

An Internship Report
On
Uttarkhan Model Town Project of Redeem
Purbachal City Ltd: An Evaluation



Supervised By:

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Prepared By:

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ID NO: 092-27-149

Bachelor of Real Estate

Daffodil International University

Date of Submission: 11th June 2014

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Student Declaration

I, Md. Mobarak Hossain, hereby declare that the presented report of internship titled Uttarkhan Model Town project Of Redeem Purbachal City Ltd is uniquely prepared by me after completion of three months work in Redeem Purbachal City Ltd.

My original work is submitted to Daffodil International University, and no part of the report has been submitted for any other degree, or fellowship & the work has not been published in any journal or magazine.

Md. Mobarak Hossain

ID: 092-27-149

Department of Real Estate

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Supervisor Declaration

This is to certify that the title of internship report is Uttarkhan Model Town project Of Redeem Purbachal City Ltd. This report is submitted in partial fulfillment of requirement for the degree of BRE program of Daffodil International University.

He is **Md. Mobarak Hossain, ID: 092-27-149** was my under supervision & guidance & no part of this report has been submitted for the part of other degree, diploma or fellowship & the work has not published in any paper, journal or magazine.

Masud Ibn Rahman

Assistant Professor

Department of Business & Administration

Daffodil International University

Letter of Transmittal

11th June 2014

Mr. Masud Ibn Rahman
Assistant Professor
Department of Business & Administration
Daffodil International University

Subject: Submission of internship report entitled “Customer Satisfaction on Land Owners of Lotus Redeem Purbachal City Ltd.” a Study on Corporate Branch.

Dear Sir,

With due respect, I would submit my internship report on **Customer Satisfaction on Land Owners of Lotus Redeem Purbachal City Ltd a Study on Corporate Branch**. I have collected information as possible from the management of Lotus Redeem Purbachal City Ltd. Three months work in this real estate company was a worthwhile experience for me as it was in such a reputed organization. I believe that the internship program has enriched both my knowledge & experience. If you have further queries regarding the report, please let me know.

Thanking You

Sincerely Yours

Md. Mobarak Hossain

ID: 092-27-149

Department of Real Estate
Daffodil International University

Acknowledgement

First, all praises go to the Almighty Allah, the most gracious, the most merciful, the most kind & generous to man & his action. This internship report is on Uttarkhan Model Town Project of Redeem Purbachal City Ltd For preparing this report I'm grateful to my organizations supervisor **Zannatul Fedous Nipa**, Sr. Executive. she helped me a lot though the time of work by giving her tender hand time to time.

I would like to convey my sincere gratitude to my university supervisor **Masud Ibn Rahman**, Assistant Professor, Department of Business & Administration & Real Estate, Daffodil International University. Without his guidance & assistance the report would not have been seen & light of day.

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

Md. Mobarak Hossain

ID: 091-27-126

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Executive Summary

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.

Redeem Purbachal City Ltd was started its journey in 2010. Redeem Purbachal City Ltd is A Real Estate Company. Redeem Purbachal City Ltd started a land development project. Redeem Purbachal City Ltd is our environmentally responsible response to the rapid spate of urbanization in Bangladesh. Pressures of urbanization in this country are compounded by the unfavorable land man ration. RPCL has embarked upon a mission to make the maximum use of minimum land being sensitive to both environmental concerns and social continuity. Planned development by RPCL of the sites around the city has added value to those areas released pressure on inner cities and persecuted the city dwellers with breathing space.

Redeem Purbachal City Ltd has currently 75 employees, including drivers & peons. I have worked as an internship at Redeem Purbachal City Ltd from 15th July. Purbachal Lotus Valley is the running project of RPCL. Purbachal Lotus Valley established by 2000 Bigha land. Purbachal Lotus Valley project already under the DAP (Dhaka-Detailed Area Plan). This project developing for a Satellite City.

Redeem Purbachal City Ltd participates on REHAB housing fair two times in a year. In the fair we take a stole for selling the plots. They provide the brochures, maps, & other accessories so that the sales team can easily make their sales. Already 160 plots are sale in this during year. Now 550 plots are ready for sale. Finally Redeem Purbachal City Ltd has successfully established itself as one of the leading real estate developments in Bangladesh with reputation for a touch of class & dignity within the reach of all class of people. Within 3 years Redeem Purbachal City Ltd established a leading position in Real Estate sector on Bangladesh.

Chapter One

INTRODUCTION

1.1 Introduction

Internship program is essential for all BRE students, because it helps him or her acquaint with real life situation. The real estate sectors play a significant role in solving the housing crisis in Dhaka city, so I have selected Redeem Purbachal City Ltd.

For completing my BRE degree Internship Report is one of the parts at the final semester of the Department of Real Estate, Daffodil International University. This is a study on **uttarkhan Model Town project in Redeem Purbachal City ltd. Uttarkhan Model Town** is a Joint Venture of two established & renowned companies in Bangladesh named **Redeem Purbachal City Ltd. (C-100649/12) & Apan Paribar Group Ltd. (C-106657/13)**. After having an elaborate discussion in several meetings the above mentioned private limited companies are amicably & jointly agreed & decided to form, establish and maintain a partnership business under the name and style of “**M/S Uttarkhan Model Town**” for acquiring lands within Uttarkhan, Mausaid, Ujampur and Nirni Mouzas of Uttarkhan Thana and other adjacent areas within the Dhaka district, Bangladesh and developing said lands for making plots, constructing multi-storied residential and commercial buildings and for marketing the lands, plots, apartments and commercial spaces with the project named “**Uttarkhan Model Town**” with specific shares and obligations, as agreed between them.

1.2 Background

Now a days Real Estate sector is modernizing and expanding in our country. At the same time the real estate sector becoming very profitable. In order to survive in the competitive field of the real estate sector all organizations are looking for better service opportunities to provide the fellow clients. So it has becoming essential for every landowners and customers to have some idea on the real estate market.

Internship program called work attachment program an essential for every BRE students because it helps him or her acquaint with the real life situations. Shelter is most important part of our life. So Real Estate fulfill this basic need of our life. Redeem Purbachal City Ltd. is one of the good real estate company of real estate arena.

1.3 Scope of the Study

This Report will give us a Clear picture about the customer satisfaction in General & Specially the activities of Redeem Purbachal City Ltd. The Scope of the study is limited to organizational set up, functional & performance.

The scopes of the study are:

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

1.4 Objectives of the study

The main objective of the study is to evaluate the business activities of Uttarkhan Model Town. Especially the objectives of the study are as follows:

1. To identify the present status of Uttarkhan Model Town.
2. To analysis the strength, weakness, opportunity and threat of the Uttarkhan Model Town.
3. To have a customer feedback regains the overall project.
4. To know how the company ensures the committed services to the customers.
5. To have a clear knowledge of planning, organization, leading & Controlling aspects of Uttarkhan Model Town.
6. To understand the problems of the project development.

1.4 Methodology

The methodology describes the procedures to organize the scattered ideas & views to conduct a study. Proper working procedure helps to capture the right things during study periods & finally fulfills the objective of the study. Generally a method involves a technique in which various stages of collecting data or information are interpreted. So, adoption of methodology is an important step in performing any study.

Types of study:

In this study a methodology is followed for the achievement & successful accomplishment of the dissertation work by following expletory method. Relevant data from reliable sources have used while preparing the report. Both primary & secondary data have used where necessary.

Data Source:

Primary sources of data

- Face to Face convention with the officers of Redeem Purbachal City Ltd.
- Interview with the customers with interview schedule.

Secondary sources of data

- Annual report of Redeem Purbachal City Ltd. (2010 & 2011)
- Prospects of Redeem Purbachal City Ltd. (2010 & 2011)
- Different papers of Redeem Purbachal City Ltd.
- Un- published data
- Different text book
- Newspaper
- Internet
- Different manuals of Redeem Purbachal City Ltd.

Sampling Method:

The data were collected by following convenience sampling method. Since there is no available sample frame of the customer, it was not possible to follow a random sampling process.

Data Analysis: Following an interview schedule the data were collected later it was compiled by following charts, tables etc. After compilation the data were presented though graphs, percentage, ratios etc. No specific software was used. Only observation techniques and simple calculation were done from the complied data.

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:

- Every organization has their own secrecy that is not relevant to others.
- While was collected data i.e. interviewing the employees, they did not discuss much information for the sake of the confidentiality of the organization.
- 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.

Chapter Two

Profile of the Organization

Redeem Purbachal City Ltd:



First growing company of REDEEM PURBACHAL CITY LIMITED in Bangladesh aiming to modern concept & technology to solve the residential problem of Dhaka City. REDEEM PURBACHAL CITY started its journey back in 2012. The total land area (proposed) of our project is about 500 bighas divided into 04 Blocks - A , B , C & D having total 1600 plots. With a mission to make significant contribution in the thrust business sectors in Bangladesh.

We cater for excellence in all spheres of our effort and try our level best to achieve the goal. It is working with a broader mission and vision. Our project in DAP (Detailed Area Plan) formed by RAJUK which is gazetted in 2010. RPCL follow RAJUK DAP (Detailed Area Plan) instruction/rules & regulation.

Our Organization

Redeem Purbachal City is fastest growing Real Estate Company. We are going ahead always with new ideas and innovation to safeguard environment with cautious approach of modern living space. We cater for excellence in all spheres of our effort and try our level best to achieve the goal. We strive for quality living of the people in Bangladesh

DETAILED AREA PLAN MAP OF DMDP AREA - DAP



Detail Area Plan (DAP)

Chapter Three

General Overview of Uttarkhan Model Town



3.1 Introduction of Uttarkhan Model Town

As we know Bangladesh is one of the largest deltas of the world with a total area of 147,570 sq. km. With a unique communal harmony, Bangladesh has a population of about 160 million, making it one of the densely populated countries of the world. **Food, Cloth, Residence, Education & Medical services** are the fundamental rights of human being. Among above, residence is one of the most important necessities for us. But in comparison with the growth of population in our country, the quantity of the land is being lesser day-by-day and planned accommodation problem gets it's extremity.

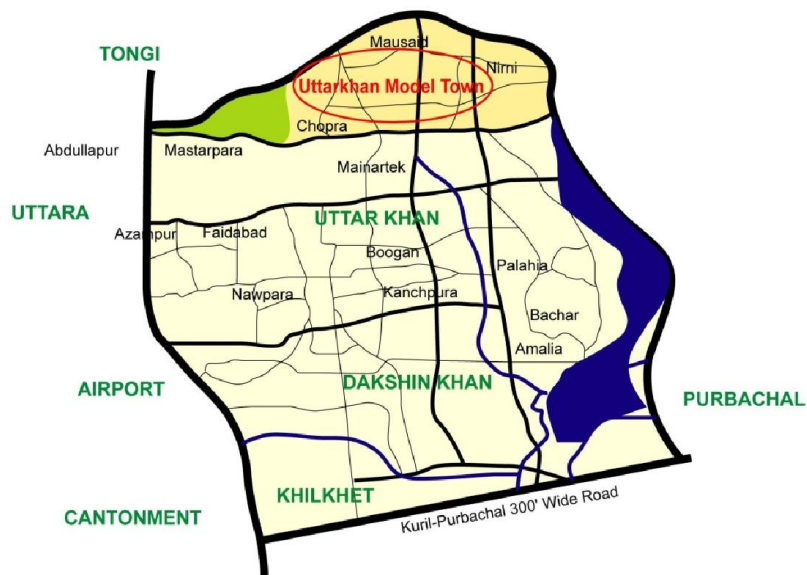
Yet the longing of everyone is to live in a calm & peaceful abode in a serene and elegant environment. To materialize this universal longing of human being into reality, government has taken an initiative earlier to develop a master plan for Dhaka City named **DAP (Detailed Area Plan)** formed by **RAJUK** which is gazetted in 2010. Being a conscious citizen we are decided to build a future township. We are firmly committed to follow the current guidelines of **National Housing Authority (NHA) & RAJUK**. Besides the government effort Uttarkhan Model Town, a private organization has started its journey to meet the necessity of a habitable accommodation. Uttarkhan Model Town is building the natural beauty surrounded the project area and the elegant housing project is situated within the projected development area of **DAP** nearby **Uttara Model**

Town and Purbachal New Town. The total land area (proposed) of our project is about 450 bighas divided into 03 blocks-A, B & C having total 985 plots.

With all modern urbanization facilities Uttarkhan Model Town is awaiting to fulfill your accommodation required.

3.2 Project Details:

M/S Uttarkhan Model Town is a Joint Venture of two established & renowned companies in Bangladesh named **Redeem Purbachal City Ltd. (C-100649/12)** & **Apan Paribar Group Ltd. (C-106657/13)**. After having an elaborate discussion in several meetings the above mentioned private limited companies are amicably & jointly agreed & decided to form, establish and maintain a partnership business under the name and style of “**M/S Uttarkhan Model Town**” for acquiring lands within Uttarkhan, Mausaid, Ujampur and Nirni Mouzas of Uttarkhan Thana and other adjacent areas within the Dhaka district, Bangladesh and developing said lands for making plots, constructing multi-storied residential and commercial buildings and for marketing the lands, plots, apartments and commercial spaces with the project named “**Uttarkhan Model Town**” with specific shares and obligations, as agreed between them. Accordingly the above mentioned parties made a partnership deed on 17th day of January, 2013 which has been registered under the Sub Registrar Office of Dhaka No. IV-3 dated 29TH January 2013, followed by a **PARTNERSHIP FIRM** formed in between the above mentioned companies **under the Joint Stock Companies & Firms** No. P-35368 dated 26TH February 2013 to set forth their respective actions, rights and obligations for operating, managing and maintaining the Project and determining its main features and principles whereas, the Parties herein have mutually agreed in together hands and efforts and held assistance and cooperation for procurement of businesses and running the affairs of the Partnership for the greater interest of all concerned.



Location map Of Uttarkhan Model Town project

3.3 Product and price

Uttarkhan Model Town, a private organization has started its journey to meet the necessity of a habitable accommodation. Uttarkhan Model Town is building the natural beauty surrounded the project area and the elegant housing project is situated within the projected development area of **DAP** nearby **Uttara Model Town and Purbachal New Town**. The total land area (proposed) of our project is about 450 bighas divided into 03 blocks-A, B & C having total 985 plots. A & B block are in residential area and C block is in commercial area. According to the Detail Area Plan (DAP) Uttarkhan Model Town is under **Urban Residential Zone**. where is no difficulties to get permission from RAJUK to develop the land. Urban Residential Zone is for human settlement.

Uttara Model Town Working with two kind of product those are-

1. Residential product: 3, 5 & 7.5 katha.

2. Commercial product: 10 katha

Pricing strategy

Pricing decision should take considering account profit margins and probable pricing response of customer and competitor. Uttarkhan Model Town generally follows the pricing policy in a standard way. The most elementary piecing method is to add a standard mark up to the project cost.

- Uttarkhan Model Town is using “Competitive pricing” strategy.
- Most of the time product price is determined by location or area.
- Product price is also determined by location.
- Price is negotiable.
- Price of commercial place is higher than the residential place.
- Price should be varied when the plot view will change.
- The sales types of land is in two ways;
 1. At a time
 2. Installment
- There are 5 types of installment category:
 - a. 36 installment
 - b. 48 installment
 - c. 60 installment
 - d. 72 installment
 - e. 84 installment
- Installment price is higher than the at a time price.
- When the installment time increase the price of land will increase.
- When the customer buy the land in installment first of all he has to pay the booking money than down payment and then the installment price.

3.4 Mission & Vision of Redeem Purbachal City Ltd.

The mission of Redeem Purbachal City Ltd. is to build green environments for our next generation. We incorporate proven, professional state-of-the-art techniques specializing in the marketing, listing and selling of new and resale luxury homes, residential communities, condominiums, home sites, undeveloped land and commercial and investment opportunities. Quality of service, honesty and integrity is our philosophy. We have a good selection of properties from carefully selected areas which are proving both popular with our clients and rich with investment potential. Our properties in this website reflect this. Redeem Purbachal City Ltd. is a creative, innovative and people-oriented organization providing individual opportunity, personal satisfaction and rewarding challenges to all the customers.

The vision of Redeem Purbachal City Ltd. is to offer unparalleled service to create customer delight & enhance real estate business. Their vision is to achieve excellence & a different sense of modern living style.

3.5 Objectives of the Company

The main objective of the study is to find out the consumer attitudes towards Redeem Uttarkhan Model Town. Especially the objectives of the study are as follows:

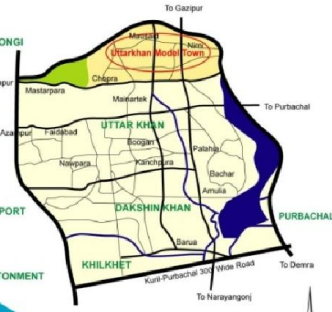
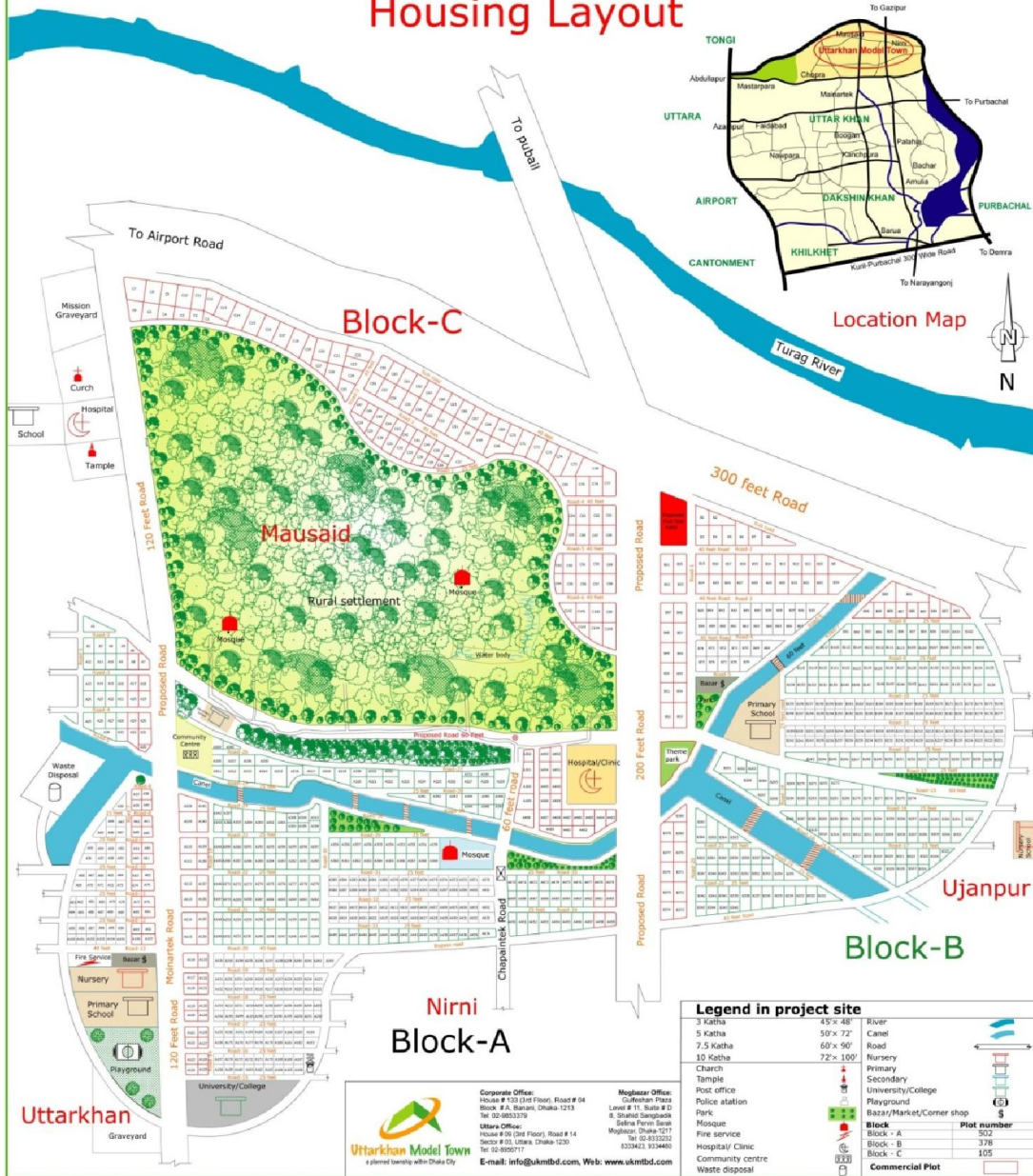
- To reach the goals of organization in individual aspects & the company as a whole.
- Efficiency of the work force by employing their skills & abilities.
- Providing employees with proper standards of job satisfaction.
- Providing the organization with well trained & well motivated employees.
- Communicate the policies to all employees of Human Resource Management issue.
- The objective is to have a clear knowledge of planning, organization, leading & Controlling aspects of Uttarkhan Model Town



Uttarkhan Model Town

a planned township within Dhaka City

Housing Layout



Location Map

Legend in project site	
3 Katha	45' x 48'
5 Katha	50' x 72'
7.5 Katha	60' x 90'
10 Katha	72' x 100'
River	
Canal	
Road	
Nursery	
Primary	
Secondary	
University/College	
Playground	
Bazary/Market/Corner shop	
Block	Plot number
Block - A	502
Block - B	378
Block - C	105
Commercial Plot	

Corporate Office: House # 132 (2nd Floor), Road # 04, Block # A, Barant, Dhaka-1213. Tel: 02-8823279
 Uttara Office: House # 01 (2nd Floor), Road # 14, Sector # 03, Uttara, Dhaka-1219. Tel: 02-8820717
 Moghbaz Office: Gulshan Plaza, Level # 11, Sata # D, 8, Shaded Bangladeh, Sadra Farm Sata, Moghbaz, Dhaka-1017. Tel: 02-8832222, 032423, 9234444
 E-mail: info@ukmbd.com, Web: www.ukmbd.com

UKMT project layout

Chapter Four

SWOT analysis And Customer Feedback

4.1 SWOT Analysis of the Company:

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 the external factors.

S (strengths):

- Utaarkhan Model Town management systems are always committed to better service.
- All of employees of UKMT are sincere and reliable.
- Utaarkhan Model Town's market potentiality is medium.
- Utaarkhan Model Town has an effective sales team.
- Purchased 60% of the total number of lands.
- The company has a strong sense of purpose and culture to support the purpose.
- The company is doing very well day by day.
- Communication systems are very good around the project area.
- Utaarkhan Model Town always keeps records in appropriate methods.
- UKMT uses an advanced information system.
- Utaarkhan Model Town maintains a good relationship between top management & employees.
- UKMT has a strong security system.
- Utaarkhan Model Town has a well-decorated office.

W (weaknesses):

- Could not maintain the rules & regulation according to appropriate law..
- Decision can take only the top management.
- Improper government policy.
- Low area market coverage.
- The advertisement policy are not good than the competitors.
- The company have some financial liabilities.
- The project land low.
- Lack of marketing & sales people.

O (opportunities):

- New real estate business is opening day by day.
- Improve the service quality then the others.
- Improve high customer satisfaction.
- Take the opportunity to get a huge amount of money.
- New markets exists for the company's product / service.
- This sector trends moving upward.
- Customers know what they want to buy.

T (threats):

- Increased the number of Real Estate company.
- Government interrupts in the way of development.
- Growing up of overall cost.
- Complexity of RAJUK rules & regulation.
- Project areas are hassle by the local village political
- Competitors have stronger brand name.
- Now a days politics are great threat for the project.
- Competitors advertisements policy are very good.

Chapter Five

Findings, Recommendations and Conclusion

5.1 Major findings about the satisfaction on landowners of Uttarkhan Model Town

During the internship we attend many customers over the place & phone & try to give them support. In the mean time the customer talk about their problem regarding their payment, confidentiality & many more.

These are as follows:

- The business man face problem in paying the installment in due time because of their time constraint in their business hours. They find it difficult to attend the office & pay the installment.
- The Government officers want their payment information to be kept confidential. If this information is disclosed, they face many legal problems.
- In the final deed the problem arises when the client wants to register the land to one of his kith & kin.
- Most of the customer wants to know the sure date on which the land will be handed over to them. They feel unsecured about the possession until they get it.
- Most of the customer did not know where is their plot.

5.2 Major Analysis about the satisfaction on landowners of Uttarkhan Model Town

Generally most time occur many problem in political than this reason customer are not get Land in proper time.

- Some time Government change DAP.
- Most time government mention flood flow zone in company land then this reason company changed layout.
- When layout is changed this time plot is changed & customer are get exchanged plot.
- If company IT sector is update then get more benefit.
- If CR department is update then get benefit to customer about payment schedule.

5.2 Recommendations:

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

- To develop the land project as early as possible
- To attract more customers Uttarkhan Model Town has to create a new marketing strategy which will be able to increase their business as it could improve revenue.
- The officers of Uttarkhan Model Town Corporate Branch think that long term training is required for company officers for the betterment of the service. Computer training is must today to improve the individual as well as company performance.
- Maximum customers are expecting the responsible price, so carefully the price should be established in per plot. All modern facilities are equal distribution in all class of people.
- To provide financial assistance like Desa, Tista, Wasa, T&T to be strengthened& for getting connection of utilities promptly the procedural bottleneck should be removed.
- Improve office atmosphere to give customers friendly feeling.
- Customer database should be more organized.

5.3 Conclusions

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. Uttarkhan Model Town is not renowned housing company in Bangladesh. The company provides complete housing solution to the people. Uttarkhan Model Town also contributes in our national economy. Main goal of Uttarkhan Model Town is to provide better services to the customers.

Redeem Purbachal City Ltd..has been faced internal problem which is faced by almost every real estate company. At first, it is very difficult to find out a vast area of blank space in Dhaka city. Beside this Government & non government organization always creates political forces. Local terrors often harassed company for donation. It is very tough to occupy after buying the land. It is found in most cases that there is more partner or same land & have to face complexion of laws with them. At last Redeem Purbachal City Ltd.. doing its business successfully in our country. It provides its services as per its commitment & improves the business continuously.

References

Books

- **Private Sector Housing.**(Dr.Toufiq M. Seraj 2012.)

Internet

<http://www.rpclbd.com>

<http://www.ukmtbd.com>

<http://www.worldrealestate.com>

Abbreviation

RPCL- Redeem Purbachal City Ltd.

UKMT-Uttarkhan Model Town

DAP- Detail Area Plan

RAJUK- Rajdhani Unnayan Kartipakha