



**Internship Report**  
**On**  
**Evaluation of Marketing Activities of Neelachol**  
**Housing Ltd**

*Date of Submission : 22 November, 2014*



# **Internship Report**

**On**

**Evaluation of Marketing Activities of Neelachol Housing Ltd**

Submitted to

**Md. Sheikh Abdur Rahim**

Assistant Professor and Head Department of Real Estate and

Department of Commerce

Faculty of Business and Economics

Daffodil International University

Submitted by

**Md. Mahfujur Rahman**

ID: 093-27-161

Program: BRE

Department of Real Estate

Faculty of Business and Economics

Daffodil international university

*Date of submission: 22 November, 2014*

## Letter of Transmittal

Date: 22 November, 2014

Md. Sheikh Abdur Rahim

Assistant Professor and Head Department of Real Estate and

Department of Commerce

Faculty of Business and Economics

Daffodil International University

Subject: Submission of Internship Report titled “Evaluation of Marketing Activities of Neelachol Housing Ltd”.

Dear Sir,

With due respect, I would like to inform you that I have completed the internship report on “Evaluation of Marketing Activities of Neelachol Housing Ltd”. It is immense pleasure for me because I have successfully completed this report by receiving your guideline as a supervisor.

I have endeavored to prepare this report from my level of best to accumulate relevant & insightful information about the Neelachol Housing Ltd. It is a great experience for me to make this report. I also acknowledge the help provided by Md. Mehedi Hasan(opu), General Manager, Rezaul islam, Murad, Assistant Manager of Neelachool Housing Ltd. I have tried to make the report comprehensively within the schedule time & limited recourse.

I make to ensure you that if you have any query about any matter collecting information regarding this report so please ask me and I will best try to answer you.

Yours Sincerely

Md. Mahfujur Rahman

ID: 093-27-161

Program: BRE

Department of Real Estate

Faculty of Business and Economics

Daffodil International University

## Letter of Acceptance

This is to certify that Md. Mahfujur Rahman, bearing ID: 093-27-161, Program: BRE is a regular student in the Department of Real Estate, Faculty of Business and Economics, Daffodil International University. He has successfully completed his internship program at Neelachol Housing Ltd, Dhaka. He has prepared his internship report under my supervision. His assigned internship topic is “Evaluation of Marketing Activities of Neelachol Housing Ltd”. I think that the report is a worthy of fulfillment the partial requirement of Bachelor of Real Estate degree at daffodil International University.

I wish him every success in life.

-----  
Sheikh Md. Abdur Rahim

Assistant Professor and Head Department of Real Estate and

Department of Commerce

Faculty of Business and Economics

Daffodil International University

## **Acknowledgement**

It is a great pleasure and humble opportunity for me that I am assigned for doing my internship in Neelachol Housing Ltd. At the beginning, I would like to pay my gratitude to almighty Allah for blessed me the chance to complete my internship successfully. I want to express my gratitude and thanks to my Internship Supervisor Mr. Sheikh Abdur Rahim, Head of department, Department of real estate, Daffodil International University (DIU). He gave me continuous support and guidance to prepare this report successfully.

I would also like to thank to Md.mehedi Hasan, (opu), General Manager, Marketing, Rezaul Karim Murad, Assistant Manager, my colleague & everyone for invaluable support and guidance that led to the successfully completion of my internship project.

Finally, I would like to thank our Department of Real Estate for giving me this wonderful opportunity to learn about the external business world. This will work as a guideline for me to work in practical field in future.

## Executive Summary

The housing sector plays vital roles both in the context of the economy of Bangladesh and serving the fundamental human right of shelter which actually call for the awareness and analysis regarding various pertinent issues involving the sector. The objective of this paper is to highlight the marketing activities of Neelachol Housing Ltd. It is a real estate developer in nature. Now a day's real estate market is very demanding & most of the consumer of this market is facing huge problems like developer selection, procedure, rules etc. This report is not cover entire market but contains all major information about Neelachol Housing Ltd. So, the user could easily evaluate the organization by go through this report. Major portion of this report contains information about products, price, and payment& purchasing procedure, rules of the company, business activities, organizational Structure etc.

At present Neelachol Housing LTD ltd is selling plots in two projects (Neelachol Homes& Neelachol river rain). Price of the plots varies with the location and area. The sizes of the plots are 3 & 5 khata. The clients have to contact with the sales office of Neelachol Housing Ltd at Banani to purchase the plot. The booking money is Tk.20000/= per khata & down payment is 30% of total price of a plot and rest of the amount could be paid by onetime payment or by 60 or 72 equated monthly installment. The client should have to pay the installment before falling three consecutive installments due. This is a general rule of the company. If the client fails to do so, his/her allotment should be cancelled.

Now, after making the full payment, the client will be paid the registration fees and VAT for the plots. It will take 6(six) months to one year to hand over the plot. There will be a final measurement on the land area after finishing the development activities.

Neelachol Housing LTD is new organizations in real estate market but also facing a lot of problems. The major problem are decreasing service quality & ensure a valuable work team, management should avoid nepotism in recruitment process. The firm could recruit some creative person to produce valuable & meaningful advertisement. The allotment cancellation power should be decentralized. The firm has to develop some new project to retain the market share. Despite the significant growth of the housing sector in the recent past, good research dealing with the development of this sector is lacking. This is compounded by the fact that there is a lack of adequate statistical information.

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## **CAPTER-01**

### **INTRODUCTION**



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## 1. Introduction

Bangladesh is a small but one of the most densely populated countries in the world. Dhaka is the capital and main center of this country. The population of Dhaka city is around 15 million and 10 percent of total population. people are migrating not only finding job but many wealthy people are moving to urban are like Dhaka city for the fulfillment of their expectations of better of their generation, and for enjoying the modern facilities of the city life. This is resulted into a serious crisis all over the country especially in the Dhaka city of Bangladesh. One of the five basic needs is shelter and government is supposed to ensure that. But government can't do that due to resource scarcity and this is the point in which most experts stick on for the development of the real estate sector of Bangladesh. The sector is dominated by the private investors, though the government is present in the market through some housing projects. These private investors are widely treated as profit concerns, but they are working hard to meet the rising housing demand in the country too. Though the pace growth in the real estate business in Bangladesh is a bit slow now, it has been experiencing an increasing pace throughout the whole period since its birth in late 70s. In late 90s the sector got the highest pace since its origin and lots of real estate developers came to the market invest.

Current low pace can be explained by the irregular political practice on the country as there is a nonpolitical interim government in power right now. It's widely argued that the situation will chance once the political government back in power. In recent time, private real estate firms have taken initiatives by ensuring maximum use of land in a planned way. In this system it is possible to accommodate more people in a comparatively small place. Majority of its population fall in the low income bracket and therefore basic needs fulfillment is the main concern for them.

There are five basic needs in human life. Housing is one of those and is very essential for every people. Real estate industries are working to provide residence for those people who would like to buy apartment to live in a luxurious and peaceful condition. Besides, this industry also has created a large numbers of jobs in the job market. Thousands of backward linkage industries such as; brick, sand, ceramic, sanitary, wears industry etc. have set up on the base of real estate industries. So, it is playing a great role in our national economy as it has a huge impact on the countries revenue collection. There are about eighteen hundred real estate companies in our country. All the companies are not well recognized by the people. Many of the companies do not fulfill the commitment. Unfortunately many people have lost their faith on few developers, and to satisfy those people. Initially though real estate business was limited to the Dhaka city, now the sector expands its reach to the outskirts of the Dhaka



City, surrounding districts of Dhaka districts, and other divisional cities. In fact the sector has been developed thinking Dhaka as a target market. But in course of time when lots of investors come into the market, firms had to expand the market for their own survival at last but Dhaka is still paying for its indiscipline and random construction in the city.

Therefore experts and pretty much worried about the growing constructions activities in the country. Concerns go for different issues like decrease in agricultural land because of rapid urbanization, developers are only profit and involved in random constructions, environmental degradation, and lack of affordability of poor people to access housing etc. by real estate market the author means constructing and selling new house or flats, developing lands and selling them as plots, and buying and selling old house and lands. At the same time high population density increased the demand of housing while the land was decreasing. These two factors together helped real estate sector a lot to expand. Land scarcity and the lack of social security are the two major reasons people think the development of the real estate sector in Bangladesh.

### **1.1. Origin of the Study**

This paper is entitled “Evaluation the marketing activities of Neelachol Housing Ltd”. Basically it is engaged with purchasing underdeveloped land, developing purchased land, Originate from the fulfillment of my internship program. This report contains a brief description about the host organizations business activities. I completed my internship program at “Neelachol Housing Ltd”. During my internship Program I had to prepare a report under the supervision of **Md. Sheikh Abdur Rahim**, Assistant professor and Head and Department of commerce, Department of Real Estate, Faculty of Business and Economics, Daffodil International University

### **1.2. Scope of the Study**

This study called internship program mainly job oriented experiences which are generated by interviewing with targeted customers and the people who are working at the top management of the Neelachol Housing Ltd. The duration of the study was three months. This is an individual study, which is worked for this particular study under my internship program supervisor. Since this is a formal study, the scope of the study was not so detail. I just tried to give an overall scenario of the Real Estate Market and Opportunities as well as an actual market image or share of the Neealachol Housing Ltd. by comparing with other companies in the same industry.

The study covers overall Real Estate Market and Opportunities Neealachol Housing Ltd. Market Image Analysis and Marketing System and all the data are collected from the

Organization's and from other papers which are mainly secondary sources and direct interviews with customers and top management's people of the company.

Information generated from the study has application in all the areas (4ps) of the marketing aspect. These are vital input for identifying the actual market share of the company.

### 1.3. Importance of the study

Being one of the most densely populated countries of the world with a huge population, Bangladesh has already surrendered nearly 25% of its land to human settlements and related uses. Human being has always been in search of new and better homes. Thus cities, towns and villages grew, flourished and wither away. In the process, societies forever demand and produce all kinds of goods and services, though, never satisfied, we ask for things more different. Real estate visibly shapes the way people live, work and innovates and therefore most strongly defines culture and civilization.

Today Real state is recognized the world over as the main engine that runs the economy, creating work not only for masons and managers, accountants and architects, but also for makers and sellers of building materials. It means work for maintenances, security cleaning and other services; work for makers and sellers of appliances, furniture and vehicles; work for bankers and bureaucrats, lenders and lawyers.

Purpose of this study is to locate and justify the current brand image of Asset Developments and Holdings Limited, which has been established through its' superior products and customer services, in contrast with the other leading real estate companies in Bangladesh.

### 1.4. Objectives of the Study

The study has been conducted with the following objectives:

- i. To investigate the marketing activities of Neelachol Housing Ltd.
- ii. To analyze the marketing image of Neelachol Housing Ltd.
- iii. To explore the marketing strategy of Neelachol Housing Ltd.
- iv. To find out the problems relating to the marketing activities of Neelachol Housing Ltd.
- v. To put forward some recommendation in the light of problem identified.



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### **1.5. Methodology of the Study**

The methodology of the study has been designed in the following ways.

#### **i. Data Sources**

The data has been collected from the officers and employee of the “Marketing and sales department” of Neelachol Housing Ltd and different journals and magazine of Neelachol Housing Ltd and also from the different publications of REHAB.

#### **ii. Data Collection Methods**

For data collecting I have used both primary and secondary data. At the starting point I have started by examining primary data to see whether the problem can be fully or purely solved without collecting secondary data. When the needed data did not exit, then I had gone to collect the secondary data. So, data gathered for specific purpose or a specific reason. Here, the normal procedure is interviewing some people individually to get a sense of hoe people feel and think about the topic in question.

#### **iii. Data Analysis Technique**

This study is a combination of both exploratory and descriptive research methods. The exploratory research has been conducted due to short time and little knowledge of the research focus. The main purpose of the survey is to define the actual market image of Neelachol housing Ltd. by comparing different company’s market image. So, exploratory research is most effective for completing this survey.



### **1.6.Limitations of the Study**

It couldn't be claimed that this study was 100% based on impractical data. Undoubtedly it has got some limitation regarding the representation of the factors which are collected from customers and people of the company. At the data collection for the study, I have been facing following problems.

#### **Time Limitation**

Time limitation is one of the major problems for most researchers to diagnose the problem. Like the other study, it has time limitation to identify the actual problem and provide some recommendations.

#### **To keep confidence Information**

During the period of data collection it has been observed that the tendency of employees has been to keep information confidential

#### **Sample Size**

Though the sample size was fixed for the study, with this sample size it is very difficult to get good result.

#### **Lack of Interest**

At the time of data collection, it has been observed that most of the interviewers did not pay attention in answering questionnaire.

#### **Ignorance of the company top manager**

Most of the company's managers were not willing to answer the questionnaire due to their assigned tasks. So, I have been facing problem to study and question papers in the said topics. Study is not the conclusion of this field, but it will be more or less helpful for other related organization. However I proceeded by overcoming such limitations and constraints



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## **CHAPTER-02**

### **COMPANY PROFILE**

## 2. Real Estate Sector in Bangladesh

Beyond providing physical shelter, housing may have significant impact on the lives of the dwellers in terms of skills enhancement, income generation, increased security, health, self-confidence and human dignity. Nordberg has clearly demonstrated that in most regions, housing has the potential of becoming an engine of economic growth because of its high yield on invested resources, a high multiplier effect, and a host of beneficial forward and backward linkages in the economy. Both the Constitution of the People's Republic of Bangladesh and the UN Declaration on Fundamental Rights recognizes shelter as one of the fundamental human rights. Making shelter available to all is increasingly becoming a significant challenge in Bangladesh. The economic development is far from satisfaction and the GDP per capita in 2010-11 is Tk. 26019 (Monopoly Economic Trend, Bangladesh Bank). Moreover, a large portion of the population lives below the poverty line and are deprived of habitable shelter along with other basic services. Bangladesh, like many other developing countries faces an acute shortage of affordable housing both in the urban and rural areas (Md. Maksudur

Rahman Sarker, 2011). Moreover, housing affordability is being eroded by poor land administration policies, which have resulted in very high land prices that make urban housing prohibitive for lower-income groups; and in infrastructure that is inadequate for expansion into urban and rural areas. There is no active secondary market for real estate, mainly because of the high transfer taxes and an uninterrupted long-term increase in land prices (World Bank Document, 2010). With 147.9 million people (Bangladesh Economic Review, 2011), Bangladesh is one of the most densely populated countries in the world. Land prices are high and permanent housing is rare—barely 2% in rural areas and 23% in urban centers. Estimates suggest a shortage of about 5 million houses in Bangladesh, with as many as 500,000 houses added annually in urban areas and 3.5 million added in rural regions (World Bank Document, 2010). Statistics show that Bangladesh will need to construct approximately 4 million new houses annually to meet the future demand of housing in the next twenty years. Estimates for annual requirements for housing in urban areas vary from 0.3 to 0.55 Million units. The share of urban population in Asia is 37% at present and is projected to be 45% by 2015. In Bangladesh 25% of the population now live in urban areas; this proportion will be 34% by the year 2015 (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). Dhaka, with a total population of over 10 million, is the 9th largest city in the world and also 28th among the most densely populated cities in the world (Wikipedia, 2012). While comparing the growth of the real estate and housing, and the construction sector with that of GDP, it was found that growths in the two sectors are the period 1992-2002 were 4.8 and 7.5% is much higher than the trend



Growth in GDP of 4.6% for that period. The shares of the real estate and housing sector and the construction sector in the GDP were quite high in the year 2002 and accounted for 8.3 and 8.0% respectively. However, the incremental contributions of these two sectors in the same year were also considerably high at 6.0 and 12.8% respectively (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). The real estate sector is at present creating employment for about one million people.

Who are directly or indirectly involved in the sector. According to the Labor Force Survey (LFS), in 1999-2000, 2.1% of the labor force was engaged in construction, whereas for 1995-1996 the figure was 1.8% respectively (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). According to Labor Force Survey (LFS) 2005-2006, conducted by Bangladesh Bureau of Statistics (BBS), projected labor force engaged in construction sector is 4.4 percent. This scenario actually implies a consistent growth in the involvement of the labor force in the construction sector which makes this sector critical from the perspective of employment generation in Bangladesh.

Recent information concerning investment in the housing sector shows steady growth both in absolute terms and as a percentage of total private investment and GDP. Private investment in housing and construction has more than doubled during the Fourth Five Year Plan period, from US\$ 11.66 million in 1989-1990 to US\$ 264.83 million in 1994-1995. During the first three years of the Fifth Five Year Plan period, the average investment in housing and construction was US\$ 1273.65 million. As a share of total private investment, private investment in housing and construction in the 1997-1998 to 1998-1999 period accounted for 47.3% which far exceeded the target of 16.35% for this period. The proportion of investment in housing and construction in the national GDP increased from 3.4% in FY 1997 to 4.1% in 1999 (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). These data portrays the incremental attraction of this sector to the private investors of Bangladesh. This sector is also facilitating the growth of around 300 different linkage industries. Real Estate business, especially apartment projects, took off in the Dhaka City in the late 1970s. From the early 1980s the business started to flourish and showed robust growth. At present, more than 1500 companies are active in the real estate business in the country. The market is highly segmented, primarily based on location, price of the land and size of the apartments. The main reasons for the development of real estate business in Dhaka city are:

- ❖ Scarcity of open spaces in important parts of the city.
- ❖ Hazards of purchasing land.
- ❖ Rapid increase in the population of Dhaka.

- ❖ Increase in remittance flows in recent years which financed the sector.

Experts opine that, Bangladesh will encounter high levels of urbanization by 2015 and by that time Dhaka will need to house about two crores people to become the fifth largest city in the world. So mitigation of this huge demand requires a long-term plan to be formulated so that a collective effort from both the private sector developers and individual developers may adequately provide for the huge demand (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003).

### **2.1. Emerge of Real Estate Company**

The housing situation in Bangladesh has never been satisfactory. In Bangladesh, real estate is a recent experience, although such activities started sometime in 1964. Ispahani Group was the pioneer in this sector (Hossain, 2001). During 1970s there were fewer than five companies in Bangladesh engaged in this business. But in early 1980s with the inception of Eastern Housing Ltd., the apartment project started flourishing. Now this is a booming sector of the economy. Since late 1980s, it came within the preview of business field. As a fast growing city of Bangladesh, such business was initially concentrated in Dhaka.

In 1988, there were 42 such developers working in Dhaka and in 2011 there were about 1081 companies engaged in this business (REHAB, 2011).

At present, there are about 1500 firms operating apartment business and they have apartment projects in Dhaka City as well as in some other cities. Over the last 15 years, the real estate development sector has made significant contribution to many sectors in our economy.

### **2.2. Real Estate and Housing Association of Bangladesh (REHAB)**

REHAB goes for Real Estate and Housing Association of Bangladesh. It's an association that has been introduced in 1991 with eleven (11) members only. Currently the total affiliated members of REHAB are 1081. This association works as the spokesperson for the real estate sector in Bangladesh.

All major institutionalized developers are members of this organization. REHAB IS ALSO THE "A –class "member of the Federation of Bangladesh Chamber of commerce and Industry (FBCCI). In the recent years REHAB has played a very significant role in nation building through Real Estate Development by its members. The members of REHAB contribute a large amount of revenue to the Government exchequer in times of registration cost, Income tax And Utility service Charges.

REHAB organizations it's most colorful annual event REHAB housing Fair each year in Bangladesh for the number developers, financial institutions and buildings material providers.



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To foster the growth of real estate sector REHAB plans to organize Housing Fair abroad for the Bangladeshi individuals who are living different countries of the world to buy apartment, land and commercial spaces in their home country. Accordingly, the first- ever Housing Fair abroad organized by REHAB on August 2004 at Quality Hotel Hempstead, 80 Clinton Street, new York, USA. Besides exhibiting our excellence and attainments in quality of products in REHAB weak 2005 “with a pragmatic slogan” “**PARIBASH BANDHAB SAPNIL ABASHAN**” REHAB fair in home and abroad is undoubtedly an opportunity for our real estate Development as well as valued clients to make closer relationship under one roof through exchange of views and ideas.

### **REHAB at a Glance:**

Name of the Association	:	Real Estate & Housing Association of Bangladesh
Year of Establishment	:	1991
No. of Member in 1991	:	11
No. of Member in 2010	:	1081
No of Apt. units Delivered by the Developer in last 20 years	:	100,000
No. of Apt. units Delivered by REHAB Members per year	:	9,000-10,000 Units
No. of Plot units Delivered by the Developer per year	:	5,000-6,000 Units
Approx. turnover per year	:	BDT 28,000 m
Revenue to Govt.	:	BDT 2,000 m
Direct Employment-		Real Estate Sector
Architects	:	500 nos
Graduate Engineer	:	3,000 nos
Diploma Engineer	:	10000 nos
Management Official	:	20,000 nos
Direct Labor skilled & unskilled	:	12 -15 %
Contribution to GDP	:	2.5 m



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### 2.3. Background of Neelachol Housing Ltd

Neelachol Housing Ltd. became a recognized and admired brand within a short time from its incorporation. The firm stands on its strong commitments, not only to uphold its tradition but to strive to improve its offering and service in providing “A Home for Every One”. Our company’s strength is delivery of its promises through meticulous planning, emphasizing on essential requirements, and importance of location, connectivity and convenience, budget limitation of the customer, backed by quality material, workmanship and after sales service. Over a year ago the Neelachol Housing Ltd. saw a great opportunity in Dhaka, Dhaka’s foremost developers growth history were to offer housing for sale in the country. Our company is primarily involved in development and the sale of residential and commercial plots near Purbachal Government Project.

A unique characteristic of Neelachol Housing Ltd is that at any given point, we cater to all class of society, offering housing opportunities to the lower and middle income groups as well as the elite.

Neelachol Housing Ltd. is newly emerged property developers in Bangladesh and their principles engaged in property development and operation. **Neelachol Housing Ltd** is one of the fast growing companies in Real Estate Sector; it has started its journey as a real estate company on September 2012. Neelachol Housing Ltd. consists of highly qualified and experienced management team and believe in achieving its organizational goal by serving and satisfying its client’s. Members of the management team of Neelachol Housing Ltd. Specializes in developing land project, apartments and Commercial complexes, Duplex house in the prime locations. Neelachol Housing Ltd believes in creation and making difference of product from others in every arena. Neelachol Housing Ltd. became a recognized and admired brand within a short time from its incorporation. The firm stands on its strong commitments, not only to uphold its tradition but to strive to improve its offering and service in providing a Home for Every One.

Our company’s strength is delivery of its promises through meticulous planning, emphasizing on essential requirements, and importance of location, connectivity and convenience, budget limitation of the customer, backed by quality material, workmanship and after sales service. Over a year ago the Neelachol Housing Ltd. saw a great opportunity in Dhaka, Dhaka’s foremost developers growth history were to offer housing for sale in the country. Our company is primarily involved in development and the sale of residential and commercial plots near Purbachal Government Project and also involved in developing and sale of residential and commercial plots of another project near Rajuk Jilmil project. A unique characteristic of Neelachol Housing Ltd is that at any given point, we cater to all class of society, offering housing opportunities to the lower and middle income groups as well as the elite.



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## 2.4.The Profile

<b>Neelachol Housing Ltd</b>		
Corporate office		House# 626, Mirpor DOHS
Office Of Management Services		Flat#4A,4B,house#100, road#8, Block# F, Banani model town
Aear of Establishment		September 2012
Product Line		Plots,
Number of Employee		50
Market segment		High Class Higher Middle Class Middle class



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## 2.5.Name and Designation of the Director level of the Neelachol Housing Ltd.

SL NO.	Name of Director	Designation
01.	Abul Gafur Miya	Chairman
02.	Col. Shahriar ahmed (Retd)	Managing Director
03.	Md. Humayan Kabir	Executive Director
04.	Sanauulah Sadi	Marketing Director
05.	Md. Monowarulla	Marketing Director
06.	Md. Amanulla	Project Director
07.	Oasim Akondo	Project Director
08.	Mist. Shahriar	Director

### Managing Activities

**Chairman:** The main responsibility of the Chairman is to manage and supervise the entire department including Accounts & Finance, Consumer Care, Land Procurement, Admin& Human Resources Management,

**Managing Director:** His responsibilities are to maintain the managers and executives of this department. He has the authority to finalize the sales.

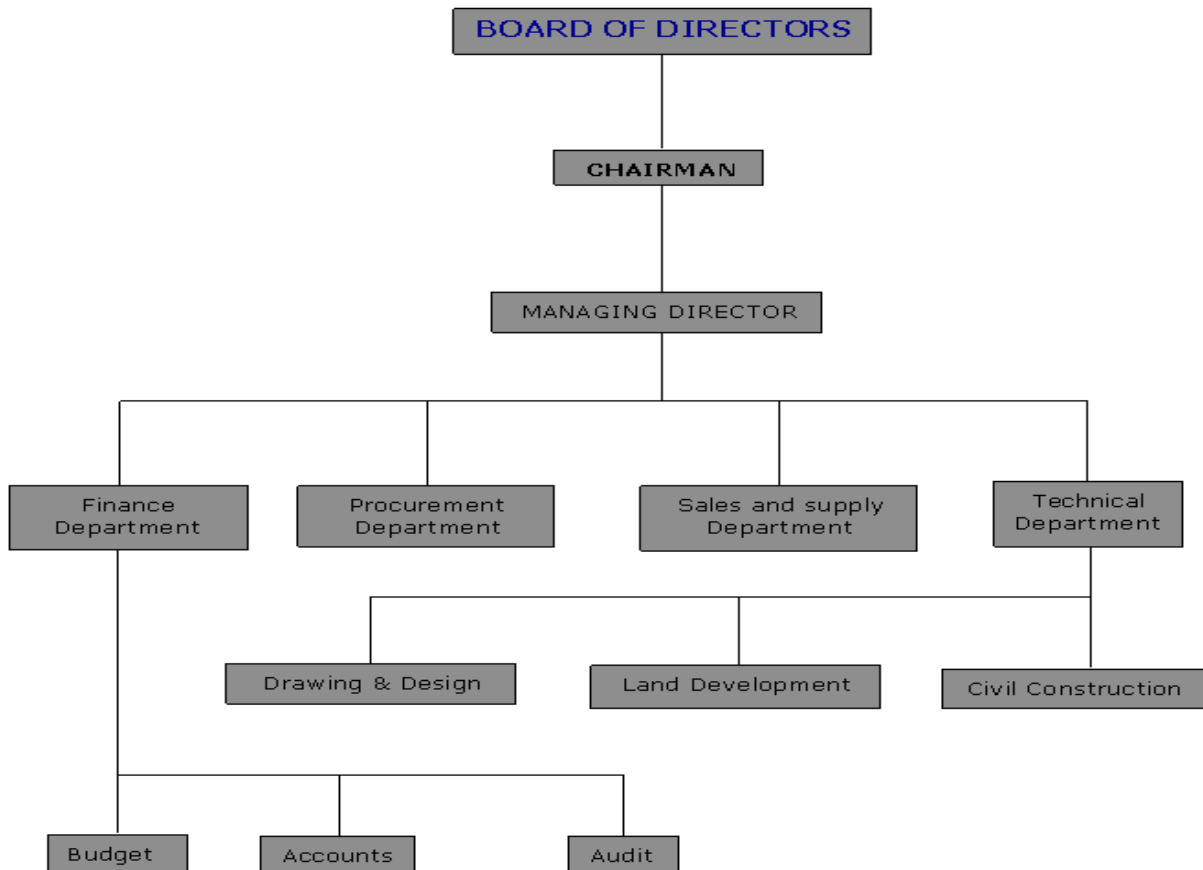
**Executive Director:** His is responsible for general management as well as designing a national expansion plan. There also is a heavy emphasis on program evaluation

**Marketing Director:** His responsibilities are to Understanding current and potential customers, managing the customer, Developing the marketing strategy and plan, management of the marketing mix etc.

**Project Director:** Project Directors have primary responsibility for the management of all expenditures under their sponsored projects.

**Director–** The Director of Neelachol Housing Ltd manages and supervises “Engineering” and “Land Development” department.

**2.6.Organogram.**



**2.7.Mission, Vision and Goals of Neelachol Housing Ltd**

**Mission of NHL**

- Marketing and promoting to individuals quality homes in Bangladesh.
- Maintain a high standard of quality of finish.
- Continue good communications procedures.
- Continue to provide staff training to providing Excellence Customer Care.
- Maintain outstanding service to its clients.



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**NEELACHOL HOUSING LTD.**

- Maintain a safe environment.
- Continue to promote a sense of corporate identity within all the staff team.
- Maintain value for many.
- Continue develop 'Brand Name'

### **Vision of NHL**

- To provide feeling of living in a home with ultimate comfort.
- To create safe homes
- To maintain the highest standards in developing homes for individuals.
- To provide high quality Customer Relationship Management.
- To develop and train staff.
- To maintain the highest standards in developing commercial properties.
- To provide a fine blend of the traditional and contemporary design.
- To provide professional and personalized services of the highest integrity.
- To become an international referral for buyers and investors.

### **Goals**

Dhaka is a densely populated city but with inadequate housing facility and quality of life, especially for the middle & lower middle class people. Neelachol Housing Ltd resources Ltd. is committed to improve the quality of life of these people by offering good quality, low cost plot affordable to all of customers. Two projects being more advantageous and cheaper, we have diverted our attention more to this area and now it is a highly acclaimed name & trendsetter in the market. Innovation, dynamism and perfection lead us to ultimate satisfaction of our customers and that is our goal.

### **2.8.Department of Neelachol Housing Ltd**

Neelachol Housing Ltd has following department:

- Sales and Marketing Department
- IT Department
- Land Department
- Purchase Department
- Engineering Department
- Commercial Department





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অল্প বুললে আপন ডিকানা....

**NEELACHOL HOUSING LTD.**

- Transport Department
- Human Resource and Admin Department
- Estate Department
- Construction Department
- Architecture Department
- Security Department
- Finance and Accounts Department

## 2.9. Project of Neelachol Housing Ltd

### Neelachol Homes

Neelachol project location of Neelachol Homes is at Purbachal adjacent to 30 number sector of Rajuk purbachol New Town and the location by itself promises a superior construction, superb architecture and other related features that differentiate our project distinctively. Considering all these facts Purbachal will be the future most demanding area of extension of new Dhaka city with most modern facilities to live on and also a very good investment decision of your money.

#### Project at glance

Total project area	➤	: 800 Biga (Approx.)
Total No of plots	➤	2000+
Size of plot	➤	3, 5Khata
No of block	➤	: A,B,C,D,E,F,G,H,I,J.
Size of road	➤	25, 40 ,60,100 feet
Present condition	➤	High Land
Access/ Communication	➤	120 feet high way to 100 ft project
Distance form Dhaka		
Purbachol New Town	➤	adjacent 30 no sector
Airport	➤	10 km
Zero point	➤	20 km
Handover	➤	2018



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### **Neelachol River Rain**

Neelachol River Rain located of near to the Government Jilmil project at Mawa. Neelachol housing Ltd newly involved in developing and sale of residential and commercial plots of Neelachol river Rain project near rajuk jilmil project.

### **2.10. Price list of Neelachol Housing Ltd**

#### **Neelachol Housing Ltd Price list**

Type of plot	Block A, B, C, and D	Block E, F, G and, H	Block I, and J
General face	7.50	7.00	6.50
South face	7.75	7.25	7.75
South corner face	8.00	7.50	7.00
40 ft road side	8.25	7.75	7.25
40 ft road side corner	8.50	8.00	7.50
60 ft road side	9.00	8.25	7.75
60 ft road side corner	9.50	8.50	8.50

All prices are in lakh per katha.

Note:

- Extra Tk. 25,000/= (Twenty Five Thousand Only) per katha shall be added or Play Field/ Park/ School /College /Mosque /Bazaar side Plots.
- Booking Money:For Resident plots Tk. 15,000/= (Taka Fifteen Thousand Only) & Commercial plot Tk. 20,000/= (Taka Twenty Thousand Only) per kahta.
- Down Payment:For General & South Facing plot 20 % & lake view And Commercial plot 30 % of Rest of total value.
- Documentation:Documentation cost per katha 2,000/= (Taka Two Thousand Only) for local client & foreign client 5,000/= (Taka Five Thousand Only) will be needed.
- Development & Utility Charge:At actual cost at the time of plot hand over.
- A. Price is excluding all plot registration fee, VAT, Tax, Govt. Fee & etc.
- The company preserves the right to bring any kind of change in price without prior notice.



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NEELACHOL HOUSING LTD.

## CHAPTER-03

### ANALYSIS

### **3.1. Marketing Activities of Neelachol Housing Ltd**

In Bangladesh, there are more or less 500 real estate companies are working. Some of them are REHAB members and some of them are not. No matter whether they are REHAB member or not, the main activity of any Real Estate Company is to sell their products. At the end of my graduation, as a student of real Estate, I had done my internship in Neelachol Housing Ltd. I worked there for three months and closely observed all the activities of employees of “Marketing & Sales Department”. Again all the employees of “Marketing & Sales Department”, helped me lot to understand and realize how a sales person market and sell the products. The “Marketing & Sales Department” of Neelachol Housing Ltd is one of the most important departments of Neelachol Housing Ltd. In this department, there are two directors, one manager, one assistant manager and two senior executive and 10 executive. They are smart, energetic, experienced and high educated. They are capable of handling clients and selling the products in the efficient and effective way. Now I am giving the broad description of all the marketing activities of Neelachol Housing Ltd –

#### **Advertisement**

The first and foremost activity of Neelachol Housing Ltd is “Marketing Department” is to prepare the advertisement which will be given to the daily newspapers. Neelachol Housing Ltd gives ads frequently on the newspapers. Neelachol Housing Ltd gives main ads mostly on “The Daily Prothom- Alo” and “The Daily Ittefaq”. Neelachol Housing Ltd also gives classified ads on different daily news papers. In the main ads, names of two existing projects, Location of the plot, size of the plot, booking money of a plot, handover date etc are given. At the below part of the main ads, the name of the company, telephone numbers of the company, mobile numbers of the marketing executives are given. For the preparation of the ads, the Promotion Manager of Neelachol Housing Ltd is responsible. His responsibilities are to prepare and develop ads to attract the clients. After preparing the ads, he shows the ad to the management of Neelachol Housing Ltd and after approving the particular ad by the management, finally the ad is given to the daily news paper on the previously fixed date.

#### **Market Survey**

Market Survey is an important activity of Neelachol Housing Ltd “Marketing Department”. But these surveys are not done by the executives of the “Marketing and Sales Department”. Neelachol Housing Ltd takes “Intern” from reputed universities and through these “Interns”, the surveys are accomplished. Before sending the “Interns” for survey, the executives of “Marketing and Sales Department” give proper instructions and guidelines to do the survey. These surveys are basically done to know the projects of different developers in those locations, where Neelachol Housing Ltd have existing projects or Neelachol Housing Ltd wants to take projects.



### **Direct Marketing**

The communication establishes through a direct channel without using any intermediaries is referred to as direct marketing. Direct marketing can be used to deliver message or service. Direct marketing has shown tremendous growth in recent years. The internet has played major part in this growth story. Direct marketing saves time, makes an experience personal and pleasant. Direct marketing reduces cost for companies. Face to face selling, direct mail, catalog marketing, telemarketing, TV and kiosks are media for direct marketing. Advertisement, Promotional activity, Public relation and direct marketing play an essential role in helping companies reaches their marketing goals.

### **Public Relations**

Companies cannot survive in isolation they need to have a constant interaction with customers, employees and different stakeholders. This servicing of relation is done by the public relation office. The major function of the public relation office is to handle press releases, support product publicity, create and maintain the corporate image, handle matters with lawmakers, guide management with respect to public issues. Companies are looking at ways to converge with functions of marketing and public relation in marketing public relation. The direct responsibility of marketing public relation (MPR) is to support corporate and product branding activities. MPR is an efficient tool in building awareness by generating stories in media. Once the story is in circulation MPR can establish credibility and create a sense of enigma among sales people as well as dealers to boost enthusiasm. MPR is much more cost effective tool than other promotional activities.

### **Loyalty Programs**

Some companies use loyalty programs as sales promotions, which entice customers to make more purchases. Loyalty programs usually include a membership card that can be tracked electronically through register purchases. For example, a movie theater may offer free popcorn, drinks or even tickets to customers who spend a certain amount of money.

### **Premiums**

Premiums are very popular marketing activities that provide giveaways to consumers. Fast food restaurants use premiums all the time, often giving away toys or movie character dolls with the purchase of a kids' meal. Sometimes non-competing companies go into cahoots with one another in a sales promotion. For example, a manufacturer of mouthwash may give away floss, which is another part of oral hygiene.



### **3.2. Sales Procedure Activities**

Sales Procedures is a section in the Sales & Marketing Policies and Procedures manual. Our Sales Policy Procedures provide the critical interface between your company and your customer. Besides being the company representative to the customers, sales must also apply a process approach to setting targets, measuring results, then making corrections and improving. Implement our Sales Policy Procedures to ensure every interaction with your customer is controlled. The Sales Policies Procedures section in the Sales & Marketing Procedures Manual includes the following policies and procedures.

#### **Managing Your Sales Cycle**

Understanding the sales cycle is crucial to controlling it. And controlling the sales cycle is how you can build yourself of a steady flow of sales, instead of enduring the feast-or famine lifestyle common to salespeople.

#### **Prospecting and Lead Generation**

Finding leads is the basic building block of sales. After all, if you can't find anyone to sell to, you're not going to make many sales! Old sources will frequently dry up temporarily or even permanently, so it helps to have at least two or three major lead.

#### **Setting Appointments**

Once you've got your lead list in hand, you need to get in touch with those people and make appointments. Many salespeople prefer to cold call over the phone, but you can also call in person, send email or even mail out sales letters.

#### **Qualifying Prospects and Making Presentations**

The qualification stage usually takes place at the appointment itself, although you can also qualify briefly during your initial contact. The idea is to confirm that your prospect is both able and potentially willing to buy your product. Once you've qualified them, it's time to make your pitch. Keep in mind that you're not just selling your product... you are also selling yourself!

#### **Addressing Objections and Closing the Sale**

Before you can close the sale, you'll need to address your customer's objections. Once you've done so, always wrap up an appointment by asking for the sale. The prospect won't ask you.

### Asking for Referrals

This is hands down the most commonly neglected step. Too many salespeople are so relieved to get a sale that they grab their things and race out the door the second they get the chance, for fear the prospect will change their mind.

### 3.3. Tasks for the Employees

Following are the tasks that have to perform by the employees of sales and marketing department of Neelachol Housing Ltd Tasks:

1. Providing information and selling plot.
  - Tell about the price of plots in different areas to the clients.
  - Show the project map and available plots for sales to the clients.
  - Make sure that the clients selected plot is remain unsold.
  - Discuss about the EMI and no. of installments.
  - Calculate and show some installment sample under different terms.
  - Carry forward the selling by receiving booking money, delivering prescribed form and opening a new file.
2. Dealing with foreign clients through e-mail, phone and Fax
  - Providing information about their file and new plot.
  - Send up –dated statements and price list through e-mail and Fax.
  - Send any other information required by them.
3. Collecting monthly installment.
  - Employees need to check following things while collecting monthly installment:
    - Current date of CQ □ Amount of installment.
    - Signature (at proper place).
    - Proper file number.
4. Delivering money receipt.
  - Calling the clients by announcing their name.
  - Ask the file number to the clients before delivering the money receipt.
5. Placing the money receipt at the file.
  - Keep the money receipt (office copy) to the right file.
  - Generally most of the money receipt comes with file. If some files are not available then make a list of those files and collect through the peon.

6. Receiving installment money with letter.

- Some clients living outside Dhaka city send money receipt along with a forwarding letter by post.
- Receive the mail and handle each case very carefully.
- Find out the file; keep record in register khata and in computer.
- Deliver the file to prepare money receipt.
- Send money receipt and updated statement to the clients

7. Maintaining credit advice and dealing with foreign clients.

- Collect the depots slip.
- Keep records in computer and store a copy in the file.
- Take the clearance from account department.
- Prepare the money receipt and send the photocopy of money receipt to the client.

8. Address change.

- Receive the application regarding the change in mailing address.
- Precede the changing process.

9. Name Change (Requirements for name change).

- At first the file has to be full-paid, paid registration fee and VAT charges
- An application from the applicant / applicants towards the managing Director.
- Affidavit certificate in stamp paper of Tk.150/-with notary attested
- 2 copies passport size photocopy of every allotted (Both Parties).
- Commissioner/Chairman Certificate /Passport's photocopy (Both Parties).
- Tk.2000/- Per Katha as documentation charge.

**3.4. In Case Death**

- At first the file has to be full-paid, paid registration fee and VAT charge.
- An application from the applicant / Applicants towards the Managing Director.
- Affidavit certificate in stamp paper of Tk.150/-with notary attested
- 2 copies passport size photocopy of every allotted (Both Parties).
- Commissioner/Chairman Certificate /Passport's photocopy (Both Parties).
- Succession Certificate.
- Death Certificate.
- Tk.2000/- Per Katha as documentation charge.



### 3.5. Task Regarding Cancellation

#### 1. Inform the clients about cancellation.

- Prepare cancellation letter for those clients who have more than two dues in their file.
- Send the cancellation file and mention a deadline.

#### 2. File cancellation and re-allotting the file.

- Send alter notice to the clients before two (2) consecutive installments falls due.
- Close the file after the cancel order by the honorable Chairman and Managing directors.
- The file cancellation power is only exercised by the Chairman and managing director. So sometime cancelled files are re-allotting due to special request and approval of the honorable Chairman and managing director.

#### 3. Amount transfer.

- Receive letter and all money receipt.
- Take attempt after getting the approval of Senior GM and Vice-Chairmen and the clearance of accounts department.
- Continue the process as per the client's requirement. Transferring and receiving money receipt one office to another office.
- If the money receipt does not match with the file numbers of the receiving office then keep it separately.
- Confirm the location of the file through file serial.
- Send the money receipt to the file holding office.
- Receive the money receipt from the other office.

### 3.6. Ways of get back of money

There is only one option to get back money.

#### Refund

- Client has to submit an application to get back the money.
- It will take three years from the date of submission of application.
- Sometimes it will take less time in special permission of the Managing Director of Neelachol Housing Ltd.

### 3.7. Terms and Conditions the Neelachol Housing Ltd.

The following terms and conditions are to be maintained while transacting with NHL.

- It will be a ‘first come first serve’ based allotment system.
- Application must be made using the NEELACHOL HOUSING LIMITED (NHL) prescribed form. Buyers will deposit booking money @ Tk. 20,000/- per Katha through pay order/bank draft in favor of NHL along with 03 (Three) copies of passport-sized photographs duly attested and attested photocopies of National Identity Card/ Passport/Birth certificate. In case of nominees also above documents must be submitted.
- The company will have the right to accept or reject any application without assigning any reason.
- All payment shall be made by cheque /pay order/Bank draft in the name of NHL. Through account payee/crossed cheques. No cash transaction will be allowed without proper and prior approval of the company. Bangladeshi citizens residing in abroad may remit payment by TT or DD through proper and lawful channel.
- The buyer must strictly adhere to the negotiated payment schedule in paying the booking money/installments as per schedule.
- In case of failure to pay installment in due time, the buyer will have to regularize the payment before the next installment has fallen due. In the event of failure of payment of total 03 (three) installments (or as decided by the company) in due time, the company will have the right to cancel the allotment and allot the same to another intending allottee. In such case, the buyer will get back the deposited money within quickest possible time after deducting incidental charges.
- After the payment of booking money and 30% down payment, a provisional allotment letter shall be issued in favor of the buyer.
- After completion of 50% full payment, a ‘‘Deed of Agreement’’ will be executed in favor of the buyer.
- A formal allotment letter shall be issued to and a ‘Deed of Conveyance’ shall be executed and registered in favor of the buyer after payment of consideration of plot in full and completion of formalities with govt. bodies.
- All costs involved for execution and registration of the ‘Deed of Conveyance’ shall be borne by the buyers.
- Without the prior consent of the company the buyer shall not in writing transfer, convey, mortgage, assign or in any other Way encumber the plot allotted to him/her/them, unless all payments are made, possession is handed over and registered as saff kabola.
- Buyer shall bear the cost & be responsible for the connection of gas, water, electricity etc.



- If the buyer surrenders voluntarily after booking the land but before registration of Deed of conveyance, he/she/they will be refunded the amount deposited within quickest possible time.
- The buyer shall abide by the terms and conditions contained in provisional allotment letter, formal allotment letter and the Deed of conveyance.
- Before registration of sale deed/deed of conveyance, if the buyer wants to change the ownership of the plot in favor of his father, mother, husband, wife, brother, sister, son or daughter no transfer-fee will be required for the purpose. However, other than the above mentioned relatives transfer will only be done after giving prescribed transfer-fees by company.
- The area of the plot may vary on measurement while handing over physical possession. In case of variation in measurement of the plot, the buyer shall pay for the increased quantity of land at present market price and in case of decrease in quantity the company shall refund the proportionate amount at booking price rate.
- Company will reserve the right to change/modify/alter the layout plan for the greater interest of the project. In such case the company will try to reallocate a plot to the purchaser keeping in view to the size and location of the previous plot.
- Real Estate mortgage may be done as per real Estate Management and Development Act-2010.

Finally any kind of variation in respect to the location, position, size of the plot shall be accepted by the purchaser. The company's decision would be final in this regard.

### 3.8. Deed of agreement for sale

This agreement made on this the.....day.....of 2014of Christian era.

Between

Mr. -----, son of ..... of ....., Dhaka, hereinafter referred to as the VENDEE (which expression shall, unless repugnant to the subject and context hereof, shall include his successors, representatives in interest and assigns of the **FIRST PARTY.**

AND

**Neelachol Housing Ltd**, a private company incorporated under the Companies Act 1994 with its registered office at 8/C & D, Block 4A, 4B, House 100,Road 8,Banani represented by its Managing Director col. Shahriar Ahmaed (Retd), herein after referred to as the **VENDOR**



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(which expression shall, unless repugnant to the subject and context hereof, shall include its heir, successors-in-interest, administrator, representatives in interest and assigns) of the **SECOND PARTY**

Whereas the 2nd Party (company) as the sole and absolute owner is absolutely seized and possessed of or otherwise well and sufficiently entitled to all that the scheduled property.

AND whereas the VENDOR Second Party took possession thereof and mutated its name in respect of the scheduled property with the appropriate authorities;

WHEREAS the VENDOR Second Party has proposes to sell the scheduled property and the VENDEE First Party have accepted the proposal to purchase the same;

**NOW THE THEMSELVES AS FOLLOWS:PARTIES TO THIS AGREEMENT  
MUTUALLY AGREE AND BIND**

1. That the 2nd party (Company) proposes to sell the schedule property, and purchaser(i.e. 1st party) agrees to buy the scheduled property value of Tk.-----  
----- (-----) only per katha, a total consideration of Tk.-----  
--.00X3= Tk.----- (Taka -----) only and the purchaser (i.e. 1st party) has paid of Tk. ----- (Taka -----) only.
2. That the 1st party (Purchaser) will paid Tk.-----00 per katha, a total consideration of Tk.-----00X3= Tk.-----00 (Taka -----) only as per development expenses within 3 (Three) months after demanding by the 2nd party (Company).
3. The balance shall be paid of Tk.-----00 (Taka -----) equal-----  
----installments as under mentioned follows:

No. of installment	Amount (Taka)	Date of payment
1	Xxxxx	Xxxxx
2	Xxxxx	Xxxxx
3	Xxxxx	Xxxxx
4	Xxxxx	Xxxxx



4. That on full payment of the consideration money for the Schedule property and upon full satisfaction of all other payments the purchaser (i.e. 1st party) shall at his/her own cost including payment of stamp duty, registration fee, transfer fee, gain tax, VAT and other necessary expenses, get the sale Deed executed and registered by the 2nd party (i.e. Company) thereby securing the transfer of the schedule property.
5. That the 2nd party (i.e. Company) will arrange connection of gas, electricity, Water, telephone and sewerage line and that the 1st party will pay the expenses of the gas, electricity, Water, telephone line connection.
6. That the time so fixed for the payment of the cost of land being the essence of this Agreement, the purchaser (i.e. 1st party) shall make the payment of amount with the due dates stipulated hereinabove. If the purchaser (i.e. 1st party) fails to make a payment within the stipulated due date, that the 2nd party (i.e. Company) may charge 2% per month fine/interest on the amount due from the date that the amount was payable, but in the event of the default continuing for 30 days or more, the 2nd party (i.e. Company) shall have the right to cancel the allotment of the schedule property and rescind this agreement.
7. That the 2nd party (i.e. Company) shall handover in the scheduled property within .....
8. That the purchaser 2nd party (i.e. Company) fails to make Deed of Sale of the scheduled property, the purchaser (i.e. 1st party) shall, have to right to cancel this agreement by giving at least ----- days prior notice to the 2nd party (i.e. Company) to that effect and on the expiration of the said period, the agreement shall stand terminated and in that event the 2nd party (i.e. Company) will return the earnest money to the purchaser and pay the cost of and incidental to this agreement.
9. That the purchaser (i.e. 1st party) before handover shall not, without the prior written consent of the 2nd party (i.e. Company), sell, transfer, convey, mortgage, charge or in any way encumber, deal with or dispose of the right and interest in the scheduled property.
10. If the purchaser (i.e. 1st party) wants to transfer the scheduled property before executing the Deed of Sale, the purchaser (i.e. 1st party) must be paid amount of Tk.5,000.00 (Taka Five thousand) only per Katha to the 2nd party (i.e. Company).
11. If the purchaser (i.e. 1st party) wants to transfer the scheduled property after executing the Deed of Sale, the purchaser (i.e. 1st party) will take the transfer permission from the 2nd party (i.e. Company) and the purchaser (i.e. 1st party) also will be paid amount of fees to the 2nd party (i.e. Company).



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12. That if by reason of act of God, natural calamity, earthquake, flood, act of enemy, war, military operation of any nature, blockade, strike, and embargo or for any other reason beyond the control of the 2nd party (i.e. Company), it becomes impossible to handover of the schedule property, the 2nd party (i.e. Company) shall inform the purchaser of such state of affairs whereupon the parties hereto shall by mutual consent and discussion make such addition provisions and/or modify existing provisions of this agreement as may be found necessary to protect the interest of all the parties.
13. That subject to the provision contained in the last preceding clauses, if at any time any dispute, doubt or question arises between the 1st party and 2nd party or their respective legal representatives, power and payment or otherwise in relation to this Deed of Agreement, then any such dispute, doubt or questions shall be referred to a panel of arbitrators one to be appointed by each of the parties or their legal representatives, and who shall appoint an umpire to be appointed in the manner provided by law and all proceedings before such Arbitrators or the umpire shall be governed by the provisions contained in the Arbitration Act, 2001, or any statutory modification thereof, the decision of the arbitration shall stand as final and conclusive.
14. This deed of agreement can be changed or altered with the amicable settlement of the both parties. **SCHEDULE OF THE PROPERTY**

All that piece and parcel of land measuring ... (.....) Katha, situated District- ....., Police Station- ....., Sub-Registry Office-....., Mouja - ....., under **J.L. No.** ....., pertaining to the **Khatian Nos.** .....; corresponding **dag Nos.** - ....., Mutation Khatian No. ....., Jote No....., pertaining plot No. ...., of Block - ....., Road No....., of Neelachol Homes project layout. The entire land is butted & bounded by:

To the North- Road No. ....

To the South- Plot No. ...., To the East- Plot No. ...., To the West Plot No.....

This agreement is composed in ----- (-----) word processed pages.

Witness:

1. Name and Signature of the

2. Parties

-----

### 3.9. National policy guidelines followed by Neelachol Housing Ltd

In Bangladesh, there is no policy guideline for the real estate sector. However, Real Estate and Housing Association of Bangladesh (REHAB), the national coordinator of the private real estate developers has proposed a policy guideline for the sustainable development of this sector. Some of the important guidelines of REHAB are stated below:

- Government and private real estate developers should play their role equally in the land development process of the urban and per-urban areas.
- The role of the private sector housing in the urbanization process should be evaluated properly while formulating urbanization related projects and policies.
- Several laws and regulations (stated in section 10.00) which have become obsolete should be updated immediately. There are some conflicts and duplicity among the laws which should be taken care of.
- While formulating the Structure plan, the business of the private real estate developers should be given utmost priority. In this regard, land banking system can be a handy tool.
- Proper subdivision planning and zoning laws would help the private developers to cope with the policies and provisions of the structure plan.
- The registration system for the private real estate sector should be rescheduled within acceptable terms.
- The designs or plan for the private real estate projects should be approved by RAJUK.
- 30% land area of any project to be kept aside for road, drainage and public utility service purpose.
- For the better utilization of the scarce land resource, high rise buildings should be patronized.
- Government's control over the land value and house rent should be strengthened.
- The Building Construction Act, 1996 and other government building codes should be enforced strictly.
- No private developers should be permitted to construct the housing scheme outside the proposed expansion zone of the structure plan.



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NEELACHOL HOUSING LTD.

## CHAPTER- 04

### SWOT ANALYSIS



## SWOT Analysis of the Company

The SWOT analysis provides a useful strategic guidance. A SWOT analysis (Strength, Weakness, Opportunities and Threats) allows in constricting balance sheet for the company. In the analysis one can bring together all the internal factors, influencing company's strength and weakness. Based on these factors we can identify external factors which can help to define opportunities and threats that a company faces due to competitive forces and trends in the business environment.

### 4.1. Strength

- Good reputation
- It has efficient management.
- Healthy financial position
- Company has excellent service department.
- Company always concern about to know, what is new and how can it overcome.
- Wide distribution capability
- Has moderate experience in the business field
- Innovation capacity is excellent

### 4.2. Weakness

- It does not have vast marketing program
- Companies not registrar from the RAJUK, having applied only are given
- It does not have own training department
- It has low capacity to define the target market.

### 4.3. Opportunity

- It has creative power to develop innovative thing.
- NHL also takes the financial risk to bring any change and penetrate the market.
- Price should be moderate and somewhat below the competitors price.
- Most of the company does not know the actual market size of real estate business. As the need for better housing is increasing, there is a great opportunity to measure the market and penetrate the market.
- Very few domestic companies compete in this industry. So, there is big change to explore business activities

### 4.4. Threats

- Changing customers demand
- Political Instability is another great threat for the company
- Low price of the competitors is another threat.
- Competitors are becoming a big threat for the company.
- Changing world economy rapidly.

#### 4.5. Problems Identified

1. Ineffectiveness of their advertisement in the both print and electronic media.
2. Recently company fails to provide new plot to the clients.
3. Employees are not customer friendly.
  - Behavior of the employees with the clients is not satisfactory.
  - Sometimes the employees failed to provide information accurately to the customer.
  - Some inefficient and irresponsible employee pollutes the whole organization
4. Traditional working process.
  - Centralized decision making.
  - There is no prescribed job description.
  - Accountants do not follow IAS

#### 5. Lack of customer faith

The most difficult job for the most marketing executives is to create faith on customer mind. They always hesitate to make such purchase decision. They hardly believe the company and its projects for following reasons.

- There is no direct government supervision in this sector. So they feel insecure to make purchase decision from the company.
- There is no government policy to guide the business.

#### 6. Lack of customer knowledge regarding housing

This result in too much time is needs for the marketer to make a better understanding regarding their perception about the company product.

#### 7. Failure in commitment

Sometimes the company fails to hand over the plot or flat within the specified period due to several factors like storage in raw materials, legal building, deadly in preparation of necessary papers etc.

#### 8. Political Instability

It is another problem in marketing. Due to political unrest construction and development, works delayed which delay the whole project. For this, hand over date is also extended. So, it reduces the good will of the company and customers faith.

#### 9. Natural Climate

Natural climate like heavy rainfall, flood, storm, earth quake, usually delayed the project work. So, unfavorable natural climate is one of the main problems in this business.

#### 10. Competitors

Competitors always change the policy frequently in this industry which is also considered as another major marketing problem.

#### 11. Diverse

Disturbance of illegal, collectors of subscription, corruption from the government and non government bodies is also major problem in this sector.



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## CHAPTER-05

### FINIDINGS, RECOMMENDATIONS AND CONCLUSION



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### 5.1. Findings of the Study

- Neelachol Housing Ltd cannot provide 24 hours online customer service facilities.
- Scarcity of man power (Marketing & Sales Department) for distributing service to the existing and target customer.
- Direct sales agents are not inspired with their sales commission, remuneration and inadequate performance reward.
- Marketing and Sales policy is not up to the demand for the present time.
- Neelachol Housing Ltd does not conduct any type of training programs and workshops for the employees to manage customers smoothly and increase sales & services.



## 5.2. Recommendations

- Neelachol Housing Ltd should provide 24 hours online service to the customers to solve their problems and queries.
- Marketing and Sales Department” should run in the most efficient and effective way. For ensuring better service, Neelachol Housing Ltd should recruit more people in this department.
- Marketing Team (Direct Sales Agents) is less motivated in their job. They are not satisfied with their sales commission. Neelachol Housing Ltd should provide them a fixed sales commission and some rewards like the best performer should be rewarded annually.
- Arrangement for offering attractive gifts & prizes for the clients and target clients should be made so that the numbers of clients are increasing day by day.
- The company should arrange regular training program for the employees.



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### 5.3. Conclusions

Today Bangladesh stands on the juncture of economic emancipation. The stage is set for rapid growth and development in every sector of the economy. The real estate sector is also experiencing significant changes. ‘Professionalism’ is the key word for success now days and in the years to come. Only those companies which have a total commitment to this sector will thrive. Neelachol Housing Ltd is determined to play a leading role in the development of the real estate sector in the twenty –first century. Neelachol Housing Ltd has worked towards building a strong foundation and establishing a professional corporate identity for the company. Today, in the field of real estate development, though Neelachol Housing Ltd is new, but in future, it will be a recognized leader which will be respected for its achievements, professional ethics and innovative concepts. Neelachol Housing Ltd corporate philosophy is however based on a very simple principle – “A friend in need”. To this end, Neelachol Housing Ltd is constantly working towards upgrading and improving every aspect of it’s activity. Neelachol Housing Ltd emphasizes to keep on improving it’s overall operations. It is because of this unrelenting quest for excellence that Neelachol Housing Ltd have earned the goodwill of so many of it’s customers. Today Neelachol Housing Ltd is poised for a new phase of dynamic growth. Neelachol Housing Ltd human resource is well trained and motivated, It’s financial fundamentals are strong and it has an excellent goodwill in the market. Neelachol Housing Ltd vision is to constantly set challenging goals. Neelachol Housing Ltd will continue to expand and diversify and be an example of a progressive company, playing a dynamic role in the economic development of Bangladesh. Neelachol Housing Ltd is a newly formed company dedicated to build a ‘beautiful tomorrow’ for the people of Bangladesh. Strong leadership, total commitment and personal care orientation have already created a strong image of the company in the apartment market. With a firm belief in the potential and track record of the hard working management of the company, customers are assured of obtaining the best value against their investment. Every single client of the company is treated with most personal attention. The ultimate policy of the company is to retain a lifelong relationship with Neelachol Housing Ltd home-owners. For every project development, before entering in designing the project, a group of experts plan and design the project taking into considerations its location, environment, surroundings, urban facilities and some other important factors that ensure maximum comfort and convenience for the target dwellers. Neelachol Housing Ltd architects and consultants relentlessly give maximum time and effort to respond to modern days need and changes concerning function, aesthetics and technology. Their every development embraces the importance of all latest facilities and amenities with maximum air, light and ventilation. Neelachol Housing Ltd has a strong project management team. Each and every phase of construction is planned, determined, supervised and engineered by a strong group of experts who have a large experience in some



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major local and foreign constructions. Only for this Project Management Team, Neelachol Housing Ltd can hand over its projects before the stipulated time guaranteeing a quality construction with superb finishing. Each and every suggestion of Neelachol Housing Ltd valued customers is greatly emphasized at every phase of project construction. Since the customer satisfaction is the main motto, Neelachol Housing Ltd customer service department always stands beside the customers to give the best possible friendly service. Customer service people always ready to welcome the clients whenever they need. Neelachol Housing Ltd aim is not only to meet the international standard, but to exceed it by setting new standard in design, construction and service.

Neelachol Housing Ltd is filled with optimism and promises of rosy tomorrow with its fleet of highly qualified professional engineers, architects, efficient technical personnel with high capability to meet the challenges of the 21<sup>st</sup> century. Neelachol Housing Ltd is an efficient and socially responsible participant in infrastructural construction sector and committed to organizational pursuit of excellence in its undertakings. Neelachol Housing Ltd aspires to make a significant and lasting contribution to the nation's development and quality of life. Neelachol Housing Ltd provides its clients with competitive pricing, quality materials and workmanship and completion of project on schedule as well as post completion attention to ensure complete satisfaction.



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