

**Internship Report
On
“Determining the Marketing Efficiency of Land-
Developing Real Estate Companies in
Bangladesh- A Study of NRB GROUP”**

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Date: Feb 27, 2014

Ahmed Fakhurul Alam

Professor

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Subject: Submission of Internship Report on "Determining the Marketing Efficiency of Land-developing Real Estate Companies in Bangladesh-A study of NRB Group".

Sir,

This is the report that have been assigned as a compulsory requirement for the BBA Degree. Please find attached herewith the report on NRB Group Bangladesh ltd.

I have completed my internship program at 31 December 2013 . I have really enjoyed the twelve week attachment with the organization and highly appreciate their co-operation in this regard. Basically I was engaged with the sales & marketing department of NRB Group. But I always tried to make a relation with other departments. So, I got the co-operation of Intern Company during the internship period. This report contains all of the major information about the company.

I sincerely hope that this report will help you to evaluate me. If you have any queries about the report please don't hesitate contact me.

Thanking you with regards.

Sincerely yours,

Ishrat Jahan

ID: 121-11-350

Daffodil International University

ACKNOWLEDGEMENT

Deep gratitude is expressed to **Dr. Ahmed Fakhrul Alam** Professor of Daffodil International University for supervising me to prepare this report & also special thanks to him. I have got several supports from him during the internship period.

During the internship period I worked under direct supervision of Mr. Atikur Rahman, Accounts Executive. NRB Group Bangladesh Ltd. I learnt many things about real estate business from him.

Thanks to Almighty Allah, for giving me enough strength to prepare & submit this report.

Ishrat Jahan

ID: 121-11-350

Daffodil International University

CERTIFICATE OF APPROVAL



I am pleased to certify that the Internship Report on “ **Determining the Marketing Efficiency of Land-Developing Real Estate Companies in Bangladesh-A Study of NRB Group**” conducted by Ishrat Jahan, bearing **ID No: 121-11-350** of the Department of Business Administration has been approved for presentation and defense /viva-voce. Under my supervision Ishrat Jahan worked with **The NRB Group Bangladesh Ltd.**

Ishrat Jahan bears a strong moral character and a very pleasing personality. I wish her all success in life.

Dr. Ahmed Fakhru Alam (Supervisor)

Professor

Department of Business Administration

Daffodil International University

EXECUTIVE SUMMARY

The objective of this paper is to highlight the business activities of NRB Group Bangladesh Ltd. It is a real estate developer in nature. Now a day's real estate market is very demanding & most of the consumers of this market are facing huge problems like developer selection, procedure, rules etc. This report has not covered entire market but contains all major information about NRB So, the user could easily evaluate the organization by going through this report. Major portion of this report contains information about products, price, payment & purchasing procedure, rules of the company, business activities, financial status, organizational Structure etc.

At present NRB Group Bangladesh ltd is selling plots in two projects (NRB Homes Fair deal properties & Eco-Cloud).Price of the plots varies with the location and area. The sizes of the plots are 3, 4, 5, 6, &10 khata. The clients have to contact with the sales office of NRB Group. The booking money is Tk.10000/= per khata & rest of the amount could be paid by onetime payment or by 60 month NRB Group installment. The client has 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 is cancelled. There are two ways to get back the money from the cancelled file. Firstly, transfer money from one file to another file. Secondly, get back the money in hand; it takes 1 (one) month. After making the full payment, the client has to pay the registration fees and VAT for the plots. There will be a final measurement on the land area after finishing the development activities.

NRB Group is one of the top organizations in real estate market but also facing a lot of problems. The major problems are decreasing service quality and ensuring 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.

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History of Real Estate in Bangladesh:

The urbanization of Bangladesh is quite similar to that in Latin America; formerly called “over-urbanization” in 1950s, this is a situation where a rapid rate of urbanization does not lead to corresponding growth in industry and economy but results in a shift of people from low-productivity rural agricultural employment to low-productivity urban employment or underemployment. The major cities of Bangladesh exhibits the clearest symptoms of over-urbanization, where an imbalance between rapid population growth and insufficient employment opportunities led to an increase in poverty and the mushrooming of slum and squatter settlements (Valla dares, 2002). In Bangladesh, the problem of urbanization is further aggravated by limited land supply in urban areas, lower land utilization and the lack of proper planning and land use policy. Due to globalization, the urbanization process is also increased. The ever-increasing urban population is creating an increasing demand for shelter. Article 25 of the United Nations ‘Universal Declaration on Human Rights (1948-1998) has clearly stated that: “Everyone has the right to a standard of living adequate of the health and well-being of himself and of his family, including food, clothing, housing and medical care and necessary social services, and the right of security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control.(UNO, 1948) Bangladesh has one of the lowest land-person ratios in the world. The situation is further aggravated every year through an irrevocable reduction of per capita share of land for housing, as a result of continuing population growth. Acknowledging the importance of housing, which is one of the five basis needs incorporated in the constitution of Bangladesh, the government is compelled constitutionally to play a vital role in securing housing rights. The constitution of the People’s Republic of Bangladesh states in Articles 15(a) that: “It shall be a fundamental responsibility of the State to attain, through planned economic growth, a constant increase of productive forces and steady improvement in the material and cultural standard of living of the people, with a view to securing to its citizens--the provision of the basic necessities of life, including food, clothing, shelter, education and medical care.

From the above statement it is quite clear that providing shelter to all the people is one of the fundamental responsibilities of state. But being a government of a poor developing country, it is almost impossible for the government to ensure housing for all. As the public sector failed to provide this, people have taken their own initiative to ensure their fundamental need for shelter. Government alone cannot provide housing to all and realizing this, they decided to share the task of providing safe decent places to live with Real Estate Developers, to make people a productive resource. As a significant

development in the housing question has been the adoption of the National Housing Policy (NHP) in 1993 (amended in 1997). The basic principle of the 1993 NHP is that the government would play the role of an enabler of facilitator in the housing sector (Article and not the role of a developer or provider). So the government of the people's republic of Bangladesh is somehow patronizing the real estate developers to contribute in the housing sector of Bangladesh. Statistics show that Bangladesh will need to construct approximately 4 million new houses annually over the next twenty years to meet the future demand of housing. 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 39 percent at present and is projected to be 45 percent by 2015. In Bangladesh, 25 percent of the population (some 35 million people) now lives in urban areas; this proportion will be 34 percent (75 million) by 2015. Dhaka with a total population of more than 10 millions now the 22nd largest city in the world. While comparing the growth of the real estate and housing and the construction sector with that of GDP, trend growth in the two sectors for the period 1992-2002 was 4.8 and 7.5 percent respectively, this 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 (CPD 2003). The Current trend of urban growth in Bangladesh is about 6-7% per annum. At present 29% of Bangladesh's population live in urban areas, which will be 34% by the year 2025. (REHAB). Considering this situation in this report is to identify the role of Real Estate Entrepreneurs in providing the housing facilities for the growing urban population and how these are influencing the growth pattern of the city and its sustainability to the trade.

REVIEW OF LITERATURE:

Definition of Real Estate:

GENAREAL:

Real estate is property, the term property refers to anything that can be owned or processed. Property can be tangible assets or an intangible assets.

Tangible assets are physical things such as land, building, clothing and automobiles.

Intangible assets are non physical and include contractual rights (e.g.-mortgage and real of agreements) financial claims (e.g.-stakes bonds and trademarks)

Actually Real is a property & it is a big business. The main principle of real estate is Location, Location & Location. That means without location it is impossible to imagine progress of real estate business.

Land and anything fixed, immovable, or permanently attached to it such as appurtenances, buildings, fences, fixtures, improvements, roads, shrubs and trees (but not growing crops), sewers, structures, utility systems, and walls. Title to real estate normally includes title to air rights, mineral rights, and surface rights which can be bought, leased, sold, or transferred together or separately. Also called real property or realty.

INTERNATIONAL:

Land and the improvements on it. Real estate is one of the primary (and indeed one of the only) assets whose value does not depreciate over time. Depending on the particular title, ownership of real estate may include mineral rights to any geophysical aspects occurring thereon. Ownership of real estate does not automatically include the right to develop it, depending on local regulations. However, development of real estate (for example by building a house on it) usually increases the value. While supply of real estate does not vary, demand may change greatly depending on its particular features, number of people in the area, and cultural differences regarding land ownership. It is an attractive form of collateral because it cannot be stolen or destroyed.

All The land, buildings, and improvements there to. Also called real property. Land and everything above and below the soil. The most basic definition real estate is "an interest in land". Broadening that definition somewhat, the word "interest" can mean either an ownership interest (also known as a fee-simple interest) or a leasehold interest. In an ownership interest, the investor is entitled to the full rights of ownership of the land (for example, to legally use and transfer the title of the land/property), and must also assume the risks and responsibilities of a landowner (for example, any losses as a result of natural disasters and the obligation to pay property taxes). On the other side of the relationship, a leasehold interest only exists when a landowner agrees to pass some of his rights on to a tenant in exchange for a payment of rent. If you rent an apartment, you have a leasehold interest in real estate. If you own a home, you have an ownership interest in that home. Some jurisdictions recognize other interests beyond these two, such as a life estate, but those interests are less common in the investment arena.

As a real estate investor, you will most likely be purchasing ownership interests and then earning a return on that investment by issuing leasehold interests to tenants, who will in turn pay rent. It is also not uncommon for an investor to acquire a long-term leasehold interest in land, which then has a building constructed upon it. At the end of the land lease, the land and building become the property of the original land-owner.

NATIONAL:

Before getting further in the topic of Real Estate Analysis, the general definitions and specifics of the market has to be understood. Real Estate is an English legal term which defines Land and anything fixed or permanently attached to it. This usually includes buildings, but also fences, roads, sewers etc. The title to Real Estate usually includes also air and mineral rights, which can be then sold together with the original property or separately.

From an etymological point of view, "Real" refers to "Royal" (Royal in Spanish means "Real" in English). Royal family always owned the land in Spain and peasants only paid rent or taxes to use the Royal land.

Even though Real Property has many specifics, it is still a form of goods, which is traded on the market. In the following paragraphs are described some of the specifics involved.

Real Estate is a complex type of goods. Each property (i.e. residential investment property) is different from the others. The main characteristics are usually: size (square footage), number and sizes of rooms, year when built, etc. Then there are many characteristics which are connected with the area of the property such as quality of the neighborhood, criminality rates, schools, etc. Real estate is property, the term property refers to anything that can be owned or processed. Property can be tangible assets or an intangible assets. (MA.Matin-2009)

The definition of housing should not be limited to shelter or living space. Though in general terms housing is meant for shelter, in an academic sense housing entails house of many kinds comprising educational institutions, recreational centers, shopping centers, and many others. We don't only sleep; we need housing, schools, hospitals, shops and many such things. With such a narrow focus on housing that dealt with only residential use, at some point we may find that illegal shops, schools or colleges have taken over the sides of the highways.

There is not much writing on real estate business in Bangladesh. A very few columns are written in different magazines. The Real Estate and Housing Association of Bangladesh (REHAB) IS only organization of real estate companies of Bangladesh. A research was conducted in 1997 by REHAB using a sample of 126 projects of 56 real estate companies which only represents a profile of the real estate developers. Out of 126 projects 105 was residential, 9 were commercial, and 12 were residential cum commercial. Of the 126 projects 25 were completed, 81 were construction, and 20 were in pipeline.

REASONS FOR DEVELOPMENT OF THE INDUSTRY:

The main reasons why real estate business developed in Dhaka city are as follows:

- a. Scarcity of open space in the important areas of the city
- b. Hazards of purchasing land
- c. Hazards of construction of building
- d. Rapid increase in population of Dhaka
- e. Decrease in the rate of bank interest
- f. Price of land and apartments is increasing day by day
- g. Rent of the apartments is comparatively higher than the rent of privately constructed flats
- h. Open Market Economy. Remittance of foreign currency is very easy
- i. Security
- j. Service facilities such as garbage disposal, central satellite TV connection, apartment's services saves time, roof top facilities, lift and so on.

MARKET SITUATION:

Real estate business especially apartment projects has started in late 1970s in Dhaka City. But from early '80s the business started to grow and flourish. At present, more than 250 companies are active in business but 95% business is still dominated by of top 10 Companies. Present market is growing at the rate 15%.

ORIGIN

This is internship report on NRB Group Bangladesh (Pvt.) Ltd. This organization is a real estate developer in nature. Basically it is engaged with purchasing underdeveloped land and developing purchased land. This report contains a brief description about the host organizations business activities. Real estate buyers will be benefited by using this report because it contains some major information about selling procedures and the rules of the company. It highlights the activities of marketing department also.

OBJECTIVES

NRB Group Bangladesh Ltd. objective is to set midterm planning to work strategically in respect of peoples demand of a shelter. Also emphasize to achieve companies growth, segmenting market in the mega city and adjacent Dhaka. Market expansion is the strategic mission to touch the vision. We believe to set a plan, need a goal and to achieve a goal, need a good plan.

PART-ONE

ORGANIZATIONAL PART

Historical Background of NRB Group

NRB Group has started its journey since 2009 with "Purbachal NRB Homes" land project to change somewhat negative impression about the housing and real estate sector. We have taken bold step to present more eco friendly and quality residence to all class of people as a wholehearted support to Bangladesh Government's effort for solving acute shortage of quality residence in our country. We have taken diversified program of building quality living spaces in Dhaka (Purbachal area - NRB Homes and Eco City), Cox's Bazar (NRB Holidays), Teknaf & Kuakata (Tourist City) and Srimongol (Green Beel) keeping in mind about the harmony of nature and peoples' necessity. We would like to attract your attention to invest in a genuine and authentic project so that you get the best value for your hard earned money. It is very clear that quality products cannot be given with cheaper price and you know that what could be the consequences of a cheap product. So far last few years we are practicing legal land project selling for the customers. The promise we do we keep it for our better service.

We are the member of **REHAB (REHAB Member Number-806/2010)** and **BLDA (BLDA Membership ID-.....)** and all our projects are out of **DAP (Detail Area Plan)**. Now we received **ISO 9001:2008 Certificate** recently that increased quality service for the client.

Name and Designation of the Director level of the New Vision (Pvt.)Ltd.

Sl.	Name of Director	Designation
1	Md. Tofazzal Hossain	Managing Director
2	Mr. Mahabub Rahman Khan	Director (purchase)
3	Md. Mokhlesur Rahman	(Director marketing)
4	Md. Momen	Director

We fully understand and appreciate the scale of our corporate social responsibility that requires our group to strive our better quality of life for the average citizens. We continue to invest in a time of family investor confidence. Our Rend investment and outlays on new industrial ventures have remained reassuringly strong.

CORPORATE PROFILE OF NRB GROUP

NRB Group of Bangladesh Ltd. started off as a real estate venture known as NRB Group. This project turned out to be very successful and had helped foster the growth of trust and confidence of the urban people in “Dhaka’s burgeoning population.

The Group has come a long way in reaching their goals by listening to client needs, learning real-time lessons from past projects, innovating and partnering. Through major investment undertaking, NRB Group has meaningfully contributed to the economy’s stability in financial and capital market. Underlying all of the Group’s activities are the common threads of change, flexibility, and fostering closer ties with the Government, the City Corporation and our clients.

BUSINESS INFORMATION:

House # 41, Road # 8/A, Nikunja - 1, Khilkhet, Dhaka- 1229, Bangladesh

Phone: 88-02-8900290-3

Mobile: 01811424277, 01819045074

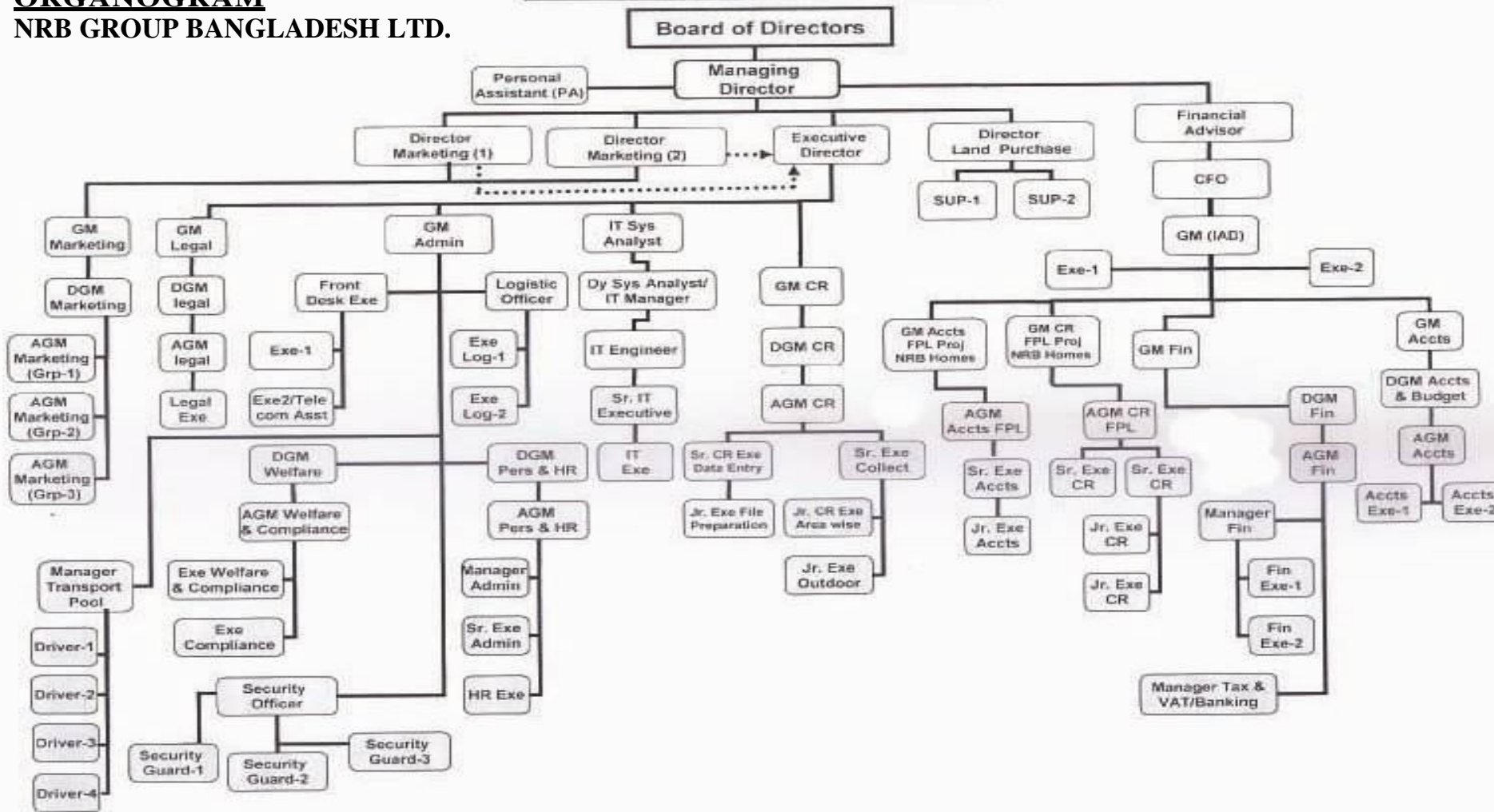
Fax : 88-02-8900295, Website : www.nrb-homes.com, www.nrbgroupbd.com

e-mail: info@fairdeal.com.bd, info@nrb-homes.com, info@nrbgroupbd.com



ORGANOGRAM
NRB GROUP BANGLADESH LTD.

NRB GROUP HEAD OFFICE



MISSION AND VISION OF NRB GROUP

v Mission

NRB group mission is to accommodate its customer with an environment friendly atmosphere adding values in respect of Quality of Life Index (QLI) as a market leader for a peaceful tomorrow. Our mission is to remain ahead in real estate market with continued strive for better output and reliability. Develop buildings for the people that create different culture, facilitate healthy environment that last and evoke trust. Dedicated to contribute to raise national GDP, solve unemployment, raise per capita income and uplifting national economic growth.

The group sets its mission to be a trusted partner with reliable service to our stake holders.

- To contribute continuously in easing the acute housing problem in Dhaka and other cities of the country for all classes of citizens.
- To maintain the balance of environment by proper Urbanization through properly planned facilities and eco friendly installations.
- Development of new township and thus expansion of economic activities.
- Manufacturing and delivering products and services that maximizes the value of the stakeholders and contributes in the economic development of the country.

v Vision

Our vision is to remain ahead in real estate market with continued strive for better output and reliability and become the market leader to enhance the quality of life index of people by ensuring genuine landownership in an environment friendly balanced living style. Develop buildings for the people that create different culture, facilitate healthy environment that last and evoke trust. Dedicated to contribute to raise national GDP, solve unemployment, raise per capita income and uplifting national economic growth.

Quality Policy

The universal need for a quality is long outstanding desire for everybody but barrier to achieve that also great. The efficient management of scare resources and amenities used by our company would reduce the overall cost and at the same time quality customer service would be ensured. To carry out real active role by the company the following steps would be followed :

- Appropriate technology and skills of the employees would be our strength in maintaining quality service
- Procedural perfection and standard would be our aim to ensure time bound project handing over to our clients.
- Regular evaluation and hawk eye monitoring system will be undertaken to ensure the goal achievement.
- Dynamic Customer feedback system will be used to get the degree of customer satisfaction and accordingly steps for improvement will be taken.
- Modern communication and media plan will be enhance the data transmission, management and storage of information.
- Appropriate pricing for sale of the plots and business or residential spaces will be prepared for effective costing of product units.
- Improved customer cares services will be employed for better output and administer customized processes that ensure target client group's satisfaction.
- Policy and procedure would be regularly updated as per the latest business policy and Government directives.
- Promotional and sales activities will be depend on the latest situational prices and competitiveness around our company. Modern facilities for community living in our spaces would be very special

such as waste management, rain water utilization, renewable energy usage, radio services, weather services, natural wind management with plantation, environment friendly building design and land development.

- Smart building with all modern gadgets with latest ergonomic culture and placement would be an example for others to follow.
- Environment friendly and eco friendly structural plan of lands and the buildings will be ensure a most healthy and happy society within the perimeters of our projects.
- Location wise projects would be chosen to ensure customer's demand for nearest points of important public facilities such as Railway Stations, Air Port, Sub way, MRT, Express way, International Highways, universities, school, Shopping malls, Health Centres, Walk ways, Garden with Green belts, tourist facilities and Entertainment parks.

-

DEPARTMENTS OF NRB Group BD LTD.

NRB Group Bangladesh Ltd has following department:

1. Finance and Accounts Department
2. Sales and Marketing Department
3. Human Resource and Admin Department
4. Customer Relation Department
5. Purchase Department
6. Land Department
7. IT Department
8. Security Department
9. Transport Department

What makes NRB Group Different ?

QUALITY: The standards which set for the company and which govern it's engagements constantly reinforce it's goal of brining the highest level of professionalism to all it's engagements. The company exists to serve it's clients those who are directed to meet this commitments. NRB Group reflects this commitment to quality through the activities of it's managers and executives, who are personally involved in quality related activities such as planning, goal-setting, employee recognition, progress reviews and meeting with customers. They project and reinforce the Company's quality values in a consistent manner and engage all levels of management to co-operate in this effort. NRB Group's management is responsible for reinforcing the firm's vitality by infusing each assignment with integrity and excellence of effort. Consistency in meeting user objectives with a shared sense of concern accounts for it's reputation of excellence and reliability.

TEAM WORK: Teamwork within NRB Group Occurs when people work in a community of shared technical, personal and economic interests. To successfully carry out their missions NRB Group's employees are assigned to projects where their technical disciplines complement one another in achieving the customer's business objectives. But there is more. NRB Group maintain just first class interpersonal relationship within it's office & beyond. Within the workplace there is a sense enthusiasm and eagerness to demonstrate technical proficiency by working together to produce the best results possible. NRB Group fosters a team spirit and the founders of the company have this idea of close co-operation in mind at the very beginning.

SERVICE: The managers and executives of the company are directly involved in each project. Every assignment is important. If customer has a problem, they make it their problem. They know customers want a timely and accurate resolution. The customers rely on them and value their trust and confidence very highly. They know customer is their boss. They satisfy these needs by remaining constantly available to their customers and allocating the kind of resources their customers may need & they provide the best solution in a timely manner. Customers are the center of their enterprise and they will take necessary actions to support customers' success every time. They believe that only by understanding the customers needs a company can deliver superior service and stay ahead of competitors.

EFFECIENCY: NRB Group believes that the best way to improve productivity is to give its people the opportunity to learn, contribute to the process and develop each individual's own sense of achievement. NRB Group's major strength lies in its pool of professionals and their substantial backgrounds in the real estate industry. In a spirit of co-operation, the professionals have succeeded in meeting the goals of some of the most complex assignments. It is their demand for excellence that the enthusiasm they bring to consulting, which has contributed to the success.

ABOUT “MARKETING & SALES DEPARTMENT OF “NRB Group”

The “Marketing & Sales Department” of **NRB Group** is one of the most important departments of **NRB Group**. In this department, there are one GM, one DGM, AGM, AGM group One, AGM group two & two executives. They are smart, energetic, experienced and high educated. They are capable of handling clients and selling the products in the efficient and effective way.

MARKETING ACTIVITIES OF NRB GROUP:

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 Marketing, I had done my internship in NRB Group “Marketing & Sales Department”. I worked there 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.

ADVERTISEMENT PREPARATION:

The first and foremost activity of NRB Group “Marketing & Sales Department” is to prepare the advertisement which will be given to the daily newspapers. NRB Group gives ads frequently on the newspapers (per week minimum one ads is given). NRB Group gives main ads mostly on “The Daily Prothom- Alo” and “The Daily Ittefaq”. NRB GROUP also gives classified ads on different daily news

papers. In the main ads, names of four or five upcoming and existing projects, 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 NRB Group 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 NRB Group and after approving the particular ad by the management, finally the ad is given to the daily news paper on the previously fixed date.

CLIENTS HANDLING:

The busyness of the “Marketing & Sales Department” increases in that day, when the ad comes on the newspaper. In that day, all the executive officers remain busy for the whole day long. The prospect and proposed clients make phone calls after seeing the ads on newspapers. The executives receive phone calls, give description of the particular project, and tell them about project location, available flat size, present condition of the construction works, handover date, booking money etc. The executives do not share the price over the phone. Because it is strictly prohibited by the management of NRB Group. But they always invite the clients to come at the office so that after sitting together both of them can discuss about the price.

After that, client/s come to the head office and sits with that particular marketing executive and discusses everything. The executive officer shows the floor plan, design, layouts etc. and make the customer understand all the things. Again here the price of the flat or the commercial spaces, booking money, price of the car parking, handover date etc. are discussed. It may not happen that, at the first time the prospect client purchase the product. Bargaining starts among both of them and sometimes it takes a lot of time and some times a few days to reach both of them in a unique decision. Some clients want to visit the project and the executive took the client/s to the particular project. Through this process, the client/s has a practical idea about the project. After that, the interested client/s come to the head office and sits with the executive for the discussion process described before.

MARKET SURVEY:

Market Survey is an important activity of NRB Group “Marketing and Sales Department”. But these surveys are not done by the executives of the “Marketing and Sales Department”. NRB Group 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 NRB Group have existing projects or NRB Group 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.

SALES PROMOTIONAL ACTIVITIES

A sales promotion is an incentive that is offered to a consumer or potential business customer to spur the purchase of a product or service. Many companies use sales promotion strategies to produce a short-term increase in sales. A company can offer many types of sales promotion activities including free samples, coupon, discounts, premiums, product demonstrations, point-of-purchase (POP) materials and even refunds or rebates.

Free Samples

- Many companies use free samples to introduce a new product. Free samples may be sent in the mail, distributed with the Sunday newspaper or given away in a store. Ultimately, a company wants to acquire those people as regular customers.

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

Sweepstakes

- Sweepstakes are another type of sales promotional activity. Magazine publishers have been using sweepstakes for years to boost subscriptions. Sweepstakes usually have to be significant enough to entice massive numbers of people to make a purchase. Money, cars and even computers are used in sweepstakes sales promotions.

Product Demonstrations

Product demonstrations or a demo is another effective sales promotion activity. Product demonstrations are sometimes implemented to show customers how to use new or more technical products. Sometimes, a demo like a computer terminal will be set up for people to try it out. Other times a person like a model will be used to demonstrate a product. A product demo display may run without intervention to explain the various features.

The 4 Ps of marketing are product, price, place and promotion. All four of these elements combine to make a successful marketing strategy. Promotion looks to communicate the company's message across to the consumer. **The four main tools of promotion are advertising, sales promotion, public relation and direct marketing.**

Advertising

Advertising is defined as any form of paid communication or promotion for product, service and idea. Advertisement is not only used by companies but in many cases by museum, government and charitable organizations. However, the treatment meted out to advertisement defers from an organization to an organization

Advertising development involves a decision across five Ms Mission, Money, Message, Media and Measurement.

Mission looks at setting objectives for advertising. The objectives could be to inform, persuade, remind or reinforce. Objective has to follow the marketing strategy set by the company.

Money or budget decision for advertising should look at stage of product life cycle, market share and consumer base, competition, advertising frequency and product substitutability.

Message's development further is divided into four steps, message generation, message evaluation and selection, message execution, and social responsibility review.

Once the message is decided the next step is finalizing the media for delivering the message. The choice of depends on reach of media, frequency of transmission and potential impact on customer. Based on this choice of media types are made from newspaper, television, direct mail, radio, magazine and the internet. After which timing of broadcast of the message is essential as to grab attention of the target audience.

Checking on the effectiveness of communication is essential to company's strategy. There are two types of research communication effect research and sales effect research.

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.

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:

1. Customer Life Cycle Procedure
2. Customer Quality Policy Procedure
3. Customer Service Policy
4. Lead Assessment Policy Procedure
5. Sales Administration Policy Procedure
6. Sales Call Management Procedure

1. Prospect for Leads

You can't prospect effectively without [knowing all about your product\(s\)](#). If you don't understand the product, how could you know who will want to buy or sell it?

2. Set an Appointment

It's time to use those leads you collected in stage 1. Many salespeople prefer to cold call over the phone, but you can also call in person, send email or even mail out sales letters.

3. Qualify the Prospect

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.

4. Make Your Presentation

The presentation is the core of every sales cycle, and it's probably where you'll invest the most preparation time. Keep in mind that you're not just selling your product... you are also selling yourself! You represent your company, so [appearance counts](#).

5. Address the Prospect's Objections

Here's where you get to deal with your prospect's concerns. The one you'll hear most often?

6. Close the Sale

Once you've made your presentation and answered your prospect's questions and objections, it's time to ask for the sale. This is the second-most neglected stage of the sales cycle... which is especially sad given that it's probably the most critical one.

7. Ask 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!

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 sources.

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

PART- TWO

LEARNING PART

Objectives of the study:

1. The main objective of the study is to determine the nature of marketing activities of NRB Group as a land developing Real Estate Company.
2. Next, the study aims at determining the problems that are now existent in the marketing plans, strategies and their implementation process of NRB
3. The study also aims at recommending measures for eliminating or minimizing the existing problems.
4. Lastly, it aims to conclude with some specific suggestions.

Methodology of the study

Here given the procedure used for data collection. During the research the combination of both primary and secondary data was used.

Primary data: Primary data is always known as survey data, direct collected data. This type of data collected from the respondent. Like- observation, interview, visit. And here I collected by-

1. Interview with Marketing executives.
2. Project visit with Customer and Marketing Executive.
3. Interview with Customer Relation Officer.

Secondary data: Collecting some data from company brochure and different types of manuals, organization's website (NRB Group-NRB Homes), Journals, Articles and REHAB Fair and Exhibition.

PRODUCT DESCRIPTION

Purbachal NRB Homes



Purbachal NRB Homes is a project of Fair Deal Properties Ltd. Fair Deal Properties Ltd. , a concern of NRB Group are working towards providing a secure stable place, to ensure a proper work and life balance that you will be proud to call your home. In keeping with changing times and taste we are working towards developing our projects that would not just suit today's needs but also will stay suitable in the future with world class space management, designs with modern facilities.

Vision

Purbachal NRB Homes' vision is to accommodate it's customer with an environment friendly atmosphere adding values in respect of Quality of Life Index (QLI) as a market leader for a peaceful tomorrow.

Mission Statement

To remain ahead in real estate market with continued strive for better output and reliability. Develop buildings for the people that create different culture, facilitate healthy environment that last and evoke trust. Dedicated to contribute to raise national GDP, solve unemployment, raise per capita income and uplifting national economic growth.

Objective

Purbachal NRB Homes objective is to set mid term planning to work strategically in respect of peoples demand of a shelter. Also emphasize to achieve company's growth, segmenting market in the mega city and adjacent Dhaka. Market expansion is the strategic mission to touch the vision. We believe "To set a plan, need a goal and to achieve a goal, need a good plan."

Values

- Commitment to good corporate governance.
- Enhance the stakeholders' value.
- Continually improve the effectiveness of the Quality Management.
- Provide a healthy working environment for the employee.

Service Description

A safe home at a healthy, hygienic and naturally beautiful atmosphere is a prime human quest for centuries long. Dhaka the capital of this green country is our favorite city. To have a dream home in this dream city, all you need is a hassle-free piece of land. But lack of planning is not only increasing the accommodation problem in Dhaka city but also turning it into a harsh concrete garden. Even the question of "What will it be like in the near future?" sends chills down our spine. Everybody wants an environment free from the harmful effects of the traffic jam, air pollution and sound pollution. We prefer a serene, tranquil, well-built and peaceful residence for our next generation and us. And you can find them all in the planned, clean and modern city of Purbachal NRB Homes that offers you to own a piece of land within your dream and ability. Purbachal NRB Homes - a dream city for a civil society of taste.

About Purbachal NRB Homes

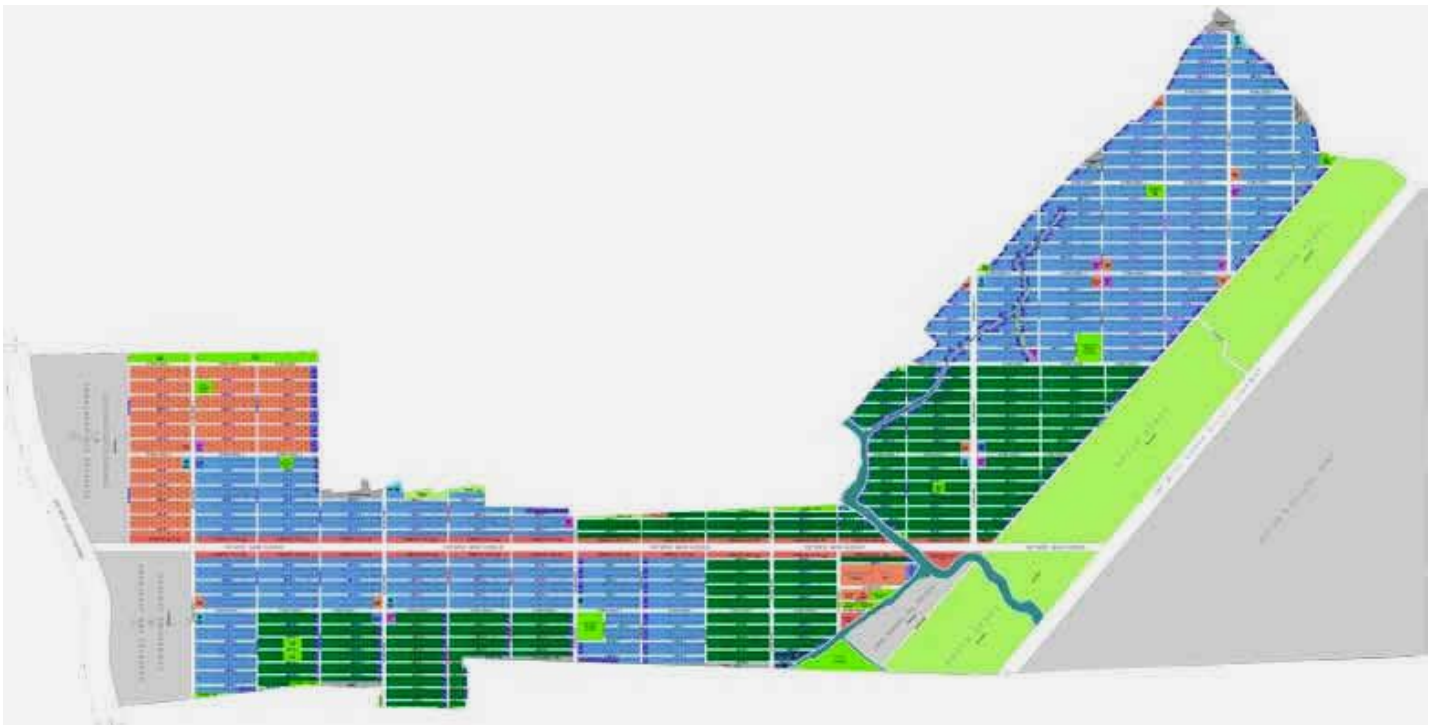
- **Purbachal NRB Homes**, modern and most planned town of South Asia to be build within 2012.
- Important Government offices including Prime Minister Office, Secretariat and RAJUK will be set up there in future.

- Second Campus of Dhaka University will be established there.
- Foreign Embassy, office of World Bank and other offices will be transferred there.
- **Purbachal NRB Homes** will be that desired town free of traffic jam.
- It will be a town free from environmental pollution.
- This city will have the modern health facilities and educational institutes.

Civic Facilities

Purbachal NRB Homes is well equipped with all essential civic facilities including Mosque, Graveyard, Madrassa, Islamic Research Center, Hospital, Community Center, Shopping Mall, Corner Shop, School, College, University, Eidghah, Fire Service, Police Station, Water Pump, Treatment Plant, Waste Treatment, Power House, Petrol Pump, Kaancha Bazar, Children Park, Play Ground, Restaurant, Lake, Boating Club, Nursery, Greeneries, Club, and first ever in such projects is Community Radio Service.

Layout plane of purbachal NRB Homes



S.L No	Block	Katha	Size	Quantity	Total area (Bigha)	Symbol
1	A	Reserved for Apartment & Commercial Complex			243.34	
2	B	10	72X100	307	153.5	
		5	50*72	795	198.75	
		3	36*60	378	56.7	
3	E	5	50*72	63	15.75	
		3	36*60	1139	170.85	
4	F	5	50*72	445	111.25	
		3	36*60	727	109.05	
5	G	5	50*72	899	244.75	
		3	36*60	47	7.05	
6	H	5	50*72	359	89.75	
Irregular plot				314	75.56	
Commercial Space					85.227	
Grand total					1298.187	

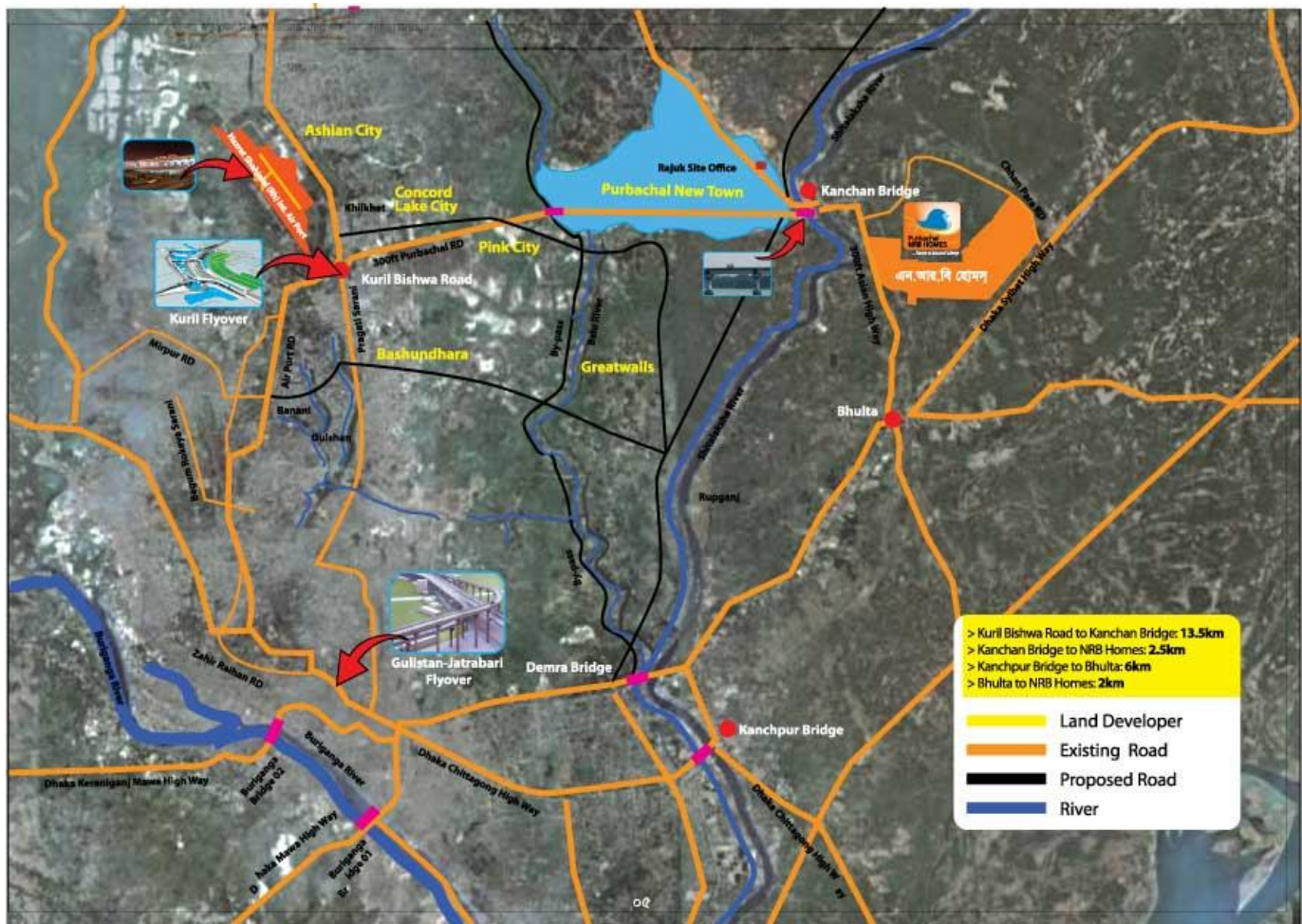
Legend

Utilities		Total Area	Symbol
1	Project Boundary	3179.14	
2	Education And Intuition	25.8	
3	Kacha Bazar	13.67	
4	Market	8.66	
5	Grave yard	10.89	
6	Hospital	1.92	
7	MosQue/ temple	9.44	
8	Green space	457.35	
9	Community Centre	4.61	
10	Park play ground	60.1	
11	Electrical Substation / police station	1.5	
12	Telephone exchange/ Fire brigade	0.6	
13	Waste/ water treatment plant	1.38	
14	Petrol pump	0.3	
15	Land reserved for Duplex	34.88	
16	Lake	28.43	
	Grand Total	659.53	

Project Summary

Size of the total project	3179.14
80 Wide Avenue	80.67
500 wide Avenue	16.95
50 wide Avenue	87.54
25 wide Avenue	44.59

NRB group location Map



City Cloud 9



Authentic colonial style homes in beautiful well established and modern with sustainable living is at the heart of **CITY CLOUD 9**, a Brand New project of Fairway Properties. The Project designed to reduce environmental impact and carbon emissions and situated in a busy and colorful Dhaka City with lots of constructive facilities. The area enjoys privacy and serenity in its huge acres of land. It contains a true inside and outside ambience essential for standard living.

The **CITY CLOUD 9** Project will be on the other side of the main road & will have total of about approx. 100 sites of various dimensions. We assure of good land plans as per need, optimum utilization of space & good quality construction. Power supply & water distributions system to each site will be provided. Sites have been formed considering the topography land. The countdown of waiting will be over within 2013 and the path will be open to move into the dream palace for our respected owners. Besides the company has unveiled some other homes too which would be handed over to the clients within 2017 surely. Residents moving into this new neighborhood will enjoy living in one of the capital's best-connected areas. It seems futuristic, and a little unbelievable, but Fairway Properties plans to use the multiple subways and lanes which would be 50 feet and 20 feet by width respectively, for stopping humans waiting in the station in the heat at a public housing project. The Project, under design engineers

“©Daffodil International University”

from different places would present holistic environmental engineering project where 1500 plots will be available with two significant entrances. Each of the entrance will be consisting 100 feet by width.

There will be variety in plots like **Three (3), Five (5) and Ten (10) Kathas**. Nonetheless, we have kept 35% free space in the Project for living green. We can assure you that this tropical area is nothing but a perfect place for building concrete construction. The **CITY CLOUD 9** Project is truly a real estate project in the north periphery of Dhaka which is within 4 kms away from Rajuk Abashik Prokolpo and here one could find the important places of like Charring cross, railway station & bus stop, commercial road, lake, botanical garden & the market. Even Kuril Bishwaroad Flyover would only 13km distance from homes which can be reached within just 15 minutes. We are always dedicated to finding the perfect home for your family and to serve every aspect of your home buying need.

As the company has grown it has broadened the range of sales and property management services which now includes:

Hospital

CITY CLOUD 9 Hospital's world-renowned physicians would use the latest cutting-edge technology, while excellent nursing staff provides patients with the highest level of medical care. With overseas training and experience, its staff will ensure that all your needs are met. Its first class facilities, leading expertise and advancements in medical technology make it one of the leaders in private medical care within Bangladesh. A consistent focus on quality of service and patient satisfaction would be rewarded with accreditations from different countries. World-renowned physicians would be available to provide patients with the utmost level of medical care. The **CITY CLOUD 9** Hospital, Neurology Center and Cancer Centre would be well known in Bangladesh and beyond. All of the specialized centers would be equipped with the most advanced medical technologies, while the hospital's vision is to create a comfortable ambience for its multi-cultural patients, which hail from over 140 different countries. There's even a dedicated international team, with translators speaking more than 30 different languages.

City Transport

Taxis are a quick and comfortable way to get around town, at least if the traffic is flowing your way. So we will give an ultimate taxi point where both Black and Yellow Cabs would be ready for you to take your destination on reasonable rate. You don't need to wait for CNG and fight anymore! Local bus stations would be placed just on the main roads for get in and out from the **CITY CLOUD 9** Project. When traffic slows to a crawl and there are no mass-transit alternatives for your destination, by far the fastest mode of transport is a Motorbike Taxi. No, those guys in the pink smocks aren't biker gangs; they're Motorbike Taxi. They typically wear colorful fluorescent yellow-orange vests and wait for passengers at busy places. Prices are negotiable; negotiate before you ride. For the adrenaline junkie, a wild motorcycle ride can provide a fantastic rush. If you are thinking about inside transportation then you don't need to get panic! We have chalked out a brilliant plan for the inhabitants who like to use transports for the short distance. There would be bus and tram inside the **CITY CLOUD 9** Project for going any place of inside **CITY CLOUD 9** Project. If you have any pre plan for outing with your family then we are ready to help you out. From luxury Brand cars to simple cars, sports to family sized car, even van would be provided for shifting and carrying stuffs for you.

City CLOUD 9 Departmental Store

CITY CLOUD 9 Departmental store is a convenience store where a consumer can stop by and get daily necessary things like basic grocery items, magazines and newspapers, fruits and vegetables, soft drinks, alcoholic drinks like beer, condoms, cosmetics, fried chicken and snacks and many more are available. In fact you don't need to go far for recharging cell phone of any company or buying DVDs. They will also provide you free delivery service on call or visa payment service. It's located in each block for easy communication and open for 24/7.

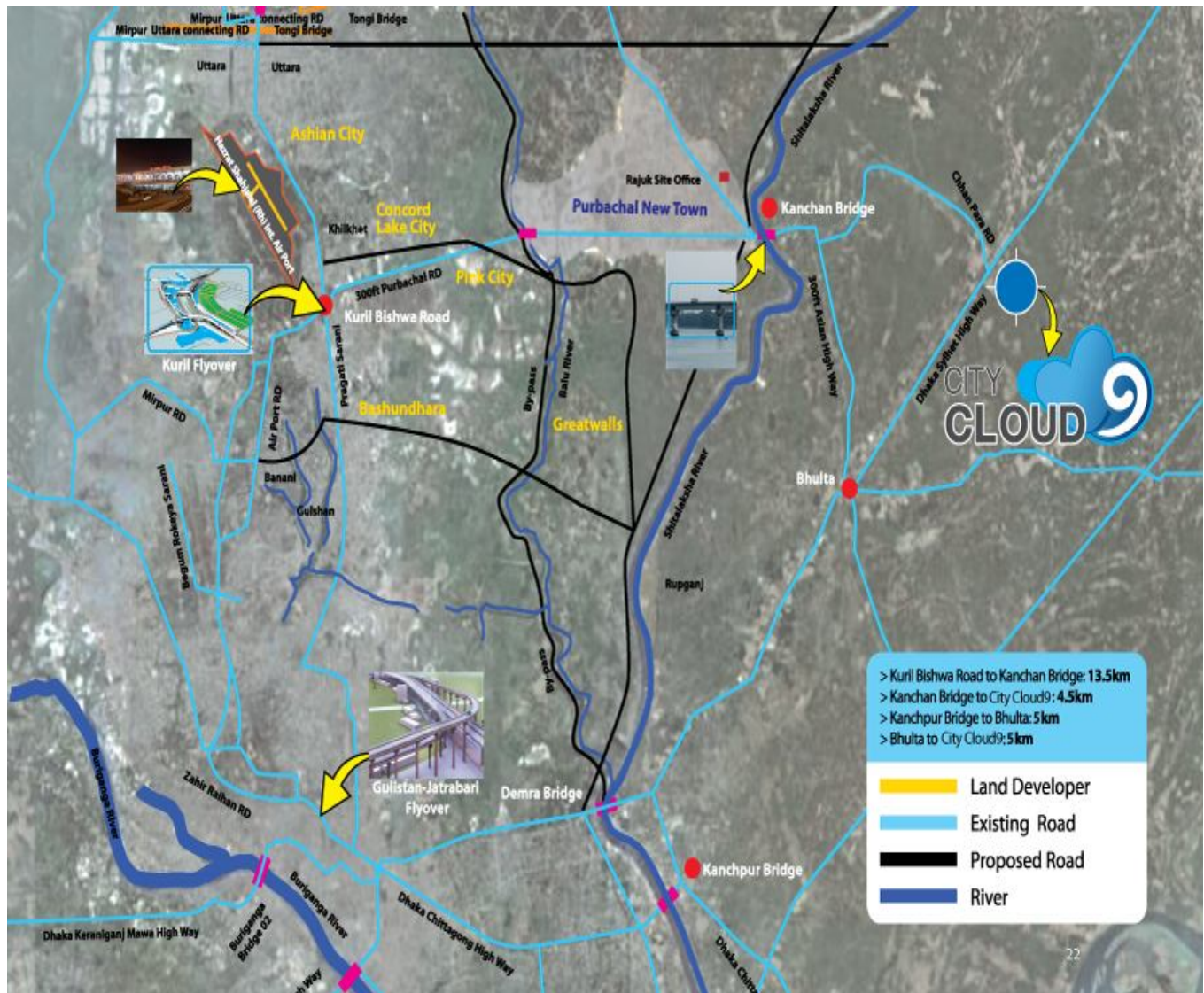
Shopping Mall

CITY CLOUD 9 shopping mall is where you'll find the city's finest fashion stores, global brands, book shops, specialty stores, accessories stands and all kinds of luxury designer lifestyle goods. Not only are you spoiled for choice; it's all super easy to navigate. Modern and air-conditioned, they're also a pleasant alternative to the bustling hot markets, and most complexes are easily accessible from anywhere of the city. Just don't forget to sport comfortable shoes and bring cash money or visa card with you.

Green Energy

City CLOUD 9 Green Energy is making every effort to create a "Low Carbon Island" for Dhaka. This initiative will help to reduce, reuse and recycle garbage, to emphasis energy conservation, to use renewable energy product applications and to establish chemical management systems. It will continue to undertake recycling projects to help restore the green nature damaged by excessive use of chemical fertilizers to a fertile ground by encouraging the CITY CLOUD 9 to produce 100% organic fertilizers. **CITY CLOUD 9** is committed to conserving the nature by cooperating with the community and to ensure they understand about the beauty of the nature. The Management Team of the **CITY CLOUD 9** with great support from the local community would take direct action to reduce pollution and to increase healthy environment for the next generation by using bio gas, solar system, recycling paper, water and many more things planned in mind for future.

City Cloud Map



Eco City



Eco City is a residential area comprised of duplex houses. Duplexes of same pattern will be building there to provide you the best living conditions. We have the capacity of building 8000 duplexes there. At the first phase, we are ready to build 500 homes.

Core Benefits

- Pollution free residential area
- Well matched and harmonization with the environment
- Nice communication facility
- Our projects are litigation free and we can assure you to live the absolutely tension free.

Vision

To fulfill the growing demands of people for dream homes, we are committed to provide them, Plotted Duplex homes, at competitive Prices, which can be affordable.

Mission Statement

To emerge as Bangladesh's preeminent real estate developer through constantly setting new benchmark in innovation, quality, service, employee satisfaction, clients and associates. Be in harmony with environments and community.

Values

- Strive for excellence in service providing.
- Prioritize customer satisfaction before anything.
- Ensure the best working environment for the employee.
- Harmonize activities with the environment.

Service Description

Eco-city is a city designed with consideration of environmental impact, inhabited by people dedicated to minimization of required inputs of energy, water and food, and waste output of heat, air pollution and water pollution. This will encompass all green building, green transport network and industrial and commercial plans. The strategy will be underpinned by education options and stakeholder engagement to encourage low energy living. The city's site is situated on Dhaka- Sylhet Highway, approximately 20km from Dhaka.

Key features of the Eco-city will include:

- Innovative public transport and pedestrian-oriented urban design to limit the use of private motorized transport up to certain level.
- Building developments that meet green building standards.
- A wetland to provide natural treatment for recycled wastewater.
- Organic waste usage to produce heat and power, with 60% of the city's waste being recycled.
- Power and water consumption management combined with clean and renewable electricity generation to limit carbon emissions.
- Solutions to decrease urban sprawl, by seeking new ways of allowing people to live closer to the workspace.

Home Features

- Home design will be most any style of architecture.
- Duplex units can be side-by-side or stacked.
- Double insulated or concrete block divider walls.
- Sometimes multi-family homes will be developed in response to buyers demand.

Civic Facilities

Eco City will be well equipped with all essential civic facilities including Mosque, Graveyard, Madrasa, Hospital, Community Center, Shopping mall, Corner Shop, Kindergarten, School, College, Universities, Eidgah, Fire Service, Police station Water Pump, Treatment Plant, Waste Treatment, Power House, Petrol

Pump, Kaancha Bazar, Children Park, Play Ground, Restaurant, Lake, Boating Club, Nursery, Greeneries, Club, and first ever in such projects is Community Radio Service.

Live Green, Live with green

We believe as long as you are green you are growing. So to build a truly eco- friendly city Eco City will initiate –

- Different agricultural systems such as agricultural plots within the city. Practical work out of this may be done by either small scale/private farming plots or through larger scale agriculture. Poultry, Fisheries, dairy farms will be developed to meet the food demand of the habitants internally.
- Renewable energy sources, such as wind turbines, solar panels, or bio-gas created from sewage. Cities provide economies of scale that make such energy sources viable.
- Various methods to reduce the need for air conditioning (a massive energy demand), such as planting trees and lightening surface colors, natural ventilation systems, an increase in water features, and green spaces equaling at least 20% of the city's surface.

Greenbeel



Ecotourism is a form of tourism that involves visiting natural areas - in the remote wilderness or urban environments. It is a burgeoning section of the fast growing tourism sector. As consumers become more environmentally aware, their tastes are expanding and they are also choosing to take part in holidays, which have less impact on the environment. Eco Tourism and nature-based tourism can also act as key valuation tool for assessing a nation or community's economic benefits from conserving its biodiversity versus exploiting it.

The Ocean of Green Sreemangal is an Upazila of Maulvibazar District in the Division of Sylhet, Bangladesh. Sreemangal is the place of tea gardens, hills and forest areas on the hills. This gorgeous city is called "The land of two leaves and a bud". There are a 47 tea estates including the largest one in the world. For its unique natural beauty, diversified culture of tribal people it is an attraction for the tourists. Because of not having adequate infrastructure the visitors face many difficulties here from accommodation to entertainment. Therefore, the numbers of visitors are very low in comparison with that of Cox's Bazaar sea beach. But this spot can be upgraded in to a tourist friendly spot by inserting some structural development. We want to do it in some different ways. We want to make this heavenly beauty more convenient to the visitor but not disturbing its environment, its fauna and flora and the ethnic culture it fosters.

Objective

- Effectively promote the preservation of entire local ecosystems, not just individual species, vistas or sites.
- Be economically viable in order to attract financing and be sustainable
- Be well planned, financed, managed and marketed in order to meet the stringent environmental and recreational demands of a true ecotourism development.

Mission Statement

The mission of Green Bell is to be a quality leader in the industry by providing an exceptional hospitality experience, in spectacular surroundings, by delivering quality service in an atmosphere of comfort, openness and friendship.

Values

- Satisfying and exceeding the expectations of our guests by actively responding to their needs now and in the future.
- We take serious our responsibility to map out the future development and continuous improvement of our product.
- We encourage our employees to learn and teach continuously, creating an environment that is pleasant, safe and happy.
- Providing a framework of employee involvement, teamwork and open communication.
- We will fulfill our commitment to the community & environment at all levels to ensure harmony.

Service Description

We will build cottages, which will look like the country houses. These cottages will contain all the facilities of modern world that matches with the standard of a Five Star Hotel. The cottage will have the sophisticated indoors that is equipped with all modern amenities. In the silence of sleeping nature, different melodious songs can make his/her dream true availing our facilities of total package of relaxation and creative thinking at an affordable price. We will build our cottage with the thought Home with rustic outdoor but sophisticated indoor and do not differ from three or five stars hotels.

With elegantly furnished and comfortable residences, Green Beel is set perfectly amidst picturesque mountains and lush greenery. Each of the charming cottages and the cozy villa will have all the conveniences of a home away from home, with bath attached and living room and balcony that offer stunning views of the surrounding landscape.

Explore and experience the beauty of Nature while living at Green Beel Cottages easily accessible by road and rail, it can serve as your handy homestead while you set out to discover the beautiful countryside and tourist spots.

Our service will include

- Amusement park to spice up the tour.
- Provide hiking, trekking, walking, and biking tours.
- Organize visits to ethnic minorities' villages to meet people and experience their traditional life and custom.
- Provide knowledgeable local guides who know the area and the people well
- Local food will be provided to the tourists.

Live Green, Live with Green

An expanding global population, rapid conversion of critical habitat to other uses, and the spread of invasive species to non-native habitats pose a serious threat to the world's environments. We believe that the Company needs to look beyond its financial bottom-line in order to build sustainable communities, which is why CSR for us encompasses the all-round – environmental, social and economic – benefits and impacts that the Company has for its stakeholders, customers and the local community. Green Beel believe as long as you are green you are growing. So we put the highest priority to conserving and sustainably managing the world's ecologically and economically important ecosystems, including forests, wetlands, drylands and coral reefs, and the species that depend on them. We know it is not possible to take care of total environment neglecting the community it fosters. So our philosophy is to develop infrastructure in a way that will not hamper the natural ecosystem and will empower the local community to emerge.

Kuakata



Kuakata is the two beauty spots of Bangladesh. From ancient period, these lands has been attracted by the tourists from throughout the world for its vivid and panoramic scenic beauty, diverse fauna and flora, fascinating cultural phenomena and simple life style of people. You can build your dream home here to live a tranquil and peaceful life here free from all pollution and hassle and bustle of sweating city life.

Vision

We are committed to develop housing projects that accomplish the dreams of our esteemed customers by providing all the luxurious, modern facilities, amenities and lively environment at very affordable prices.

Mission

To manage the economic resources available to us in the most efficient way possible and nourish the idea of acceleration, advancement and enhancing the virtues of tourism infrastructure development market by excellence.

Values

- Foster respect for different cultures
- Commitment to good corporate governance
- Enhance the shareholders' value
- Continually improve the effectiveness of the Quality Management
- Provide a healthy working environment for the employee

Service Description

This Tourist City will be developed in the panoramic beauty spot at Kuakata. You can book your plot there to have your dream residents in the dream places to live a living that relieves you from all the hassle and bustle of city life.

Kuakata

Kuakata is a panoramic sea beach on the southernmost tip of Bangladesh. Located in the Patuakhali district, Kuakata has a wide sandy beach from where one can see both the sunrise and sunset. It is about 320 Kilometers south of Dhaka, the capital, and about 70 Kilometers from the district headquarters.

Locally known as Shagor Kan-Ya (Daughter of the Sea), is also a sanctuary for migratory winter birds.

Specific Benefits

- Ready plot where you can build your dream home.
- We can provide you the plans and design need to develop resorts.
- You may assign us to develop your structure too.
- Amusement park and others entertainments.
- Best Communication and transportation facilities.
- The motels will be developed in a way that will be harmonized with the environment.

Augmented Benefits

- Adjacent to Eco park
- Amusement Park
- Children Activity Park
- Extensive gardens trees, beautiful flowers and herbs
- Children's swimming pool
- Children's playground.



Teknaf is one of the most beauty spots of Bangladesh. From ancient period, this land has been attracted by the tourists from throughout the world for its vivid and panoramic scenic beauty, diverse fauna and flora, fascinating cultural phenomena and simple life style of people. You can build your dream home here to live a tranquil and peaceful life here free from all pollution and hassle and bustle of sweating city life.

Vision

We are committed to develop resort project that accomplish the dreams of our esteemed customer by providing all the luxurious, modern facilities, amenities and lively environment at very affordable price.

Mission

To manage the economic resources available to us in the most efficient way possible and nourish the idea of acceleration, advancement and enhancing the virtues of tourism infrastructure development market by excellence.

Values

- Foster respect for different cultures
- Commitment to good corporate governance
- Enhance the shareholders' value
- Continually improve the effectiveness of the Quality Management
- Provide a healthy working environment for the employee

Service Description

Teknaf, the panoramic beauty spot will be development as a tourist city. You can book your plot here to have your dream residents in the dream places to live a life that relieves you from all the hassle and bustle of city life.

Teknaf

Kuakata is a panoramic sea beach on the southernmost tip of Bangladesh. Located in the Patuakhali district, Kuakata has a wide sandy beach from where one can see both the sunrise and sunset. It is about 320 Kilometers south of Dhaka, the capital, and about 70 Kilometers from the district headquarters.

Locally known as Shagor Kan-Ya (Daughter of the Sea), is also a sanctuary for migratory winter birds.

Teknaf

Teknaf is the most southern or southeastern coastal Upazilla under the Cox's Bazar district of Bangladesh. This is the only place in Bangladesh that is connected with Myanmar by a small river called Naf. Because of its geographical location, it has developed as most interesting place for the foreign and local tourists. It is about 100 Kilometers far away from Cox's Bazar and well connected with various kinds of luxurious bus services.

Specific Benefit

- Ready plot where you can build your dream home.
- We can provide you the plans and design need to develop resorts.
- You may assign us to develop your structure too.
- Amusement park and others entertainments.
- Best Communication and transportation facilities.
- The motels will be developed in a way that will be harmonized with the environment.

Augmented Benefits

- Adjacent to Eco park
- Amusement Park
- Children Activity Park
- Extensive gardens trees, beautiful flowers and herbs
- Children's swimming pool
- Children's playground.

Fair Feel



We, the people of Bangladesh are by born farmers. Being a riverine country, soil of Bangladesh is very much congenial for farming since the prehistoric period. Agriculture is the single largest producing sector of the economy since it comprises about 30% of the country's GDP and employs around 60% of the total labor force. Unfortunately, sometimes we notice that farmers are not getting their dues, as there are some complexities in distribution process. We would like to make a bridge between the farmers and the consumers to erase out the barriers the farmers confronting. As well as we are eager to utilize this unique advantage, to initiate and to grow up as a full phased agro based farm in the country. In order to promote agricultural products, we aim to produce healthy crops, free from diseases, and of very high quality. This will be achieved through carrying out new researches and testing the related outputs.

We are optimistic to become a full-pledged Agro based Company by maintaining these key issues of agro industry.

Vision

To provide the best quality agro based products through world-class standards, continual innovation and improvement.

Mission Statement

We will be the leader in the market by maintaining high standard, trend-setting professionalism, keen enthusiasm and upgrading our skill and knowledge.

Values

- Benefit to the country
- Benefit to the people
- Benefit to the employee

Goal

- To provide the best agro based products throughout the country.
- To meet the growing demand of herbal medicine.
- To reduce the risk and causes of global warming through a green revolution.

Projects

To be a full phased agro based farm we would like to diversify our products in different segments. The main Segments are-

- **Poultry**
- **Dairy**
- **Herbal**
- **Semi organic food**
- **Fisheries**

Poultry

This layer farm will be established keeping in view the large number of benefits it delivers. These benefits range from economic benefits derived from economies of scale, and high yield to other qualitative benefits like bio security and high level of hygiene. Key feature of our poultry would be-

- Fully Automated & Environmentally Controlled Layer Farm
- State of the art technology
- Practicing hygiene protocols of international standards
- Automated process with minimal human intervention

Dairy

The dairy farm will be developed to meet the growing demand for fresh milk throughout the country. We will produce quality milk and will market it without adding any sort of chemicals. We will also ensure that farmers are getting their best benefits for the milk they are producing. Key features of our dairy would be-

- Promote commercial farming to produce high quality milk
- Perform effective and efficient milk marketing system to market the high quality milk produced at the farms without the addition of chemicals
- Promote organic agricultural farming.

Herbal

Herbal Medicare is growing concern throughout the world. According to the World Health Organization (WHO), the goal of “Health for All” cannot be achieved without herbal medicines. While the demand for herbal medicines is growing in developing countries, there are indications that consumers in developed countries are becoming disillusioned with modern healthcare and are seeking alternatives in traditional

medicines. To meet the growing demand of Herbal medicine we are going to take various projects to produce high quality herbs. Agar plant is one of them.

Agar Plantation

Agar can be used as a laxative, a thickener for soups, in jellies, ice cream and other desserts, as a clarifying agent in brewing, and for sizing paper and fabrics. It has some other usage in different sectors like-

- As an impression material in dentistry.
- To make salt bridges for use in electrochemistry.
- In formicariums as a transparent substitute for sand and a source of nutrition.

Keeping these prospects in mind, we have set up an Agar Plantation in Shreemangol, Sylhet.

Semi organic food

If you want to go organic but cannot afford to go “all the way” due to the economic constrains, you can still get the health benefits of organic foods by “semi-organic,” food. To provide the high quality semi organic food at your affordable price we are going to instigate some projects. Where green foods will be farmed in our direct supervision and will be made available for you at your fingertips.

Fisheries

Fish farming had been a traditional practice dating back several centuries. In recent years the fisheries has been playing an important role in the economy uplifts effort in Bangladesh. Around 1.3 million people are directly involved in this sector which augments growth and alleviates poverty. Our mission is to improve the conservation and sustainability of fishery resources and aquatic ecosystems by advancing fisheries and aquatic science and promoting the development of fisheries professionals.

AI- Ittehad Properties bd. Ltd



Chittagong, the commercial Capital of Bangladesh was once famous as the “Queen of the East” still keeps its natural prettiness in this mechanical age of twenty first century. The Largest port City of Bangladesh, which stands beside the restless Bay of Bengal, is beloved by all for its unique combination of hills and plains greens and browns.

Because of changed socio economic condition of Bangladesh, especially in metropolitan area demand for apartments has grown dramatically over the last two decades. Chittagong, the commercial Capital of Bangladesh is also facing the crisis of being over populated. So the demand for apartment complex is growing here.

The Company

AI-Ittehad Properties (BD) Ltd. a concern of NRB group, has been incepted to meet the growing demand of people’s interest in owning apartments. Since its inception in 2005, a number of residential and charitable complexes has been built by us.

Ittehad Mahmuda Tower (IMT) - a 13-storied commercial cum residential project, of which first six floors is for Commercial space, is a continuation of that. Located in Sulov Nagar, Bahadarhat, Chittagong, it is a commercial cum apartment complex in where you can find your investment opportunity, a peaceful and tranquil living space as well.

IMT provides you the best accommodation solution for you. We are promised to provide you the comfort of living in a hassle and pollution free area where you can live in peace and tranquility. You can count on our friendly, approachable staffs and our reputation of personal and convenient service to create a lifestyle that fits you.

Designed by a group of young and skilled Architects and Engineers IMT has the latest architectural and structural design as well as all the modern amenities for a comfort and lavish living, which will add colors and excitements in the daily life of the occupants.

Vision

Our vision is to be the quality leader in the industry.

Mission Statement

We would like to provide the best living condition for the people of Chittagong, the commercial Capital of Bangladesh, through continuous improvement in our service, setting benchmark in client service as well as taking care of environment.

Values

- We believe goodwill in business depends upon customer friendly attitude. Therefore, to us, customers come first before anything.
- Enhance the shareholders' value.
- To take care of commodity and environment.

Location

It is located at Sulov Nagar, Bahadarhat, which is considered as the latest “planned commercial Zone” of the city. This site is considered as next to GEC Circle in respect of commercial importance, is very near to “Bahadarhat Bus Terminal” and “Oxygen Junction” whose are considered as the gateway of Chittagong City. Chittagong Medical College Hospital, Chittagong College, International Islamic University of

Chittagong, Mimi super market, Chittagong shopping Complex, Zia Smriti Complex and many other important places of Chittagong are few minutes ride from the project.

Key Features

Floor plan

- Floor size – 1400-1500 Square feet
- Apartments include 2/3 bedrooms

Commercial Complexes includes

- Shopping Mall
- Financial Institute
- Office Space
- Restaurant

Specific Benefits

- Structural safety against earthquakes
- Modern security systems
- Fire extinguish systems
- Sufficient parking available
- Intercom system
- High speed automatic elevators

Other Civic Facilities

- Prayer room
- Kids Zone
- Gymnasium
- Community Center

Sky City



Sky city, a project of Fair Feel Builders Ltd. is committed to develop housing projects that accomplish the dreams of our esteemed customers by providing all the luxurious, modern facilities, amenities and lively environment at very affordable prices.

The Company

Fair Feel Builders Ltd. a concern of NRB group is the fastest growing Real Estate Company. **Sky City** is one of the projects of it. 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

Vision

Our vision is to become the most respected name in real estate business in Bangladesh.

Mission Statement

To actively manage a steady flow of construction projects throughout Bangladesh and become the leading apartment builders by having a superior team who provide a competitive advantage through price, understanding clients' requirements or by providing solutions that can match the needs of clients.

Values

Sky city strives to implement quality of life through innovative design & development of human habitation projects by giving focused attention to the needs of customers from different walks of life.

We elevate our capabilities through adhering to the best practices towards building a system driven organization. We shall continually improve our project designs, product aesthetics and business performance.

Service Description

Apartment complexes will be building there with the capacity of accommodating more than 200 families. Area of the project is 50 Bigha.

Project highlights

- Sky City is nestled near the prestigious township Mirpur DOHS, Dhaka
- 3 Multistoried buildings will be developed there
- Area of the project is 11 Bigha
- 50% of area will be allotted to the nature
- Each apartments are planned to provide maximum usable space
- Easy access to convenience Shopping & public amenities

Key features

- **Flooring** – Imported materials in flooring in Living, Dinning & Bedroom.
- **Kitchen** - Polished granite platform with stainless steel sinks and drains board.
- **Washrooms** - Imported plumbing fixtures and ceramic tiles for flooring and dado.
- **Power** - Concealed conduits with copper wires and sufficient points for power and lighting.
- **Generator** - Back-up generator for all common services.
- **Recreation** – Spacious playground for the children and indoor games facilities.

Specific Benefits

- Enhanced structural safety against earthquakes
- Modern security systems
- Fire extinguish systems
- Spacious, well-designed lift lobbies

- High speed automatic elevators
- Sufficient parking available
- Impressive entrance lobby
- Intercom system.

Interior

- Aluminum sliding windows
- Provision for fans in the hall, bedroom and kitchen
- Superior quality sanitary & plumbing fixtures.

Exterior

- Well-maintained clubhouse & Health Club
- Landscaped theme garden & jogging track
- Play area for children
- Theme Gardens, beautiful tree lined walkways, play areas.

Civic Facilities

All essential civic facilities are very close to our project.

- Prayer Hall
- Community Center
- Educational Institutes
- Greeneries Club
- Hospital
- Fire Service
- Police Station.

Location

Located at the heart of city, besides the road of Zia Colony to Mirpur DOHS and adjacent to Mirpur DOHS it is very convenient in terms of transportation facilities.

- Located on Manikdi, Zia Colony to Mirpur DOHS road
- 5 minutes away from Radisson Hotel
- 5 minutes to the International Airport
- Close proximity to the best & reputed educational institutes

TERMS & CONDITIONS FOR THE BUYER OF THE COMPANY:

1. customer can book their choicest plot on “First come first serve “ basis on availability of plots.
2. Customers are to apply for the plot on a company prescribed from along with a copy of passport sized photograph and 10,000/- (Ten thousand) Booking Money for each Katha. Also a passport sized photograph of of the nominee will have to be enclosed with the application form.
3. price of the plot shall be determined according to the company specified pricelist. Company reserves the right to change the price list at any time. However, once the plot is blocked by the company determined price the company will not change the price in future.
4. company will sign the agreement with the customer only after the total payment is made and or in case of 30% down payment of the total price is paid.
5. All payment are to be made to Fairdeal properties Ltd. In Cheque/ Cash/ Bank.Draft/ pay-Order only.
6. Non- Resident Bangladeshi Customers can pay the same amount in forign currencies in the form of cheque /TT/ Bank Drft rtc.
7. In case Installments 20% down payment of the total payable amount shall have to be paid within one month of booking. The rest amount can be paid according to the agreement in 60/72 monNRB Groupy Installment.
8. The main connections of Water, Electricity, Gas, Sewerage and Telephone lines will be Installed at thr project by company initiation following the government rules. Customer will bear all related cost according to per katha price determined by the company. Each customer shall bear of getting and installing the connections mentioned above from the main line to their own plot.
9. The plot shall be handed over the owners once the project development process is completed and all payments according to the agreement are paid.
10. The registration process shall be completed immediately after handover of plots.
11. Strong security measures to be taken by the company against service charge.
12. Customer shall bear all the expenditure related to plot registry including non-judicial stamp duty, registration fee, gain tax, VAT, documentation charge and all other related expenses.

13. “Fairdeal Properties Limited Welfare Society” will be formed for social development activities of the project area, once the plots are handed over to its owners. All owners shall become the member of the society. There will be a welfare fund to be formed by the society for related expenditure and all shall have to deposit subscription determined by the committee
14. Plot that is allocated for the owners name shall have to be used for the specific purpose mentioned in the application form. All sorts of development works in the plot shall have to be done according to the government rules and regulations.
15. Price shall have to be adjusted in case of increasing of decreasing the plot & home size according of the project.
16. the customer has to consider delaying in handover of the plot for greater interest, if any natural political disruptions arise.
17. If customer fails to pay the installment money within the time limit 10 remain for 3 months only. And subsequently of paying total dues within 3 months time, the plot liable to be cancelled automatically,
18. In case of changing the name of plot ownership after plot booking, than an extra fee shall have to be charged according to the company’s rule.
19. If the applicant, for some reason disagrees to purchase plot even after booking is confirmed and wants the paid amount back by cancellation of booking, than, he/she shall submit a written application according the company rules.
20. company reserves the right to amend, change, expansion of any sort to the company proposed layout plan due to unavoidable circumstance. In such cases of change and expansion of layout plans the shapes, size, and locations of the plots may also be changed as well. In that case the pricing will be adjusted with the pre-fixed price of the plot and no complaints from both company and customer should be raised.

Price List For The Project Of NRB Group

<u>Purbachal NRB Homes</u>	<u>60 Installments</u>
B1 & B2	1,875,000/-
B3, B4, B5 & B6	1,625,000/-
B7, B8, B9 & B10	1,250,000/-
B11, B12, & B13	1,00,0000/-
C1, C2,C3	937,500/-
C4, C5 & C6	875,000/-
D & E	812,500/-
E to H	750,000/-

City Cloud 9	60Installment
061, 063	687,500
077,075, 079,073,074	625,000
081,082,084,086	562,500
091,092,094	500,000
109,111,112	437500

One Time Price List NRB Group

<u>Purbachal NRB Homes</u>	<u>60 Installments</u>
B1 & B2	937500
B3, B4, B5 & B6	812500
B7, B8, B9 & B10	625000
B11, B12, & B13	500000
C1, C2, C3	468750
C4, C5 & C6	437500
D & E	406250
E to H	375000

<u>City Cloud 9</u>	<u>60 Installment</u>
061, 063	343750
077, 075, 079, 073, 074	312500
081, 082, 084, 086	281250
091, 092, 094	250000
109, 111, 112	218750

TASKS FOR THE EMPLOYEES:

Following are the tasks that have to perform by the employees of sales and marketing department of NRB Group

Primary 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 from 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 monNRB Groupy installment.

Employees need to check following thing things while collecting monNRB Groupy 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 fits 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.
- § Proceed 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
- § 2copes passport size photocopy of every allotted (Both Parties).
- § Commissioner/Chairman Certificate /Passport's photocopy (Both Parties).
- § Tk.5000/- Per Katha as documentation charge.

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
- § 2copes passport size photocopy of every allotted (Both Parties).
- § Commissioner/Chairman Certificate /Passport's photocopy (Both Parties).
- § Succession Certificate.
- § Death Certificate.
- § Tk.5000/- Per Katha as documentation charge.

Tasks depending on officials:

1. Map up-dating.

- § Update the map everyday so that it is easier to the plots available for sale.

2. Preparing sales stock for every office.

- § For each office there is a sale stock. Considering the located through map sale stock is Prepared.

3. Preparing a new file.

- § Confirm the allotment number and collect all of the required documents like booking form, money receipt etc.
- § Prepare an electronic file in the computer.

4. Phone service.

- § Collect the phone numbers from their files and call them to provide information about file status.
- § Keep note about the service into the file.

5. Name change.

- § Receive letter, affidavit Certificate and a new prescribe from.
- § Take attempt after getting the approval of Senior GM and Vice- Chairmen.
- § Continue the process as per the client requirement.

6. Preparing report at the end of the office hour.

- § Prepared the report at the end of the must consist of the collection of the day and sales volume of the day. This will be a detailed report.

7. Handing full paid files.
 - § Re-check all of the money receipt.
 - § If full-paid , mark it by the proper rubber-stamp (full-paid)
 - § Check the photographs of the client, whether those are in the file or not. If not, then collect from the clients.
 - § Collect some information from the clients like, mother's name, date of bath.
 - § Prepared the provisional allotment letter.
 - § Leave the file for registration process.

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.
- § The file cancellation power is only exercised by the Chairman of BG. So sometime cancelled files are re-allotting due to special request and approval of the honorable Chairman.

3. Amount transfer.

- § Receive letter and all money receipt.
- § Take attempt after getting the approval of Senior GM 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.

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WAYS OF GET BACK THE MONEY:

There are two options to get back money.

Transfer:

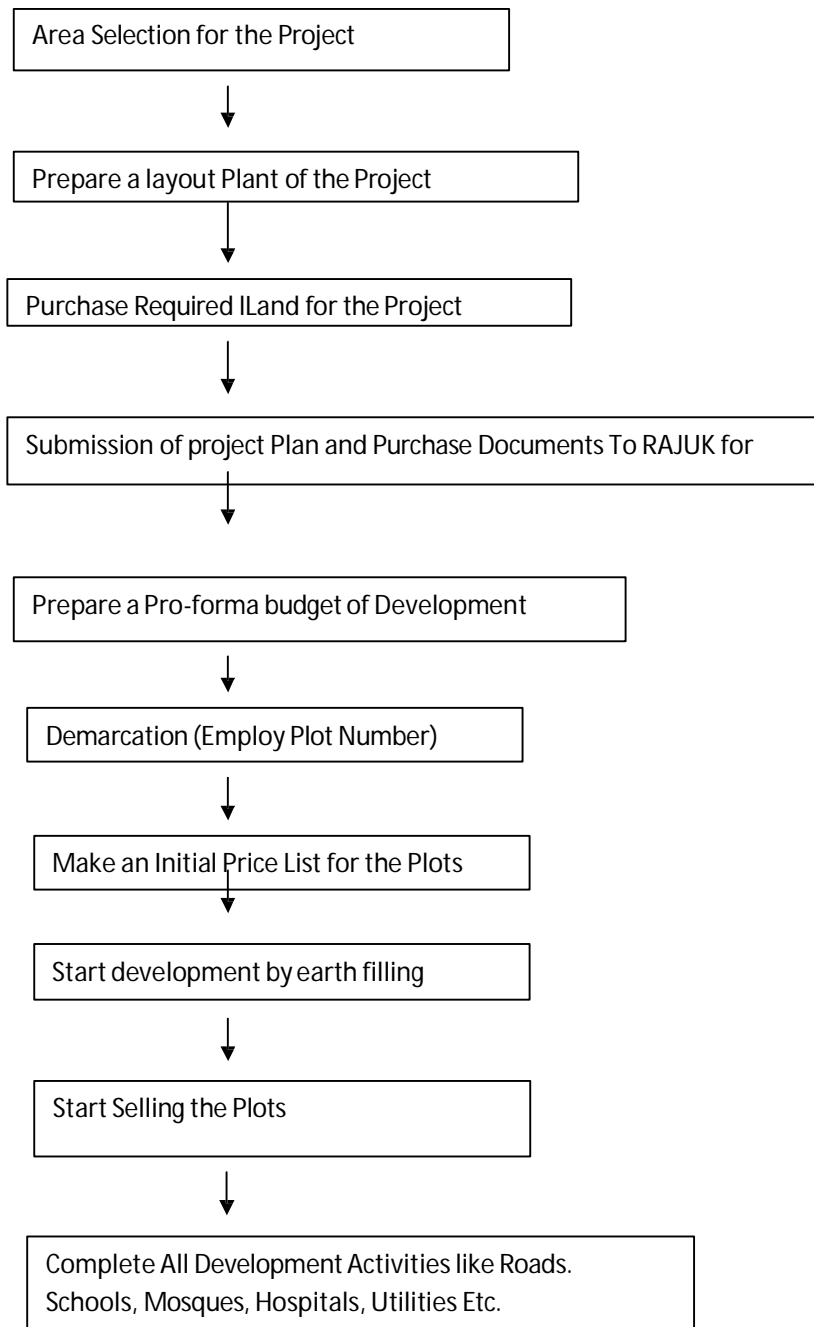
- § Client has to submit an application to transfer the money (The signature which is in file must be in application also).
- § Client has to submit all original money receipt also.
- § It will take 2/3 month after submitting the application to transfer the entire amount.

Refund:

- § Client has to submit an application to get back the money.
- § It will take Six Month from the date of submission of application.
- § Sometimes it will take less time in special permission of the Managing Director of NRB Group.

DEVELOPMENT PROCESS OF A NEW PROJECT:

Following is the process of developing new project:



PROBLEMS IDENTIFIED

1. NRB Group should stables the latest service marketing strategy, which will provide satisfaction for the valuable customer and it is the demand for the time.
2. Internet, the information supper high way, which is a modern way of marketing, so, when NRB Group will start internet marketing, customer will get easily access about the service.
3. NRB Group did not provide 24 hours customer online service facilities.
4. Scarcity of man power (Marketing & Sales Department) for distributing service to the existing and target customer.
5. Direct sales agents are not inspired by their sales commission, remuneration and inadequate performance reward.
6. 456. Marketing and Sales policy is not up to the demand for the present time.
7. For the time NRB Group is not providing any type of training program and workshops for the employees manage customers smooNRB Groupy and increase sales & services
8. Recently company fails to provide new plot to the clients.
9. 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
10. Traditional working process.
 - ☐ Centralized decision making.
 - ☐ There is no prescribed job description.
 - ☐ Accountants do not follow IAS.

RECOMMENDATION:

During my tenure as in “Intern” in NRB Group, my placement was in “Sales & Marketing Department”. I worked there for three months where I encountered some issues that I thought should catch the NRB Group management’s attention to re-examine. NRB Group is one of the topmost developers in the country and it has been operating quite successfully. Although it has a healthy and steady growth in sales development of apartment and shopping complex, the organization needs to address some of the bottlenecks found out at the time of internship programme conducted for the concerned study .In an attempt to solve various problems so far identified in this study, the following recommendations can be put forward, which are given below, are from observational point of view:

- ü NRB Group should implement the best service providing strategy that will ensure more value for the existing and target customers.
- ü When the NRB Group should implement internet marketing then our existing client and potential client will be very effective in this point of view.
- ü NRB Group should provide 24hours online service to the customers to solve their problems and queries.
- ü “Marketing and Sales Department” should run in the most efficient and effective way. For ensuring better service NRB Group should recruit more people in this department.
- ü Marketing Team (Direct Sales Agents) is less motivated in their job. They are not satisfied with their sales commission. NRB Group should provide them a fixed sales commission and some rewards like the best performer should be rewarded annually.
- ü The managers and executives of “Sales & Marketing Department” should give more sincere attention to solve the customers’ problems.
- ü “Sales & Marketing Department” should encourage in order to career development of the employees. By doing so, NRB Group will be able to increase the performance of the employees.
- ü NRB Group should take protective measures so that it can be ensured that the services provided by its employees are free to get in its highest limit. This will help clients to come out from the fear of false transaction.

- ü NRB Group should wishes to the clients in different occasions. It will create an extra value for the clients and make them more pleased and positive about the company.
- ü Before selling apartments or commercial spaces, “Sales & Marketing Department” should meticulously verify the applicant’s income from salary, status and other required particulars because many clients have a tendency to furnish erroneous information in their applications.
- ü NRB Group direct marketing effort must be implemented more precisely and elaborately to ensure maximum market coverage both for existing and proposed clients.
- ü 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.
- ü They should apply some promotional activity to raise its sale.
- ü Evaluation for the good performance of the employees by introducing award and incentives

CONCLUSION

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. NRB GROUP is determined to play a leading role in the development of the real estate sector in the twenty –first century. NRB GROUP corporate philosophy is however based on a very simple principle – “A friend in need”. To this end, NRB GROUP is constantly working towards upgrading and improving every aspect of it’s activity. NRB GROUP human resource is well trained and motivated, It’s financial fundamentals are strong and it has an excellent goodwill in the market. NRB GROUP’ vision is to constantly set challenging goals. NRB GROUP will continue to expand and diversify and be an example of a progressive company, playing a dynamic role in the economic development of Bangladesh. NRB GROUP 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. The ultimate policy of the company is to retain a life long relationship with NRB GROUP home-owners. NRB GROUP 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 major local and foreign constructions. Only for this Project Management Team, NRB GROUP can hand over its projects before the stipulated time guaranteeing a quality construction with superb finishing. Since the customer satisfaction is the main motto, customer service people always ready to welcome the clients whenever they need. NRB GROUP aim is not only to meet the international standard, but to exceed it by setting new standard in design, construction and service.

NRB GROUP 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 21st century.

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