



RDL Real Estate & Developments Ltd.

# **An Analysis of Operational Characteristics of RDL Real Estate & Development Ltd.**

Prepared By:

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Department: of Commerce

Faculty of Business & Economics

Daffodil Intentional University



# **An Analysis of Operational Characteristics of RDL Real Estate & Development Ltd.**

**Prepared under the supervision of:**

**Prof. Dr. M. Mizanur Rahman**

**Department of Real Estate**

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**ID: 111-27-202 Program: B.R.E**

**Bachelor of Real Estate**

**Faculty of Business & Economics**

**Date of Submission: 25 October, 2014**

# Letter of Transmittal

**June 12, 2014**

**Prof. Dr. M. Mizanur Rahman**

**Department of Real Estate**

Daffodil International University

**Sub: Submission of the Internship Report**

Dear Sir,

I am pleased to submit this internship report on “An Analysis of Operational Characteristics of RDL Real Estate & Development Ltd.” which is prepared for the purpose of fulfilling a requirement of the Internship program.

This report helped me to know the valuable knowledge about Operational Characteristics of RDL Real Estate & Development Ltd. and Marketing Policy of Real Estate industry in Bangladesh. I have tried my level best to collect the information for the report. I hope the report will give a fair idea on the concerned issue. I wish that you would be very pleased to accept my report and oblige there by.

Sincerely yours,

.....

Shamima Nasrin Khan

ID # 111-27-202

9th Batch

## **Supervisor's Certificate**

This is certify that **Shamima Nasrin Khan** of BRE program, holding ID: 111-27-202, a student of BRE program of Daffodil International University, has completed internship report titled **“An Analysis of Operational Characteristics of RDL Real Estate & Development Ltd.”** under my supervision.

I wish her every success in life.

**Prof. Dr. M. Mizanur Rahman**

**Department of Real Estate**

Daffodil International University

## Student's Declaration

I hereby declare that the report of internship namely **“An Analysis of Operational Characteristics of RDL Real Estate & Development Ltd.”** by me after the completing of 3 (Three) months of internship with **RDL Real Estate & Development Ltd.** and a comprehensive study of operational characteristics of Real Estate Market and its' Industry.

I also declare that this paper is my original worked and prepared for academic purpose which is a part of BRE and the paper may not be used in actual market scenario.

Sincerely yours,

---

**ShamimaNasrin Khan**

ID: 111-27-202

Batch: 9<sup>th</sup> Faculty of

Business and Economics

Daffodil International University

## Acknowledgement

Internship program is an essential part of BRE course. Everyone who studying BRE had been provided to different organizations to gather practical experience within the period of three months by observing and doing those organizations daily works. In this regard my internship program had been arranged at “RDL Real Estate & Developments Ltd. At first would like to pay my gratitude to my Department of Real Estate Prof. Dr. M. Mizanur Rahman for all he has taught me over the whole internship period.

My cordial thanks go to Mr. Sayed Aminullah (M.D), Md. Naime Hossain Assistant manager (Admin), Engr. Md. Rajaul Alam (Engineer), Partha Pratim Ghosh (Manager), Md. Rafiqul Islam (GM), Kazi Nosiba Jaman (senior executive of procurement department), who guided during my internship period in “RDL Real Estate & Developments Ltd.”

Feel debt to the officers, especially those with whom have worked for their role in conducting my study. The talented officers deserve praise for their help and behavior.

At last want to mention the wonderful working environment and co-operative group behavior of this company that has enabled a great deal to do and observe the activities during the internship period.

## **Executive Summary**

We would like to draw a significant benchmark in the Real Estate sector with our services, commitment, and dignity. We work to make a positive footstep in the National Economic Development, Employment generation. RDL started functioning from 2009 with the employees who had long experienced in the real state sector.

Our main aim is to establish a secured and foreign standard living atmosphere in Dhaka and Tourism city at a competitive price with decent comfort ability. We want to build such an exclusive, affordable, environment friendly, and planned building for our growing population. RDL Real Estate & Developments Ltd. is one of the top listed development company in this field. It has formed to contribute one basic needs of human being, Shelter. RDL introduces the most modern & Customized Products & Services for its valued clients. We, presently intend to offer flats to all corporate bodies & executive staff of any organization in our project. Our team consists of some of the best planners, architects, structural designers, supervising engineers, legal and financial experts and marketing & management professionals. Each area of our work is departmentalized on a purely functional basis and is directed to achieve qualitative superiority. Reasonable and competitive price, timely hand over and after sale services are the fundamental policies of the company for their utmost satisfaction. RDL Committed to building up your real roots. RDL's all planning work, programs and schedules are aided by computerized information system to achieve the highest standards of accuracy. And RDL is equipped with state-of-the-art technology and committed to provide technology based modern living project to its valued customers. We thus proceed to build homes, introducing daring and innovative living concepts.. We never compromises with its quality for secured living and uses Bangladesh national building code (BNBC) approved construction materials as per proper rules and regulations of Rajdhani Unnyan Kartripokhya [RAJUK] And Kolkata Tourism Centre [KTC]. RDL Real Estate & Developments Ltd. Takes part of different real estate fair in abroad like Australia Sydney, Canada. USA, UK RDL chooses lands at such a prime location in Dhaka with all type of communication facilities. RDL is the only committed developer company in Bangladesh that the valued buyers in land and in abroad always feel free for their secured investment.

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# **Chapter One**

## **Introductory Part**

## **Introduction:**

Housing is one of the fundamental needs of human being. It cannot be isolated main constraint against development of the highly populated and poor Bangladesh. Particularly the population of the Mega City Dhaka is increasing day by day as well as the effects of urbanization is also influencing its inhabitants in an increasing rate. But the total amount of the land in Dhaka City remains constant. According to the Dhaka Metropolitan Development plan 1995 the population of this city will be 15.6 million by the year 2015 and according to UNFPA Dhaka will be the fourth largest Mega City in the world by that year. People are continuously migrating from rural to urban areas for many reasons, choosing Dhaka City as the primary target. Due to unplanned urbanization and non-stop inflow of people problems of housing in Dhaka City has become severe. Due to incapability of governmental housing agencies of Dhaka to provide adequate and convenient housing facilities to its inhabitants, some of the Real Estate organizations have come forward to mitigate the problems, which create a new area of investment for private entrepreneurs.

In specifically, trying to work on the Procurement management in RDL Real Estate & Developments Ltd. Here would try to find out the overall process of procurement, its limitations, and associated challenges.

## **Background:**

In the emerging shape of Dhaka's urban outlook and life style, RDL Real Estate Ltd. is a promising name that has already marked its success as one of the distinct concept on real estate companies. The company has steered successfully through dynamic management and to the satisfaction of its clients keeping uncompromising standard with careful attention to greatest comfort and flawless high deluxe service. RDL Real Estate Ltd. is one of the leading real estate companies in Bangladesh. It specializes in developing apartment complexes in prime locations of Dhaka city. RDL Real Estate Ltd has become a trusted name in the real estate sector in Bangladesh in a very short time. From its very inception, the company has won the confidence and goodwill of its clients. RDL Real Estate Ltd has grown into a renowned and dependable organization, building elegant, aesthetically pleasing structures that grace Dhaka as finest neighborhoods, RDL Real Estate

Ltd. Try the highest quality building materials and finishing products to ensure durability and customer satisfaction. Main concentration of RDL Real Estate Ltd has been in the prime, attractive locations of Purana Paltan, Dhaka. They emphasize on sound construction and aesthetic design. Efforts are underway to cater to the needs of clients in every market segment. The success of such a large real estate company requires specialized labors and highly qualified professional backup and RDL Real Estate Ltd. Has developed a strong team of such highly skilled, experienced professionals to work under its competent management, Departments at RDL Real Estate Ltd. have reputation as a reliable real estate company that gives high priority to customer desire and needs, has been created through the hard work and dedication of its work force.

## **1.1 - Methodology Of the Study :**

For preparing this report here used secondary data & also used different sources for collect information.

### **❖ Source of Data:**

To prepare this report data and information have been collected from the following sources:

### **❖ Primary Sources:**

- Face to face conversation with the officers & staffs of the group.
- Desk work.
- Personal observation during the internship period.
- Questionnaire.

### **❖ Secondary Sources:**

- Prospectus of RDL Real Estate Ltd.
- Web site of RDL Real Estate Ltd.
- Web sites.
- Related files, documents & annual reports.

### **❖ Segregation of Data:**

Collected data were segregated from the source material for the purpose of preparing report.

❖ **Processing of Data:**

Collected data were compiled & processed for the purpose of preparing the report.

❖ **Presentation of Data:**

Collected data were compiled in table and figures presented in the body of the report.

❖ **Duration:**

Three months of internship program during the period of 15/01/2013 to 16/04/2013

## **1.2 - Limitations :**

While preparing this report, found some problems. These are given below.

- **Limitation of time:** It was one of the main constrains that hampered to cover all aspects of the study.
- **Lack of Secondary data:** The brochure was the main secondary source of information that was not enough to complete the report and provide to the reader a clear idea about the company.
- **Limitation of the scope:** While collecting data, they did not disclose much information due to the confidentiality of the organization.

## **Literature Review:**

The process of understanding and characterizing the diversity of demand that individuals bring to the marketplace is called market segmentation. The segment should be measurable, accessible and substantial. Three major types of market segmentation strategies: no segmentation, complete segmentation and concentrated segmentation. Behavioral, demographic, psychographic, geographic and sectorial are the bases for market segmentation. Two categories of space consumers: direct users, and indirect users (Desle, 2010).

The international home sales market in the use is concentrated in terms of purchasers' home country and preferred destination. International buyers came from nearly all over the globe, but six countries (Canada, china, Hong Kong, Mexico, India, and the united kingdom) and international activity throughout the country.(l yun,2012)sometimes heterogeneous nature, product price, localized nature use for market segmentation.(md.salaha)art Weinstein s book market segmentation segmented market as geographic, demographic, socioeconomic, geodemographic, physiographic, lifestyle. The various bases of segmentation analysis are geographic bases, demographic bases, psychological bases, psychographic bases, behavioral bases and industrial segmentation. (Ctynan, 1987)

Geographic segmentation (Population density, region, size and climate) Demographic segmentation(Age, income, purchasing power, occupation, gender ,family size, family life cycle, nationality religion etc.) Psychographic segmentation(Activities, interests, opinions, attitudes and values)Behaviouralistic segmentation(Benefit sought, usage rate, user status, brand loyalty, readiness to buy, occasion, attitude toward offering, intended use of property vacation, residential rental, primary residence, commercial rental, type of property purchased single family, town/row house, condominium area central city/urban, suburban, small town/rural, resorte.t.c) can be used in market segmentation.(Mj.seiler.el at 2011) others ways of segmentation are -metropolitan residential segment, metropolitan commercial segment, rural and regional estate agency services, business broking segment(Hofer et al,2007)

Segmentations instrumental in enabling organizations to manage a diverse and growing portfolio of customers, leading them to discover, for example:Highly profitable or high-use customers profitable or moderate-use customers, unprofitable or low-use customers etc. (Hofer et al, 2007)

# **Chapter Two**

## **Organizational Profile of RDL Real Estate Limited**

## **Origin of the report:**

The report is “A Study in RDL Real Estate & Its Operational Characteristics: An Analysis in Dhaka city the case of RDL Real Estate Ltd.” has started at the beginning of the semester under the Treasurer of the internship Prof. Dr. M. Mizanur Rahman. This is an internship report on RDL Real Estate Ltd. This organization is a real estate developer in nature. Basically it is engaged with purchasing underdeveloped land, developing purchased land, constructing apartments and selling of apartments and readymade flats. This Study contains a brief description about the purchasing procedures, formats are using this dept. and highlights the activities of purchasing dept. also.

### **1.1– Purpose of the Report:**

The purpose of this study is to partially fulfill the requirement of the internship and also to develop skills through learning a life situation and simultaneously brighten my experience regarding the study.

### **1.2- Scope of the Study:**

The persuasion of the internship program at “RDL Real estate & Developments Ltd.” is to fulfill the requirement. The report is concentrative on Real estate materials based on the “RDL Real estate Ltd.” It is not containing enough in depth study from any other source. The working area of the internship was in Head Office, Dawan Complex (2<sup>nd</sup> floor),60/E/1 Purana Paltan,Dhaka-1000, Bangladesh.

## Company Profile

### Background of the company:

**RDL real estate & development limited** started its journey as a private limited company, is engaged in construction of apartments in Bangladesh. **RDL real estate & development limited** is the one to turn to, for the construction of projects of any magnitude, where sky is the limit, specializes in developing teams of service driven, detail oriented professionals to ensure seamless co-ordination, creative planning and flawless execution of any project.

**RDL real estate & development limited** is the brand name synonymous with inspired, creative game plans that result in winning hearts and minds of valued clients. Exceeding our clients' expectation and achieving perfection for each and every project is our benchmark. We try to ensure our positive impact on any project, regardless of our role.

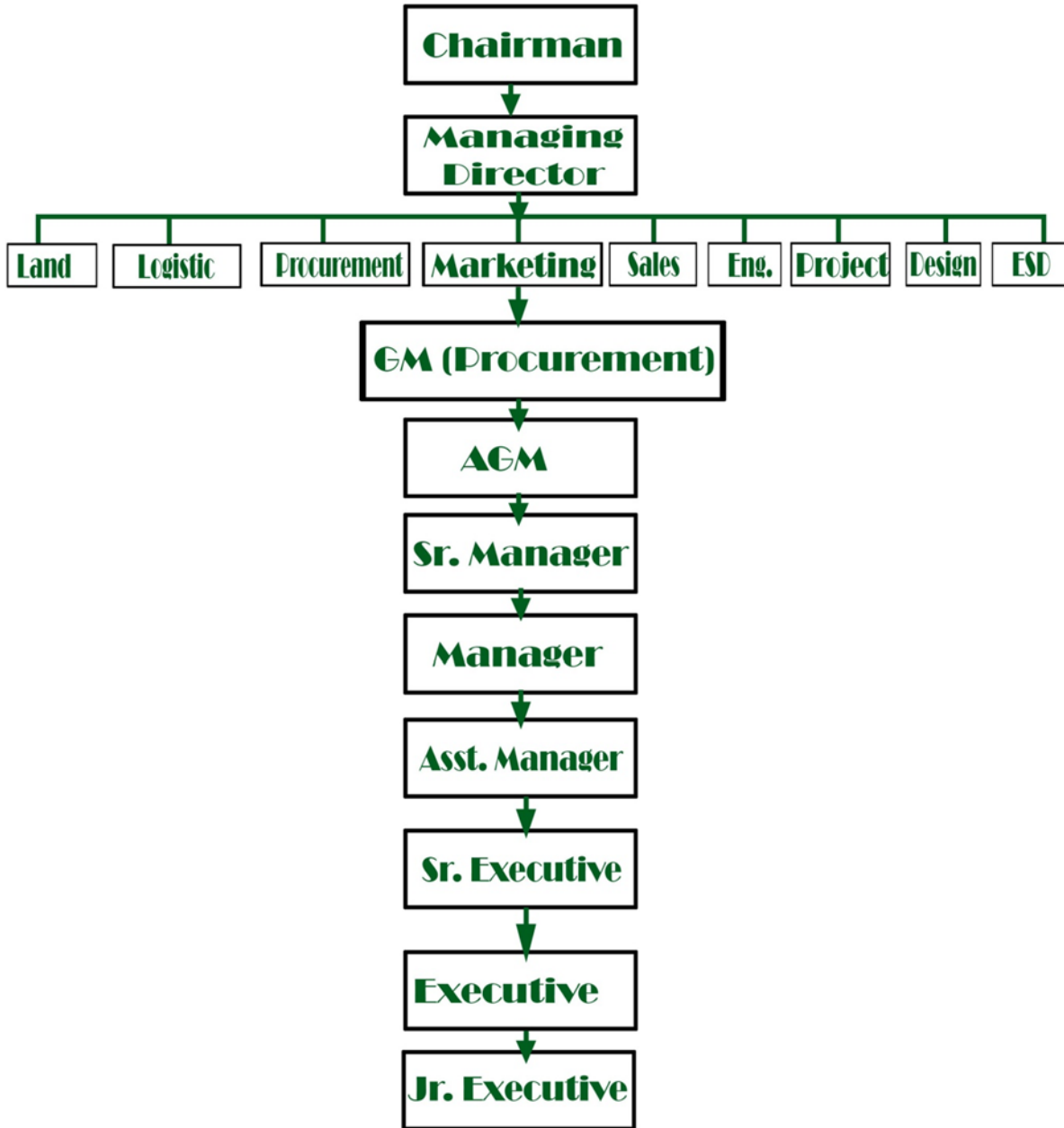
**RDL real estate & development limited** believes in quality not the quantity, is awarded with the internationally recognized ISO 9001-2008 certification for quality in 'design, development, construction & management'. We are ethically bound to be on our basic objectives, i.e. A) timely hand over b) quality and c) superb architecture as well as aesthetics. We put in our best effort to maximize the gain for our valued clients without compromising the quality.

### Management:

RDL real estate limited started its journey as a private limited company by a few dedicated and enthusiastic personalities , who with their vast experience and expertise, came forward to contribute actively and significantly in solving the most severe and acute problem of the country's and the accommodation for the urban and sub-urban people .Sayed aminullah is the managing director (md) of this company.



The structure of the company is given below:



## The characteristic of RDL Company:

Departments: 1

1. Reception
2. Customer service desk
3. Accounts
4. Finance
5. HRM
6. Marketing
7. Logistics e.t.c

- **Reception:**Where we can get any information of the company.
- **Customer service desk:** The customer service desk is a section of a company where customer can discuss any problem and known about the facilities in any product & project.
- **Accounts:** The department in a company which deals with money paid, received borrowed or owed
- **Finance:** the part of an organization that manages its money .the business functions of a finance department typically include:
  - Planning
  - Organizing
  - Auditing
  - Accounting and
  - Controlling.

It's a company's finances .The finance department also usually produces the company's financial statements.

**Marketing:** Marketing is the process of communicating the value of a product or service to customers.

- **HRM:** Human resource management is the part of management process which is concerned with the human beings of an organization.
- **Logistic:** The logistic department is a section of a company which manages logistic to ensure. The business is successful. Some of the key aspect of logistic includes:
  - Controlling stock levels
  - Operating storage facilities and Transporting goods

- Operational Process of RDL Real Estate Company:
  - Buying & selling and of Land
  - Procedure
  - Clients
  - Agents
  - Source of projects
  - Marketing areas

### **Product and Market:**

The Product and marketing steps are given below:

- Apartment and Flat is the product of this company
- In this company marketing means advertising; they do:
  - Project brushier making
  - Yearly calendar design making
  - Eid card design making
  - Add in different stages e.g. Billboard ads beside road, project area etc.

### **Sales and service:**

The activities of Sales & Service department are given below:

- Sales department sells the apartment to the people.
- ESD department deals with the customer and ensure them quality product.And
- This company provides *Quality First Service Forever*.

## **Activities of the Organization**

Real Estate Business in private sector mainly concentrated on land development and construction of apartments. RDL Real Estate Ltd. Develops unimproved and undeveloped land make apartments and then sells the flat to the people and makes profit, and they also construct residential and commercial buildings and sell them to make profit. In order to accomplish the above task the company proceeds in the following ways-

The first task of the company is to find out the elite class of the society they who are in housing needs. Such class includes the engineering association, teachers association, doctors association, agriculturist association etc. Generally such classes are grouped according to the professions.

- The next task of the company is to collect the corporate data of the above-identified classes, generally these data includes the following
  - Income level,
  - Living style,
  - Living standard,
  - Thinking about housing etc.
  
- After studying the potential customers then the company informs them regarding the ongoing projects and also the coming projects in detail

## **Objectives of the study:**

There are some board objectives for preparing this report which are given below:

- To Study on the Real Estate & Its Operational Characteristics: An Analysis in specially the case of RDL Real Estate Ltd.
- To run the department perfectly.
- Department will be free from corruption.
- The department ensures the quality service.
- Department will try to purchase the materials at a minimum cost.
- Department will be able to purchase good materials.
- Department will be able of processing cost.

## **Current Business Performance:**

RDL Real Estate Ltd. is running on a well performing way. Now a days the companies' ongoing projector 44, Upcoming projects are 17, Completed projects are 37 building and handover them. So there is no doubt that the company is performing in a better way. There is more than two thousand Real Estate Development Company in our country. RDL Real Estate Ltd. is one of them and business performance of this company is very attractive. This companies' Vision & Mission is **Quality First Service Forever**. So customers are very comfortable to deal with this company. This company strictly maintains the handover process in time.

# **Chapter Three**

## **Learning Part of RDL Real Estate Limited**

## Observation:

In “RDL Real estate Ltd” at procurement department, different person purchase different items.

They divided the items in different categories i.e

- Sand
- BSRM/AKS Rod
- MS Grill BAR
- BricksHolcim / Cemex /Lafarge Cement
- Scaffolding & centering materials
- Chowkat seasoning MEHOGONI/GAMARI
- Main Door olid TEAK wood & others flush door PARTEX Crown Teak
- UNITED/RFL Plastic Door
- WINDOW Chung Hua 4" Aluminum with 5 mm Tinted Glass
- GI Pipe Bashundhara gold
- Sanitary fitting SHARIF/NAZMA
- Upvc Pipe A-One Polymer
- Electric Pvc Pipe Massed Rana (Water Grade)
- RAK Sanitary Ware
- Tiles materials
- Electrical wire BRB/PARADISE
- Electrical switches
- European LIFT & Standby GENERATOR
- Plastic Paint BERGER/ASIAN inside & Weather coat outside and polish materials
- Hardware materials
- Office materials
- Cable materials

Each different category contains different items. For example in sand, there are three types of sand i.e.

- a. Sylhet sand
- b. Middle / Local sand
- c. Vitty sand.



**How procurement department purchase:**

Every person of procurement department makes a comparative statement talking the price of the specific materials from at least three suppliers. They take the price from suppliers on credit basis for one month condition. Then they submit the comparative statement to the Managing Director and Director. They select a supplier from three suppliers and then they purchase from that supplier. The procedure of making a comparative statement is given below:

**RDL Real Estate & Developments Ltd**

Dewan Complex (2<sup>nd</sup> floor) , 60 /E/1,Purana Paltan, Dhaka-1000.

Comparative Statement of .....

Date: .....

SI. No	Number of items	Unit	Size					
1								

After one month everybody change their comparative Statement because price of the products may Fluctuate.

**When procurement department purchase:**

For running project activity, projects need materials and for these project engineer and inventory officers send MPR i.e. Material Purchase Requisition. In material purchase requisition, inventory officer write down the materials name that they need. After preparing the material purchase requisition they send it to the inventory department. Inventory department is situated in Head office. Director of the inventory department check all the requirement of the materials. If the Director of inventory department thinks that the materials quantities are not need then he reduce it. After approving the material requisition it comes to procurement department. Then procurement Department issues a PO (Purchase Order) against the MPR. At material requisition, there is a delivery date. The delivery date indicates that at that delivery date the materials are

need. When material requisition come to procurement department they put a receive seal. Material requisition come three copy to procurement department and they put receive seal in three copy. In three copies, one is for procurement department. The color of this copy is yellow. The second copy is for account department i.e. by this copy the procurement department makes bill. And the third copy is for inventory department i.e. after receiving material requisition third copy go back to the inventory department so that they sure themselves that the procurement department has received this requisition. Then purchase department add permission (GM Accounts) to PO and send the PO to supplier (Within short time).Then the supplier will send materials in project site. Asst. manager to executive ensure the purchasing process and properly delivery. If the supplier can't deliver the product then informed to GM (Procurement). GM (Procurement) takes the initiative for further process.

**The Format of MPR is given here:**

**ISO 9001: 2008 Certified**

RDL Real Estate & Developments Ltd.  
 Dewan Complex (2<sup>nd</sup> floor),60/E/1,Purana Paltan, Dhaka-1000.  
 Phone : +88-02-9513481, Fax : +88-02-9513482  
 e-mail : [hannan@rdlbd.com](mailto:hannan@rdlbd.com)  
 Wab :www.rdlbd.com

**Material Purchase Requisition**

**(MPR)**

MRR No: .....

Date : .....

Project: .....

Building No:

Requisition must be submitted 10 days prior to the required delivery date.

SI. No	Material Code	Material Name	Unit	Total Estimated Requirement	Net Cumulative Received (Vido Column 13 of store ledger)	Present Stock (Vido Column 17 of store ledger)	Required Presently	Required Delivery Date
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								

Remarks from Project: ( Purpose, Quality, Brand, Origin, Other Specification etc if Required )

Remarks by Head Office/ Engg. Dept:	Remarks By Management:
-------------------------------------	------------------------

.....  
 .....  
 Store In- Charge      Project in- Charge      Authorized by      Approved by

**First Copy**      **Second Copy**      **Third Copy**  
 To Purchase/ Accounts Dept.      To Project      (After approval)      In MPR Book  
 (Project)

## **Purchasing Procedure:**

Every person of procurement department follows a P.O (Purchasing Order) form. They write down the requisition materials into Purchase Order form and also they indicate the supplier name and delivery project name. The person of procurement department who follows the indicated items as by the Material Requisition , write on the Purchase Order form and give it to the supplier and then supplier send the materials to the delivery project. At purchase order form the person of procurement department write down the approved credit price from the Director of procurement department. At purchase order form they also write down the delivery date. Because at that day the supplier will send their product. The person of procurement department also write down the payment procedure i.e. the payment will be A/C pay check. And in purchase order form there will be sign of preparing person i.e. who, the person is preparing the purchase order form. And there is also a check by sign. The person who is giving check by sign, he is checking the purchase order form i.e. the purchase order price and the calculation and actual project address. And there is also a forward option. The forwarding person also checking the price, calculation and actual project name. Then the Director of procurement department approved it. Then the person sends the purchase order to the supplier.

**The P.O form of procurement department is given here:**

RDL Real Estate & Developments Ltd.  
 Dewan Complex (2<sup>nd</sup> floor),60/E/1,Purana Paltan, Dhaka-1000.  
 Phone: +88-02-9513481, Fax : +88-02-9513482  
 E-mail: [hannan@rdlbd.com](mailto:hannan@rdlbd.com)  
 Web : www.rdlbd.com

P.O. No. #

**PURCHASE ORDER** DATE : / /  
 TOTAL TK .

To : MESSERS:..... ..... ..... ..... .....	OUR REF MPR NO:..... DATE:
	DELIVERY TO (PROJECT NAME)
	DELIVERY REQUIRED BEFORE (DATE).....
MODE OF PAYMENT : A/C PAYEE <input type="checkbox"/> CHEQUE <input type="checkbox"/>	

(INWORDS)

TAKA

Please supply the following in accordance with our requirement						
ITEM NO	DESCRIPTION SPECIFICATION	WITH	UNIT	QTY.	UNIT PRICE	VALUE

<p><b><u>INSTRUCTIONS :</u></b></p> <p>1. Please Quote this Order Number on all your Invoices &amp; Correspondence.</p> <p>2. Part Bill will not be Entertained.</p> <p>3. Please send all your Bills in Original.</p> <p>4. Payments shall be made after confirmation</p>	<p>.....</p> <p>.....</p> <p>General Manager                      Director/Managing Director</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------

Procurement department maintain four forms of purchase order. First one is for supplier second one is for project and third one is for preparing bill against the materials and fourth one is for the department i.e. the procurement maintain for software and the person who put entry to the software, put entry form that copy.

The purchase department sends a purchase order. Copy to the project so that they can receive materials as the procurement department ordered to the supplier and from that purchase order, the project send Material Receiving Report (MRR) to the procurement department. From Material Purchase Requisition, the procurement department makes a bill for giving payment to the supplier that what they ordered and how much the project received. At material purchase requisition the inventory department put a material receive number, a change number, a folio number and date of change, folio and material receive. The inventory department makes a material receive requirement against one material purchase requisition.

**The format of M.R.R is given here:**

RDL Real Estate & Developments Ltd.

Dewan Complex (2<sup>nd</sup> floor),60/E/1,Purana Paltan, Dhaka-1000.

Phone : +88-02-9513481, Fax : +88-02-9513482

e-mail : [hannan@rdlbd.com](mailto:hannan@rdlbd.com)

Wab : www.rdlbd.com

**Material Receiving Report** First Copy Account's dept.

Project: .....

Reference MPR No. .... Dated: .....

Date:.....

Reference Purchase Order No: ..... Dated:

.....

Received the following materials from M/S: .....

Address:.....

..... In conformity with Suppliers Challan No: .....

Dated:.....

MRR will be sent to H/O from project within two day (48 Hrs.) of receiving materials.

SI. No.	Material Code	Material Name with Specification	Ledger Folio No.	Brand	Origin	Unit	Quantity	Cost (For Office Use)	
								Rate	Amount
1.									
2.									
3.									
4.									
5.									

Remarks:

Prepared By	Store In- Charge	Checked By
Project in- Charge		

Original	First Copy	Book Copy
Purchase Dept./ Supplier with Bill	Accounts Dept.	In MRR
Book		

**Store Requisition and Issue Note (SRN):**

The SRN is made in company project site. Then send to the accounts department. Accounts Department justifies it strictly. Then the accounts department send original copy in Inventory management and book copy is stored in SRN book.

**The format of SRN is given below:**

RDL Real Estate & Developments Ltd.  
Dewan Complex (2<sup>nd</sup> floor),60/E/1,Purana Paltan, Dhaka-1000.  
Phone : +88-02-9513481, Fax : +88-02-9513482  
e-mail : [hannan@rdlbd.com](mailto:hannan@rdlbd.com)  
Wab : www.rdlbd.com

No.....

Store Requisition & Issue Note (SRN)

Date:.....

Project: .....

Day:.....

(SRN will be sent to head office from project within 48 hours of consumptions of materials)

Material Code.	Material Name	Ledger Folio No.	Unit	Issued Qte.	Location of use	Ref: Page No. of Measurement Book

Store In- Charge	Supervised	Project in- Charge
------------------	------------	--------------------

Original to Inventory Management

Book copy in SRN Book



**Material Transfer Requisition Form (MTRF) and Gate Pass (GP):**

MTRF is used to Transfer materials permanently from one project to another. MTRF can never be issued without permission of management authority. If materials are not for permanent transfer, rather materials are going to be used as loan, MTRF is not issued, and Gate Pass (GP) is used instead. In MTRF original copy sends to Donor Project and Book copy in MTRF book. In Gate Pass (GP) original copy sends to receiving Project/Dept./Others, Duplicate (First Copy) To Issuing Project Gate/H.O and Triplicate (Second Copy) In Book of Issuing Project.

**The format of(MTRF) and Gate Pass (GP) is given here:**

RDL Real Estate & Developments Ltd.  
 Dewan Complex (2<sup>nd</sup> floor),60/E/1,Purana Paltan, Dhaka-1000.  
 Phone : +88-02-9513481, Fax : +88-02-9513482  
 e-mail : [hannan@rdlbd.com](mailto:hannan@rdlbd.com)  
 Wab : [www.rdlbd.com](http://www.rdlbd.com)

Material Transfer Requisition Form

(MTRF)

Donor Project (Gate)  
 SI No:.....  
 .....  
 Date :  
 .....

Project Name: .....

Required Materials:

SI No.	Material Code No.	Name of Material	Unit	Quantity

Reason for Transfer

Prepared by:

Requested by:

.....

.....

Inventory In-charge

Project In-charge

<p>To: Project In-charge</p> <p>..... Project</p> <p>Please Receive the above Materials as per mentioned quantity</p> <p style="text-align: right;">.....</p> <p style="text-align: right;">.....</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Original to Donor Project

Book Copy in MTRF Book

**ISO 9001: 2008 Certified**

RDL Real Estate & Developments Ltd.  
 Dewan Complex (2<sup>nd</sup> floor),60/E/1,Purana Paltan, Dhaka-1000.  
 Phone : +88-02-9513481, Fax : +88-02-9513482  
 e-mail : [hannan@rdlbd.com](mailto:hannan@rdlbd.com)  
 Wab : [www.rdlbd.com](http://www.rdlbd.com)

**GATE PASS**

**(GP)**Original to Receiving Project/ Dept. / Others

Date: .....

Gate Pass No: .....

From: Issuing Project/ Dept.:.....

To:                                  Receiving                  Project/                  Dept.                  /                  Others:

.....

.....

The Following Can Be Dispatched As Per Authorization under MTRF No:.....Dated:  
 .....

SI No.	Material Code No.	Name of Material	Unit	Quantity	Remarks
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Received By ( authorized Person of Receiving Project/ Dept./ Others) Project )	Accounts / Store In- Charge ( Issuing Project )	Eng./ Project In-Charge ( Issuing
--------------------------------------------------------------------------------------	----------------------------------------------------	--------------------------------------

Original	Duplicate (First Copy)	Triplicate (Second Copy)
To Receiving Project/ Dept./ Others	To Issuing Project Gate/ H.O	in Book Of Issuing Project

## **How procurement department process a bill:**

Procurement department mainly purchases materials on credit. They give payment account payee bank check basis. For this they maintain BSS (Bill summary statement). For making B.S.S , it needs to include serially .

- Supplier's bill
- Supplier's change
- MPR account copy
- P.O account copy
- MRR

In bill summary statement, at project name, it needs to input the name of the project that the Executive is preparing bill against that project. There is also a budget head, the Executive also need to write the name of the budget i.e. the name of the budget is cement. It also needs to write the name of the supplier because it indicates that it needs to give payment to that supplier, Bill summary statement may be cash or credit, it need's to indicate. At prepared by the Executive need to put sign. At check by the Executive who will check it he will give his sign. Again General Manager will check it and forward it by putting his sign and Executive Director will approve it. Then the account department will issue a check against that bill and then the supplier will get payment.

**The format of BSS is given here:**

RDL Real Estate & Developments Ltd.  
 Dewan Complex (2<sup>nd</sup> floor),60/E/1,Purana Paltan, Dhaka-1000.  
 Phone : +88-02-9513481, Fax : +88-02-9513482  
 e-mail: [hannan@rdlbd.com](mailto:hannan@rdlbd.com)  
 Wab : [www.rdlbd.com](http://www.rdlbd.com)

**Bill Summary Sheet (BSS)**

Project Name:		BSS No:
Budget Head:		BSS Date:
Name of supplies:		
Payment required Date:		
Prepared by:		Mode of Payment
Designation:		
Department:		Cash / Credit

SL No.	Name of Items	Name of Project	Bill			Remarks
			No.	Date	Amount	
01.						
02.						
03.						
04.						
05.						
Gross Total						

Inward Tk.			
Prepared by:	checked by:	Forward by:	Approved by:

For preparing a BSS, it needs a single supplier name. Project name may vary. Because one supplier supply goods to different project. In BSS every procurement executive needs to put a serial BSS no. Because it needs to carry BSS no. against a single supplier. Procurement department makes payment against BSS no. & BSS account. They don't pay total amount which does not match with BSS amount.

### **Monthly Budget Statement:**

Procurement Department also makes a monthly budget statement, they get budget materials statement from Inventory Department than they put the actual market price against each item and price against each item and price against each item and then they get the total budget amount for the month. They give the budget amount to account department so that they need the budget amount for purchasing the materials for the month.

# **Chapter Four**

## **Analysis of RDL Real Estate Limited**

## 6.0 Findings of the report:

In this company following findings are available:

- Real Estate companies are not strictly follow the Environmental Role and matters.
- The product quality of RDL Real Estate Ltd. Is different from others.
- Pricing policy of materials is very well and the supplier not able to take much price from this department.
- Procurement Department is purchasing some materials in cash.
- In Dhaka the housing problem is basically for the lower income people, but the private real estate developers are developing the land for the higher income people.
- RDL Real Estate maintains Brochure for all projects. All Brochure are fulfill of information about project type, Land area, Consultant, No of apartments, Size of apartment, Total car parking are specifically mentioned which ultimately give a positive impression.



## 7.0 Problems:

In this company following problems are available:

- Existing Human Resources of RDL Real Estate Ltd. is not sufficient for delivering proper service. They have to recruit more skilled employees.
- The Whole activities of RDL Real Estate Ltd. is not computerized, still there manual record keeping system.
- Insufficient training program for the employees.
- Real Estate business Opportunities are available in different area of Dhaka city and other City Corporation or many District level. RDL Real Estate Ltd. does not expand their business outer of Banshee, Rampur and Uttar a.
- RDL Real Estate Ltd. doesn't put their advertisement in the print media. The promotional activities are not enough to cover the whole market in present competitive situation.
- Procurement department purchase some items in cash. Cash purchase is not good system for an organization.
- They don't change the suppliers.
- There is not any independent observer in this department.

## 8.0 Recommendation

There are some recommendations for procure department which are mentioned below:

- ✓ Procurement department needs to stop cash purchase fully. Because it is not a good system for an organization.
- ✓ Procurement department needs to prepare there comparative statement by proper market survey, and it needs to collect price from more supplier.
- ✓ Procurement department needs to change their supplier after at least six month.
- ✓ All executives are not able to disclose their problems to management directly. Management should make more free relation with them.
- ✓ An independent observe needs for this department. Because it needs to carry out that the department is making proper C.S (Comparative Statement) or not.
- ✓ To follow the RAJUK plan for a safe, secured, environmental friendly accommodation. To give the security of apartment buyers that the projects will be handover in time.
- ✓ Product and service expansion

## **9.0 Conclusion:**

RDL Real Estate & Developments good market coverage, maintain high quality, comparatively low price, highly committed to the customers, after sales services, etc. it holds a good market reputation in the construction sector. Beside this, they are trying their best to maintain a strong and stable organizational culture and environment. This is also an important tool of their succession.

The procurement department of RDL Real Estate Ltd. has been able to establish itself as a strong department that represents the exuberance of all mobility and quality. The department proved the fact that if a department targets to meet the demand of its present and potentials customers with quality materials then it is only a matter of time to win the preference and loyalty of the customers.

This paper contains all major information about RDLREL purchase Dept. Structure of this Dept. and business activities of RDL Real Estate Ltd. Generally, RDLREL has some problems like other business organization. But the thing is that all of the problems could be overcome with a good hand. At the end of this report supposed to say that RDL Real Estate Ltd. Is a successful one as it has contributed to establish itself as successful Real Estate Company in the market. The sales volume of the company is on the rise at a steady rate and the market is expanding in terms of both, member of customers and volume sold. Hopefully it's a quality company for quality residents in Bangladesh.

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World Wide Web: <http://www.rajukdhaka.gov.bd>

# Appendix Part

# • Appendices

## *Appendix: Balance Sheet & Income Statement*

### Appendices-Balance Sheet & Income Statement:

**RDL REAL ESTATE LIMITED**  
**STATEMENT OF FINANCIAL POSITION**  
**AS AT JULY 31, 2013**

	Notes	31.07.2013 Taka	31.07.2012 Taka
<b>ASSETS</b>			
AMOUNTS			
<b>Non- Current asset</b>			
Property Plant and Equipment (at cost less accumulated depreciation)	<b>3.00</b>	123,655,200	106,540,000
<b>Current asset</b>		<b>123,655,200</b>	<b>106,540,000</b>
Prepaid Expenses	<b>4.00</b>	0	53,000,000
Stock of Land & Apartment	<b>5.00</b>	12,283,726,500	12,039,800,600
Trade Debtors	<b>6.00</b>	0	13,109,600
Advance, Deposits and Prepayments	<b>7.00</b>	1,362,793,500	1,116,431,300
Deposit into BB Under duress during emergency	<b>8.00</b>	350,000,000	350,000,000
Investment	<b>9.00</b>	1,152,607,500	1,262,063,600
Cash and Bank balance	<b>10.00</b>	367,091,800	129,133,600
		<b>15,516,219,300</b>	<b>14,963,538,700</b>
<b>Total Assets</b>		<b>15,639,874,500</b>	<b>15,070,078,700</b>
 <b><u>EQUITY AND LIABILITIES</u></b>			
<b>Capital and reserves</b>			
Issued and paid up Share Capital	<b>11.00</b>	620,568,000	620,568,000
General Reserve	<b>12.01</b>	234,500,000	174,500,000
Dividend Equalization Reserve	<b>12.02</b>	105,000,000	55,000,000
Retained Earning	<b>12.03</b>	220,800,600	235,032,800

		<b>1,180,868,600</b>	<b>1,085,100,800</b>
<b>Non- Current Liabilities</b>			
Long Term Loan	<b>13.00</b>	74,783,300	24,315,200
Deferred Tax	<b>14.00</b>	4,994,500	0
Sponsors' Loan	<b>15.00</b>	202,500,000	202,500,000
		<b>282,277,800</b>	<b>226,815,200</b>
<b>Current Liabilities</b>			
Current maturity of long term loan	<b>16.00</b>	64,392,000	88,672,400
Bank overdraft	<b>17.00</b>	309,836,500	308,804,300
Advance Received Against Allotment	<b>18.00</b>	11,159,242,500	11,222,213,300
Creditors	<b>19.00</b>	2,612,128,000	2,088,612,500
Provision for taxation	<b>20.00</b>	31,129,100	49,860,200
		<b>14,176,728,100</b>	<b>13,758,162,700</b>
<b>Total Equity and Liabilities</b>		<b>15,639,874,500</b>	<b>15,070,078,700</b>

**RDL REAL ESTATE LIMITED**  
**STATEMENT OF COMPREHENSIVE INCOME**  
**FOR THE YEAR ENDED JULY 31, 2013**

	<b>Notes</b>	<b>31.07.2013</b>	<b>31.07.2012</b>
		<b>Taka</b>	<b>Taka</b>
<b>TURNOVER</b>	<b>21.00</b>	<b>2,234,047,200</b>	<b>1,595,086,400</b>
Land Unit		1,683,636,300	550,565,700
Apartment Unit		550,410,900	1,044,520,700
<b>COST OF SALES</b>	<b>22.00</b>	<b>1,697,811,000</b>	<b>1,143,135,300</b>
Land Unit 1,		173,431,000	335,386,000
Apartment Unit		524,380,000	807,749,300
<b>GROSS PROFIT</b>		<b>536,236,200</b>	<b>451,951,100</b>
Land		510,205,300	215,179,700
Apartment		26,030,900	236,771,400
<b>EXPENSES</b>		<b>338,482,200</b>	<b>248,300,200</b>

Administrative & Selling Expenses	<b>23.00</b>	274,705,200	191,560,800
Financial Charges	<b>24.00</b>	63,777,000	56,739,400
<b>OPERATING INCOME</b>		<b>197,754,000</b>	<b>203,650,900</b>
<b>NON-OPERATING INCOME</b>	<b>25.00</b>	116,561,200	103,628,400
<b>NET PROFIT BEFORE TAX</b>		<b>314,315,200</b>	<b>307,279,300</b>
<b>Less: Tax</b>	<b>26.00</b>	<b>63,405,400</b>	<b>84,501,800</b>
<b>NET PROFIT AFTER TAX</b>		<b>250,909,800</b>	<b>222,777,500</b>
Earnings per Share (par value Tk. 100/-)		40.43	35.90
Number of share used to compute EPS		<b>6,205,680</b>	<b>6,205,680</b>

**STATEMENT OF CASH FLOW  
FOR THE YEAR ENDED JULY 31, 2013**

	Notes	31.07.2013 Taka	31.07.2012 Taka
<b>Cash Flow From Operating Activities</b>			
Cash Receive From Customer & Others		2,466,410,600	2,524,311,000
Non-operating Income		116,561,200	103,628,400
Cash Paid to Employees & Suppliers		<b>2,150,006,000</b>	<b>2,028,410,800</b>
<b>Cash Generate From Operating</b>		<b>432,965,800</b>	<b>599,528,600</b>
Interest Paid		<b>63,777,000</b>	<b>56,739,400</b>
Income tax Paid		<b>79,641,900</b>	<b>26,959,500</b>
<b>A. Net Cash Generate From Operating Activities</b>		<b>289,546,900</b>	<b>515,829,700</b>
<b>Cash Flows From Investing Activities</b>			
Acquisition of Property, Plant & Equipment		<b>33,122,700</b>	<b>62,084,600</b>
(Increase)/Decrease in Fixed Deposit Reserve		109,456,100	<b>488,740,700</b>
<b>B. Net Cash used in Investing Activities</b>		<b>76,333,400</b>	<b>550,825,300</b>
<b>Cash Flow From Financing Activities</b>			
Increase/(Decrease) in Long Term Borrowings		26,187,700	<b>39,725,700</b>
Increase/(Decrease) Short Term Borrowings from Bank		1,032,200	160,789,100



Dividend paid	155,142,000	93,085,200
<b>C. Net Cash used in Financing Activities</b>	<b>127,922,100</b>	<b>27,978,200</b>
<b>D. Increase/(Decrease) in Cash and Cash Equivalents</b>	<b>237,958,200</b>	<b>7,017,400</b>
(A+B+C)		
<b>E. Cash &amp; Bank Balances at the beginning of the year</b>	<b>129,133,600</b>	<b>136,151,000</b>
<b>F. Cash &amp; Bank Balances at the Closing of the year (D+E)</b>	<b>367,091,800</b>	<b>129,133,600</b>