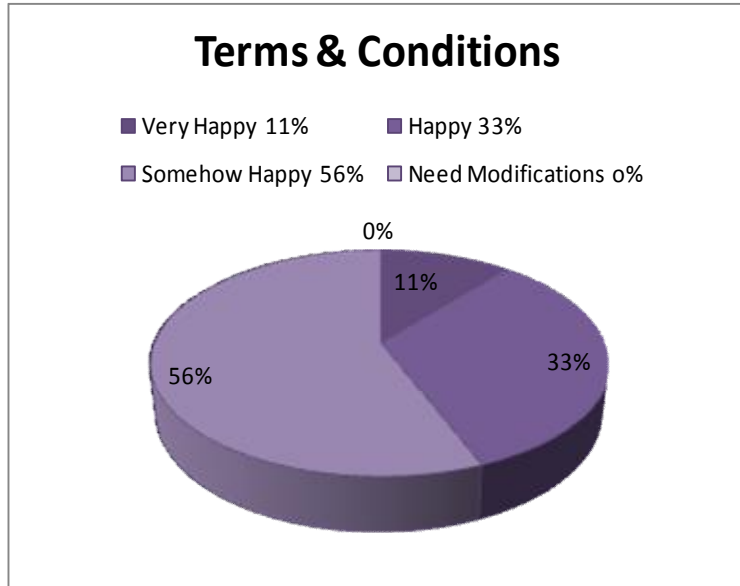
3.4.2 Level of customers' satisfaction regarding Post Purchase care



Fromthesurveyit is found that out of 30 respondents 19% customers are very happy, 33% customers are somehow happy, 40% of them are happy and 8% think that the company needs modification.

Figure: Customers' satisfaction on Post Purchase Care

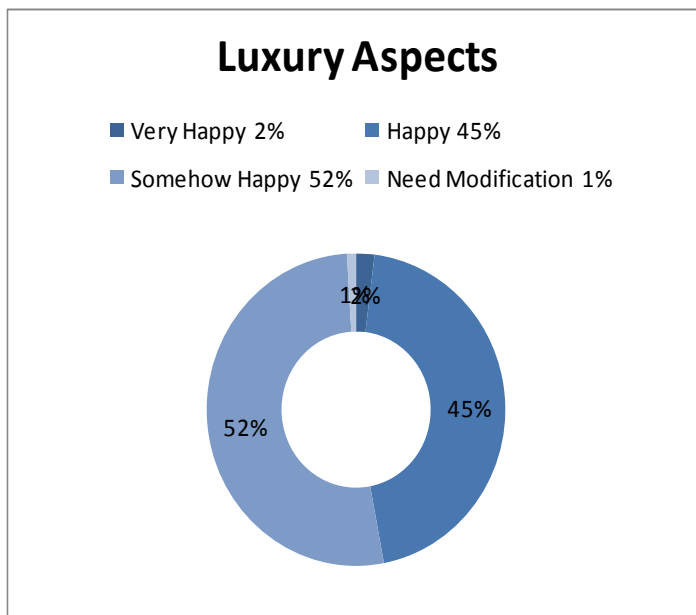
3.4.3 Level of customers' satisfaction regarding Terms & Conditions



From the survey it is found that out of 30 respondents 11% customers are very happy, 33% customers are happy, 56% of them are somehow happy.

Figure: Customers' satisfaction on terms & conditions

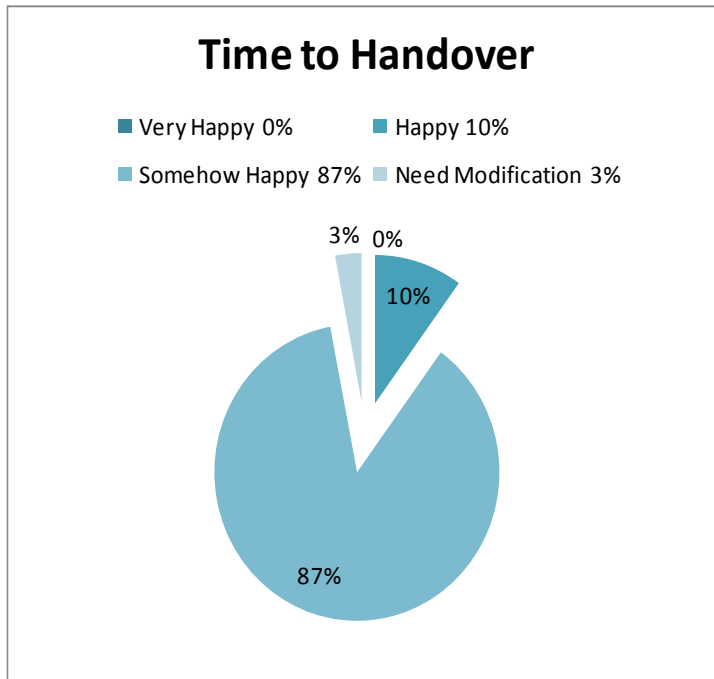
3.4.4 Level of customers' satisfaction regarding Luxury Aspects



Most of the customers are happy and somehow happy. Very few of them are very happy and think about the need of modification regarding this point.

Figure: customers' satisfaction on luxury aspects

3.4.5 Level of customers' satisfaction regarding Time to hand over



Most of them are somehow happy regarding time to handover.

Figure: Customer's Satisfaction on Time to handover

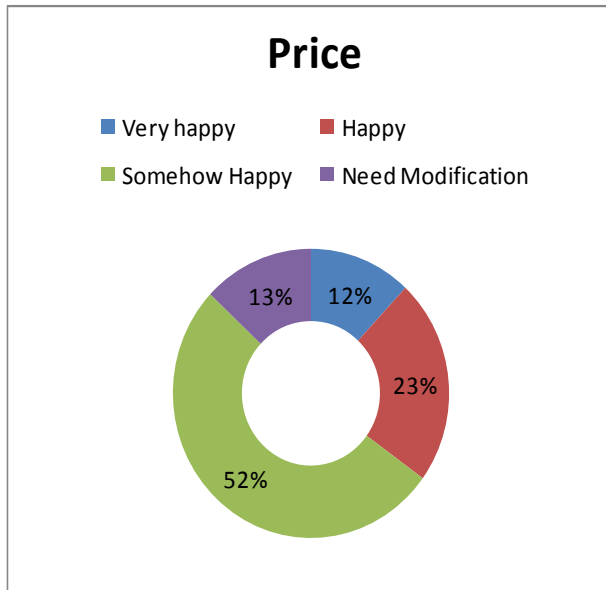
3.4.6 Level of customers' satisfaction regarding Location of the Project



From the survey it is found that out of 30 respondents 3% customers are very happy, 48% customers are happy, 49% of them are somehow happy.

Figure: Customer's Satisfaction on Location of the Project

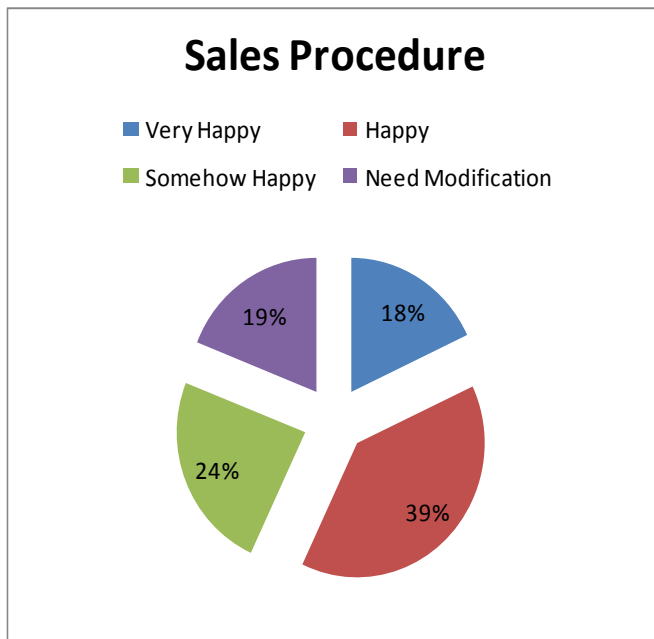
3.4.7 Level of customers' satisfaction regarding Price



Fromthesurveyit is found that out of 30 respondents 12% customers are very happy, 23% customers are happy, 52% of them are somehow happy and 13% of them think about need modification.

Figure: Customers' satisfaction on Price

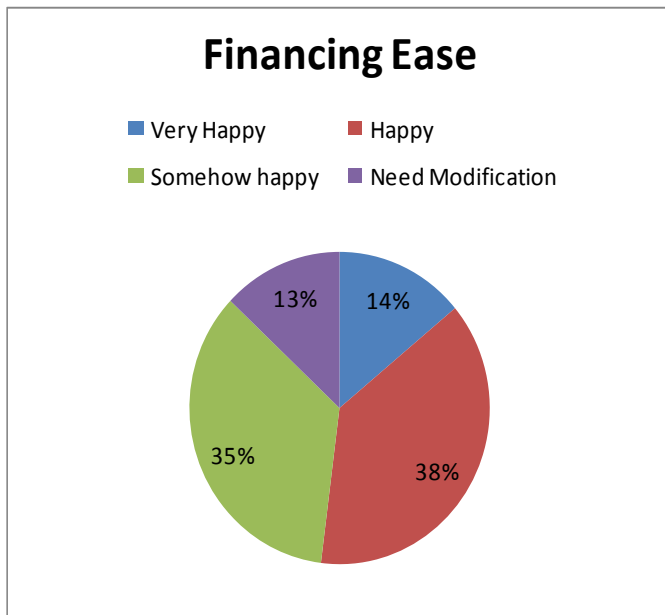
3.4.8 Level of customers' satisfaction regarding Sales Procedure



Fromthesurveyit is found that out of 30 respondents 18% customers are very happy, 39% customers are happy, 24% of them are somehow happy and 19% of them think about need modification.

Figure: customers' satisfaction on sales procedure

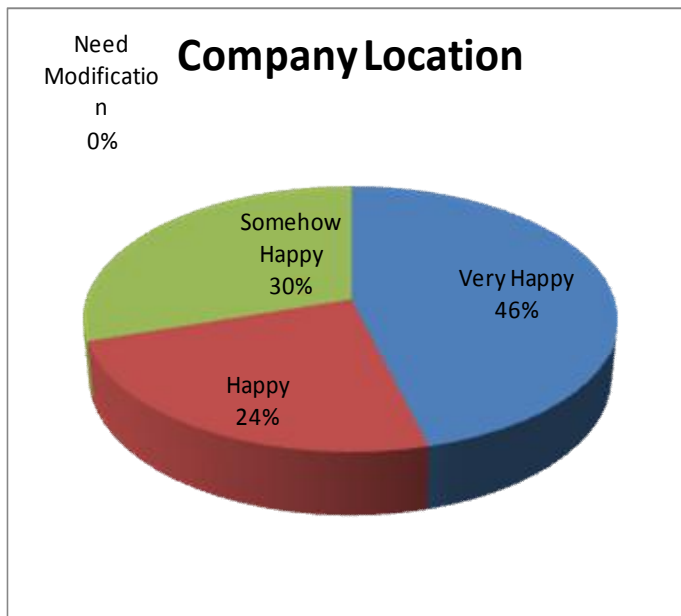
3.4.9 Level of customers' satisfaction regarding Financing Ease



From the survey it is found that out of 30 respondents 14% customers are very happy, 38% customers are happy, 35% of them are somehow happy and 13% of them think about need modification.

Figure: customer's satisfaction on Financing Ease

3.4.10 Level of customers' satisfaction regarding Company Location



From the survey it is found that out of 30 respondents 46% customers are very happy, 24% customers are happy, 30% of them are somehow happy.

Figure: Customers' Satisfaction on Company Location

Chapter-04

4.1 Findings

- * Very few customers are “satisfied” with the quality of their service.
- * The post purchase care of this company is not bad that’s why 40 present of the customers are “happy/satisfied”.
- * Almost all the respondents (87%) are ‘somehow happy’ in case of ‘time to hand over’ aspect.
- * Customers are worried about getting the services of DESA, WASA, and T&T etc.
- * The price is increasing day by day. 52% respondents are “somehow happy/dissatisfied” regarding the price.
- * Most of the customers are not highly satisfied about sales procedure.
- * 46% of the respondents are highly satisfied/very happy about the Company Location.
- * Only 1% of the customers are very happy and think about the need of modification regarding luxury aspects.
- * Most of the customers are happy/somehow happy about the Luxury aspects.
- * Only 1 percent of respondents are thinking about the need of modification regarding luxury aspects.
- * 49% of customers are somehow happy/ dissatisfied regarding their project location.
- * The company should follow the RAJUK plan for a safe, secured, environmental accommodation.
- * SAGUFTA Group has strong security system.
- * They offer their project not only for higher class customer but also for the middle class customers and prepare the apartment for them.
- * Decision making process is only under the power of top-level management. It interrupts during taking any kind of immediate steps.
- * Project type; Land area, Consultant, No. Of apartments, Size of apartment, Total car parking should mention specifically.

- * The employees are not highly satisfied regarding the company policies.
- * They could not maintain the rules & regulation according to appropriate law.
- * There is lack of coordination among the various departments and divisions of Sagufta Group.
- * SAGUFTA Group maintains good relationship between top management & employees.

4.2 Recommendations

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

- * Very few of customers are highly satisfied with the quality of their service. So, The authority of Sagufta should give more emphasize on modernization of customer service.
- * The company should maintain internal quality management through training to its employees.
- * To provide the services of DESA, WASA, T&T etc. for the customers, the company needs to be strengthened & for getting connection of utilities promptly, the procedural bottleneck should be removed.
- * Most of the customers are expecting the price to be stable and reasonable, so the price should be established carefully per plot.
- * All modern facilities should be distributed equally to all customers.
- * The Company should give the security of apartment buyers that the materials will be used same as the contract is made.
- * Most of the customers are worried about the plot handover process. So, to keep customers faith, it must be done timely.

- * The Company should open a customer care window to update the information about their project's completion.
- * To gain a strong position in the race of real estate business the promotional activities need to be done more widely.
- * Decision making process should be more decentralized but without any corruptions. Proper control mechanism should be designed and properly implemented.
- * Most of the customers are not highly satisfied about sales procedure so sales procedure should be modified.
- * Sagufta should increase more skilled manpower to do its activities more efficiently, so that many of the employees do not have to take mental pressure to handover the projects in time.
- * Profit maximization should not be the motto.
- * DAP implementation should be in mind for future generation.
- * SAGUFTA helps to improve customer's living standard.

Chapter-05

5.1 Conclusion

In our country there is a not adequate land for people's livings. Peoples are very interested to get a piece of land that meets their housing problem. SAGUFTA Group is one of the renowned housing companies in Bangladesh. The company provides complete housing solution to the people. SAGUFTA Group also contributes in our national economy. Main goal of SAGUFTA Group is to provide better services to the customers.

During the internship period in SAGUFTA Group there was a chance to practically use my knowledge and skills, which I have gained during my academic study as well as gained & experienced different new skills of the job. It also helped to learn about the real estate sector's works in Bangladesh, its procedure, products and services.

Here is the report, it was tried my best to give very informative and useful details regarding my internship in SAGUFTA Group. I realized that gaining practical experience is as important as learning lessons from the book. I was fortunate enough to secure a position as an internee here & thereby able to do an in-depth analysis of the working environment of this company from the inside and the external environment.

Chapter-06

Appendix

Questionnaires

(For the employee only)

Instructions (Request to response)

Please supply the true information

All information shall be kept strictly confidential

Please try to answer all the questions and tick the appropriate box.

Name :

Address :

Designation :

Sex :

Income (in average) :

Length of Service :

1. Who are the target customers?

- A. High income family
- B. Middle income family
- C. Low income family
- D. B&C

2. Which product is more popular among customers?

- A. Apartment

- B. Land
 - C. Building development
 - D. A&C
3. Which sales promotion is more popular among customers?
- A. Discounts
 - B. Gifts
 - C. Low cost service
 - D. Price off
 - E. All of these
4. Do you face any problem to collect money?
- A. Yes
 - B. No
 - C. No comment
5. Most of the customers are worried about the plot handover process.
- A. Yes
 - B. No
 - C. No comment
6. SAGUFTA helps to improve customer's living standard.
- A. Strongly agree
 - B. Agree
 - C. Disagree
 - D. Strongly disagree

Questionnaires

(For the customers only)

Instructions (Request to response)

Please supply the true information

All information shall be kept strictly confidential

Please try to answer all the questions and tick the appropriate box.

Name :

Address :

Designation :

Sex :

Income (in average) :

Occupation :

1. What is the product you prefer from SAGUFTA?

- A. Ready Flat
- B. Flat under construction
- C. Plot

2. Are the terms and conditions of SAGUFTA comfortable for you?

- A. Yes
- B. No
- C. No comment

3. Do you face any problem regarding the paying of instalment?

- A. Yes
- B. No

C. No comment

4. Does the company help you in the time of any facing problem regarding the payment?

A. Yes

B. No

C. No comment

5. SAGUFTA helps you to improve your living standard.

E. Strongly agree

F. Agree

G. Disagree

H. Strongly disagree

6. Are you satisfied with the term services rendered by SAGUFTA?

A. Yes

B. No

C. No comment

Chapter-07

7.1 References

Website references:-

- www.saguftagroup.com
- www.realestate.com
- www.worldrealestste.com
- www.saguftagroup.com/cp.html

Documents:-

- Prospects of SAGUFTA Group
- Different manuals of SAGUFTA Group
- Different circulars of SAGUFTA Group
- SAGUFTA Software

List of the abbreviations used in this report:

ISO-International Standards Organization

Ltd- Limited

Pvt- Private

RAJUK- RajdhaniUnnayanKartipakkha (Capital Development Authority)

DESA- Dhaka Electric Supply Authority.

WASA- Water Supply &Sewerage Authority

T&T- Telegraph and Telephone

REHAB- Real Estate and Housing Association of Bangladesh

ATL- Above The Line

BTL- Below The Line

TV- Television

NW- North West

Nos. – Numbers