



**A Comparative Analysis of Real Estate Companies in Bangladesh: A Study on
Advanced Development Technologies Ltd and Other Leading Companies**

A Comparative Analysis of Real Estate Companies in Bangladesh: A Study on Advanced Development Technologies Ltd and Other Leading Companies

Prepared For

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Batch: 22th

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Major in Marketing

Program: BBA

Faculty of Business & Economics

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Date of Submission: 15th December, 2012.

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Letter of Transmittal

15th December, 2012.

To,

Mr. Mohammad Masum Iqbal

Assistant Professor

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

102/1, Sukrabad, Dhanmondi, Dhaka-1207

Subject: Submission of Internship Report.

Dear Sir,

I would like to submit my internship report on "A Comparative Analysis of Real Estate Companies in Bangladesh: A Study on Advanced Development Technologies Ltd and Other Leading Companies" for partial fulfillment of BBA program with specialization in Marketing. Especially I have interned on Business Development. My appointment is commencing on 18th July, 2012 and finished 17th October, 2012. It has been a great contentment for me to have the opportunity to apply my academic knowledge in practical field. This report was prepared on the basis of the theoretical and practical learning from 4 years long BBA program and practical experience an advanced development technologies ltd.

Specially thanks to you. I couldn't prepare this report without your cooperation. If you have any questions and/or comments regarding the interpretation of this report please feel free to contact me at the addresses or phone number. Thank you for your cooperation of this report.

Sincerely

S. M. Sourav

Batch: 22th

ID # 091-11-675

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Daffodil International University

15th December, 2012.

Student Declaration

I declare that the internship report on **“A Comparative Analysis of Real Estate Companies in Bangladesh: A Study on Advanced Development Technologies Ltd and Other Leading Companies”** embodies the result of my own research works, pursued under the arrangement of **Advanced Development Technologies Ltd, Advanced centre, 176 Gulshan Avenue (north) Dhaka-1212.**

I further affirm that the work reported in this thesis is original and no part or whole of the report has been submitted to, any other University or institution for any degree or award or any other purpose.

S. M. Sourav
Batch: 22th
ID # 091-11-675
Major in Marketing
Program: BBA
Faculty of Business & Economics
Daffodil International University

15th December, 2012.

Certificate of Supervisor

This is to certify that, **S.M. Sourav**, is a student of Bachelor of Business Administration (BBA) in Faculty of Business and Economics ID # 091-11-675 Batch NO: 22th Daffodil International University has been completed in the practical Internship Program at the **Advanced Development Technologies Ltd**, on “**A Comparative Analysis of Real Estate Companies in Bangladesh: A Study on Advanced Development Technologies Ltd and Other Leading Companies**” successfully with excellent performance under my supervision.

I wish him every success in his life.

Mr. Mohammad Masum Iqbal
Assistant Professor
Department of Business Administration
Daffodil International University

Acknowledgement

This report is a product of three months queries and involves many peoples' considerable attention on it. I would like to take the opportunity to thank those people without whom this task would have been rather very difficult to complete.

First, I would be thanks to Allah. I also thanks to my advisor, Mr. Mohammad Masum Iqbal, Assistant Professor, Department of Business Administration, Daffodil International University, who has guided me properly. His wise guidance and clear direction makes me to do this study comes about a reality.

I would like to express my heart – felt thanks Engr. S.M. Anwar Hossain, Chairman and Mr. Taslimuddin Pramanik, Additional Director of Advanced Development Technologies Ltd, for allow me to work with him and approving me to collect such information for this report. Though preparing this report I got necessary internal information, guidance and direction from him.

And also thank to Mr. S.M. Arif Reza Hossain, Operative Director, Mr. Dulal Abdul Hafez, director of marketing department, Mr. Al-Amin Senior Executives, RMC Marketing, Mr. Md. Mamun Mia Executive, Sales and Marketing, and Mr. Rezaul Islam, Executive, Sales of Advanced Development Technologies Ltd, who helped me a lot during my Internship days with valuable advices, guidance and necessary information. I am indebted to the employees of Advanced Development Technologies Ltd for their willingness to help despite the workload they have to manage each and every day.

Executive summary

The internship program is designed to bridge the gap between the theoretical knowledge and practical life experience as a part of BBA program. It is designed to have a practical experience while passing through the theoretical understanding.

This report is divided into five parts. Part one is "introductory part" which includes introduction, Rationale of the study, scopes of the study, Objectives of the study, Methodology of the study & Limitations of the study. In this part I focus the process of my study.

Part two focuses on the overview of Advanced Development Technologies Limited (ADTL). This part includes Advanced Development Technologies historical background, departments, corporate information, mission & vision.

Part three is the "analysis part". The objectives of the report to be analyze of this part. In this part I compare Advanced Development Technologies Ltd with other leading real estate companies. The considerable factors for compare are completed projects, ongoing projects, apartments selling price, net profit of last year, land used for new construction and last 3 years sales volume. All those factors indicate the performance of particular real estate companies which easily compare with Advanced Development Technologies.

Part four consist of the "findings" which includes problems identified from the analysis. Last part is "recommendations and conclusion part" which includes recommendations, conclusion, appendix & references. Suggestions can be taken to overcome the problems of advanced development technologies Ltd.

In an overall sense, this study finds a very promising and positive tone of growth for the advanced development technologies Ltd.

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Chapter # 01

Introductory Part

**ADVANCED
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1.1 Introduction:

I joined as an intern in the Marketing Department of Advanced Development Technologies Ltd (ADTL) on 18th July of 2012. The department has run by Mr. S. M. Arif Reza Hossain (Operative Director of Marketing Department). As a student of BBA program are required to undertake a major individual's piece of research work- the internship. It is an important part of the program that tests my ability to understand and apply the theory, the concepts and the tools of analysis to a specific problem situation. During my 3 months internship I worked with advanced development technologies marketing department to realize their marketing strategy and as well as to understand the present situation of real estate sector in Bangladesh.

Students must therefore ensure that they maintain regular contact with their supervisor and also that they provide the supervisor with drafts of their work at regular intervals. Finally, to keep myself up-to-date and under control as regards my project, it is imperative that I meet with my supervisor regularly.

1.2 Rationale of the study:

Bangladesh is a Southeast Asian country. Its dimension only 1, 47,570 square kilometers but it has a large population and that's over 160 million people. Now most of the people are centralized and live in the city area like there are approximately 15 million people lived in Dhaka city. Now a large number of people are suffering by accommodation/ housing problem. To solve this problem there are number of Real Estate Company are grown up in Bangladesh. Now there are more than 1500 real estate companies (REHAB has 1081 registered members) continue their operation in Bangladesh and the total number of companies increasing day by day.

All of the real estate companies are now plays an important role in Bangladesh economy and it also create huge number of employment. In Bangladesh the real estate companies are divided by 3 types and the types are:

- (1) Large Company
- (2) Medium Company and
- (3) Small company

Large Companies are Build big multistoried building and shopping malls. These types of companies also create small/sub city in different area in Bangladesh like Bashundhara residential area. The large companies are Assets development Ltd, Sheltech development Ltd, Advanced Development Technologies Ltd, Domino housing limited, Navana builders Ltd, Amin Mohammad group, Rangs properties Ltd, Building technologies & Ideas Ltd, Eastern Housing Limited etc.

The medium companies are build only the residential building and small shopping malls. Some of the medium sizes of real estate companies are BDDL, Sagufta development Ltd, Shanta properties Ltd, Biswas Bulders Ltd, Anz Properties Ltd, ENA properties Ltd, genetic holdings Ltd etc.

The Small companies are building only housing apartments/Flats because their capital is not big. Some small companies are, Kotbari holdings Ltd, Nagar homes limited, Ocean city limited, purbachal city, Doric development, Trust alliance Ltd etc.

Most of the real estate companies run their business to target the people of Dhaka city because it is the most densely populated area in Bangladesh. Large trade & business, most of the renowned educational institutions and other facilities are more than the rest of the part of Bangladesh thus the population of Dhaka city is increasing day by day. Now almost 15 million people lived in Dhaka city but accommodation is not available for such huge population. Now real estate sector is one of the fastest growing and thrusting sectors in Bangladesh. Infrastructural development is highly important for a country to rise as a developed nation and to ensure housing facilities for the citizens of the country.

In this report I select to comparative performance analysis of Advanced Development Technologies Ltd and other leading real estate companies in Bangladesh during 2011-12.

1.3 Scopes of the study:

The research regarding the term paper is:

- ⇒ To identify the advanced development technologies competitors present scenario.
- ⇒ To helpful for decision making process.
- ⇒ To find out some major problems of advanced development Technologies Ltd.
- ⇒ To find out the approximate solutions of that problems.

To suggest necessary steps to develop the business of Advanced Development Technologies Ltd

1.4 Objectives of the study:

The study has been carried out with the following objectives:

1. To make a competitive analysis of advanced development technologies ltd and leading real estate companies in Bangladesh. The comparative factors are:
 - (i) To identify the leading real estate companies completed projects during 2011-12;
 - (ii) To analyze the leading companies started new construction in 2011;
 - (iii) To find out the real estate companies selling price variety in different area of Dhaka;
 - (iv) To identify the profit made by different real estate companies in 2011-12 fiscal year;
 - (v) To define last 3 years sales volume of leading real estate companies;
 - (vi) To measure the real estate companies land used for new construction in 2011-12;
2. To identify some problems which are the related to the performance of advanced development technologies ltd;
3. To make some recommendations to solve the problems

1.5 Methodology of the study:

This is an exploratory type of research. Information collected to furnish this report is both from primary and secondary source. The overall process of methodology has given below:

Primary sources of data:

- Executives
- Customers

Secondary sources of data:

- Websites
- Sales sheet of real estate companies
- Brochure real estate companies
- Journals and previous research papers
- Annual report of real estate companies

Method of the data collection:

- Direct Observation
- Personal Interviews
- Survey
- Telephone inquiries

Target population:

- Marketing executives.
- Engineers & supervisors.
- Real estate companies' accountants
- Customers

Sample size:

- 15 marketing executives
- 10 Engineers & supervisors
- 10 accountants
- 20 customers

Sample technique:

- Convenience sampling method has been use to select sample in this study.

1.6 Limitations of the study:

Preparing the term paper I have faced some obstructions and therefore it may lack some crucial data which are as follows:

- The main constrain of the study was insufficiency of information, which was required for the study. When I collected the information, I face some obstacles & those are as follows:
 - a) There are various information the different real estate companies employee can't provide due to security and other corporate obligations. Mainly the companies feel insecure to provide their sales related information.
 - b) Lack of Available information in the websites of different real estate companies.
 - c) Lack of required information in the annual report of real estate companies.
 - d) Insufficient Journal published or other research would be held on real estate sector.
- Due to time limitation many of the aspects could not be discussed in the present report. Learning all the functions within just 90 days is really tough.
- Data and information used in this study are mostly from secondary sources.
- Large scale research was not possible due to constraints and restrictions posed by the organization.
- Inexperience is one of the main constrains of the study.

Chapter# 02

Organizational Part

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2.1 Historical Background:

Advanced Development Technologies Ltd (ADTL), is one of the leading real estate companies in Bangladesh. It evidently, had made a mark in the very first year of its emergence with leaping to prominence as one of the leading real estate developers and fast growing construction companies in Bangladesh, specializes in developing luxury apartment complexes and manufacturing best quality ready-mix concrete which have earned it a distinguished stature.

Attuned to the rhythms of tomorrow, ADTL had humbly launched its journey to reach to its noble vision to ensure new standard of living for all and thus the slogan it sets “for a beautiful tomorrow” proved justified as its mission is to build beautiful homes keeping pace with the changes in tastes of modern lifestyle. Combining practically with functional and aesthetic qualities, ADTL constantly strives to maintain the confidence entrusted by its valued clients.

Using innovative entrepreneurial approaches, its vision is to improve living standard of people and ultimately become the market leader. Utmost priority is given to ensure quality of building materials, adoption of latest construction technology and finishing workmanship to attain business excellence through quality.

Diversity, viability and excellence are ADTL’s strength which has helped lift its image and success to a greater height. In every inches of its performance, right from the selection of land to modern construction accomplishment, there lies the evidence of expertise and professional dexterity.

Taking the credit of scoring above 100 projects comprising luxury a apartment and high rise commercial cum residential complexes offering wide range of options, 75 projects have already been accomplished in the nick of time, while ongoing about 30 projects are at different stages of construction. Setting the distinction is this sector by elegant and aesthetically pleasing structures that grace Dhaka’s posh vicinity, it has demonstrated sheer innovation and development drive in every projects. ADTL attained a compound growth of over 70% in terms of its yearly turnover. .

One of the remarkable contemporary projects in “Advanced Angel city” a unique satellite town aesthetically and functionally best designed and engulfed with excellent modern amenities fully backed up by state - of - the art construction technology, planned around a stunning neighborhood of the capital city Dhaka. Spread over a land parcel of 60 bigha at kornapara, it consists of about 2000 economy price affordable apartment promising tranquility, security and easy accessibility.

ADTL has also established joint venture collaboration with a USA based international business development group inc. to promote major infrastructure development projects in Bangladesh and a

couple of reputed foreign companies for adoption of latest construction technology and manufacturing of environment friendly concrete products and construction materials.

ADTL is affiliated with the only recognized trade body of the private real estate developers, Real Estate and Housing Association of Bangladesh (REHAB), represented by its chairman Engr. S. M. Anwar Hossain who holds the office of senior vice president. Representing the Bangladesh British chamber of commerce- UK as Bangladesh regional President, Engr. Hossain is also associated with state-run Engineering University RUET, as a syndicate member. As the vice president and life time member of BSTQM (Bangladesh society for total quality management), Engr. Hossain is making valuable contribution in TQM activities at home and abroad. Under the dynamic leadership of Engr. S. M. Anwar Hossain supported by a competent management, a team of expert and specialized engineer, ADTL has now emerged as a trendsetter in real estate industry in bd.



2.2 Departments at ADTL:

Reputation as a reliable real estate company that gives high priority to customer's desire and needs has been created through the hard work and dedication of its work force. Instead of just stressing on good academic qualification which is compulsory for the executive level employees, ADTL has selected its staff based on their intelligence, creativity and innovation!

i) Administration and Logistic - ADTL has 240 security guards working round the clock to ensure the security of the residents of each apartment building. Logistical services include repair maintenance facilities such as plumbing and prompt troubleshooting. Permanent maintenance personnel ensure that the apartments are in good condition.

ii) Accounts and Finance - ADTL has a experienced team in this department headed by senior most cost and management accounting professionals of Bangladesh.

iii) Engineering & Design - Advanced has developed in house design team for architectural, structural, planning & electrical design. ADTL has one hundred engineers in construction and development team in addition to its Quality Control, Monitoring & Evaluation and Construction management personnel with many senior level professionals, engineers, architects, planners trained at home and abroad and eminent personalities of the country.

iv) Marketing and Customer Service - One of ADTL's strongest points is its efficient Customer Service Department. This department gives personal attention to each client and is

known for its prompt, effective action. A warm, friendly atmosphere is created for the client who can make purchase decisions at his/her pace without feeling pressurized.

2. 3 ADTL's Mission is to build beautiful homes keeping pace with the changes in tastes and needs of a modern lifestyle. Combining practically with aesthetic qualities, ADTL constantly strives to maintain the confidence of its valued clients.

2. 4 ADTL's Vision is to play a major role to help resolve the housing problem thereby improving the quality of life of the people of Bangladesh and ultimately become the market leader in real estate business.

2. 5 Corporate Information:

- ❑ **Company's Name** : Advanced Development Technologies Limited
- ❑ **Established** : 1994
- ❑ **Industry** : Real Estate
- ❑ **Type** : Private
- ❑ **First Capital** : Tk. 20 million
- ❑ **Present Capital** : Tk. 120 million
- ❑ **Total reserve** : Tk. 2518.1 million
- ❑ **Number of employee**: 250
- ❑ **Number of branch** : 01
- ❑ **Product of ADTL** : Apartments, Ready mix concrete, EPS,
- ❑ **Chairman** : Engr. S.M. Anwar Hossain
- ❑ **Corporate office**: Advanced Centre, 176 Gulshan Avenue (North), Dhaka-1212

Chapter# 03

Analysis Part

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Analysis is the most crucial part of the report that part mainly I describe my research objectives. In this research project I considered Advanced Development Technologies Ltd and other 9 leading real estate companies in Bangladesh based on their last 5 years financial performance and strong brand image. The selected leading real estate companies are:

1. Navana Real Estate Ltd
2. Sheltech Private limited
3. Asset Development Limited
4. Building technology & ideas ltd
5. DOM-INNO Builders Ltd
6. Rangs Properties Ltd
7. Amin Mohammad Foundation Limited
8. Eastern Housing Limited
9. Rupayan Housing Estate Limited

3.1 Comparative Analysis of ADTL and Leading Real Estate Companies in Bangladesh

(i) Leading Real Estate companies completed project in 2011-12

Yearly completed projects indicate the sales volume of the companies in the particular year. Completed project didn't mention only the apartments or spaces handover to the customer but in the sense of real estate marketing, completed means sales of the projects apartment or space are closed. Last couple of years most real estate companies sale their apartments before totally finished the projects thus most of the cases companies failed to handover them in due time. In this part I give an overview of leading real estate companies Completed projects during 2011-12.

Advanced Development Technologies Ltd (ADTL): ADTL is one of the leading real estate companies in Bangladesh which was founded by Engr. S.M. Anwar Hossain in 1994. They successfully run

their business in 18 years thus they had completed 7 projects during 2011-12. Now I present some information about their 5 completed residential projects:

(1) Easkaton Fantasia

Location: Easkaton road

Storied building: 15

Apartment size: (1209-2090)sft

Selling Price: 9500

Project status: Commercial+ Resident.

(2) Bialy Ritz

Location: Bialy road

Storied building: 15

Apartment size: (910-2070)sft

Selling Price: 10000

Project status: Residential

(3) Gloriana

Location: Purana Palton

Storied building: 12

Apartment size: (1285-1660)sft

Selling Price: 8500-9500

Project status: Resident+commercial

(4) Lauren Vista

Location: Elephant road

Storied building: 12

Apartment size: 1365sft

Selling Price: 15000

Project status: Residential

(5) Techno Heaven Tower

Location: Motijheel

Storied building: 12

Apartment size: (1400-1700)sft

Selling Price: 13200-18000

Project Status: Resident+commercial

Navana Real Estate Ltd (NREL): Navana Real Estate Ltd a concern of Navana Group started its operation in 1996. As a private limited company & converted as a Public Limited on 8th September, 2010. Since its inception, NREL has completed and handed over a good number of projects in diversified areas in Dhaka where it is capturing the market for high and middle-income people. Of late, NREL has

also started its operation in different areas of Chittagong. Navana was completed almost 9 projects during 2011-12. Here I show some information about their 4 residential and 1 commercial complexes:

(1) Navana Sikdar Wind Flower

Location: Bashundhara R/A

Storied building: 7

Apartment size: 2260

Selling Price: 8300

Project status: Residential

(2) Navana Wood Sorrel

Location: Baridhara R/A

Storied building: 6

Apartment size: 2250

Selling Price: 16500-18000

Project status: Residential

(3) Navana Sardania

Location: Banani

Storied building: 6

Apartment size: 2925

Selling Price: 14000-16000

Project status: Residential

(4) Navana Kabir Garden

Location: Dhanmondi

Storied building: 5

Apartment size: 1850

Selling Price: 18500

Project status: Residential

(5) Navana Rahim Ardent

Location: Kakrail

Storied building: 12

Shop size: 837-1035

Selling Price: 25000-28000

Project status: Commercial complex

Amin Mohammad Foundation Limited(AMFL): Over the past quarter century Amin Mohammad Foundation Ltd made luxury apartment and commercial buildings in Dhanmondi, Gulshan, Banani, Uttara, Mirpur, Midtown, Chittagong & Cox's Bazar. Professional team of design experts with mod outlook and engineers with state of the arte equipment are backed by an R & D team constantly probing human habitat horizons as well as building technology. Amin Mohammad business motive is turning customer's dreams into reality.

In 2011 Amin Mohammad completed almost 8 projects & I give some information about 5 of them:

(1) Green Peace

Location: Shantinagar

Storied building: 14

Apartment size: (1150-1730)sft

Selling Price: 8000-9000

Project status: Residential

(2) Green Park

Location: Baridhara

Storied building: 7

Apartment size: 2050sft

Selling Price: 21000

Project status: Residential

(3) Green Castle

Location: Gulshan

Storied building: 12

Apartment size: (4111-4600)sft

Selling Price: 25500

Project status: Residential

(4) Evergreen Meena

Location: Dhanmondi

Storied building: 6

Apartment size: (2329-2558)sft

Selling Price: 18700

Project status: Residential

(5) Green Estrella

Location: Uttara

Storied building: 6

Apartment size: 1375sft

Selling Price: 6500

Project status: Residential

Eastern Housing Limited (EHL): Eastern Housing Limited (EHL) is a concern of Islam Group of Industries. It was formed in late 1965 under the Chairmanship of Mr. Jahurul Islam to reduce the housing problems of Dhaka city. It started its work by successfully implementing a project of building 700 houses in Pallabi Dhaka. It was the first public limited company in Bangladesh working in real estate development. Eastern Housing Limited is one of the 29 members of the REHAB Association, the central body for private sector developers in Bangladesh.

In 2011-12 fiscal year EHL completed 5 projects inside of Dhaka city. I give a view of their all completed projects:

(1) Eastern Nawab Katra

Location: Mohammadpur

Storied building: 10

Apartment size: 1419

Selling Price: 7000-7700

Project status: Residential

(2) Eastern Dhalia

Location: Dhanmondi

Storied building: 14

Apartment size: 2120

Selling Price: 19000

Project status: Residential

(3) Eastern Arzoo

Location: Bijoy Nagar

Storied building: 18

Total office space: 102138sft

Selling Price: 13200

Project status: Commercial

(4) Eastern Karim

Location: Mohammadpur

Storied building: 14

Apartment size: 1492sft

Selling Price: 7200

Project status: Residential

(5) Eastern Kamlapur

Location: North Kamlapur

Storied building: 18

Total space: 2, 62,225sft

Selling Price: (6500 resident + 12000 commercial)

Rangs Properties Ltd: Rangs Properties Limited is a leading property developer of modern buildings that are the representations of architecture at its best. They started their journey in 1996 and since then, they have relentlessly pursued "Creating Lifestyles" without compromise. Rangs has built luxurious apartments and commercial complexes in many prime locations of the country. Rangs trust to create idealistic surroundings for self contained independent and distinguished houses in a secured and exclusive community. Their commitment to the society and country is to shape up a community that knows and acknowledges a lifestyle that is not limited to only living; but a lifestyle that solely concentrates on superior standard of living.

Last couples of year Rangs develop in prime location of Dhaka city. Now I give some information about their last year completed projects:

(1) Rangs Malancha

Location: Dhanmondi

Storied building: 6

Total office space: 2035sft

Selling Price: 19000

Project status: Residential

(2) Rangs Waterfront

Location: Gulshan

Storied building: 18

Apartment size: 1560sft

Selling Price: 27000

Project status: Residential

(3) Rangs Panorama

Location: Dhanmondi

Storied building: 6

Total office space: 70000sft

Selling Price: 26500-35000

Project status: Commercial

(4) Rangs Mouban

Location: Uttara

Storied building: 6

Apartment size: 1435sft

Selling Price: 6200

Project status: Residential

Building technology & ideas ltd (Bti): Building technology and ideas ltd (bti) was established in 1984 is a pioneer real estate developer in Bangladesh. Bti was one of the founder members of REHAB and it gains number 1 membership of REHAB. They believe at first to ensure the satisfaction of the customer is the way of business success. To achieve the success Bti have strong and highly skilled designers, engineers, architects, planners & marketing team.

Bti almost completed 11 projects during 2011-12. I give their 5 residential projects information:

(1) Crystal Palace

Location: Uttara

Storied building: 6

Apartment size: (1302 & 1452)sft

Selling Price: 12000

Project status: Residential

(2) Bti Amits

Location: Baridhara

Storied building: 6

Apartment size: 1560sft

Selling Price: 22000

Project status: Residential

(3) Bti Ballerina

Location: Uttara
Storied building: 6
Apartment size: 960sft
Selling Price: 11500
Project status: Residential

(4) Celebrati Homes

Location: Niketon
Storied building: 6
Apartment size: 1560sft
Selling Price: 16000
Project status: Residential

(5) Bti Imperium

Location: Mogbazar
Storied building: 6
Apartment size: 1560sft
Selling Price: 5500

Sheltech Private limited: Sheltech pvt. Ltd is a multi-disciplinary firm engaged in various activities related to real estate development, consultancy, construction and other associated business. It was established in 1988 as a real estate firm. Since then it has steadily consolidated its experts in developing projects & gained a high reputation in successfully completing its assignments. As long time journey Sheltech completed more than 100 projects in Bangladesh.

During 2011-12 Sheltech completed 4 residential projects in Dhaka city & the projects short information are given below:

(1) Sheltech Rainbow

Location: Uttara
Storied building: 6
Apartment size: 2005sft
Selling Price: 9200
Project status: Residential

(2) Sheltech Anamika

Location: Uttara
Storied building: 7
Apartment size :(1205&1230)sft
Selling Price: 9500
Project status: Residential

(3) Sheltech Shyampuri

Location: Mohammadpur

Storied building: 9

Apartment size: 1535&1575sft

Selling Price: 12000

Project status: Residential

(4) Sheltech Amir Abashon

Location: Banani

Storied building: 10

Apartment size: 1810sft

Selling Price: 19700

Project status: Residential

DOM-INNO Builders Ltd: is one of the leading real estate companies in Bangladesh. It specializes in developing exclusive apartment complexes in prime locations of the Dhaka city.

DOM-INNO Builders Ltd. has become a trusted name in the real estate sector in Bangladesh. From its very inception, the company has won the confidence and goodwill of its clients achieving a yearly turnover of taka 500 million. DOM-INNO has grown into a renowned and dependable organization, building elegant, aesthetically pleasing structures that grace Dhaka as finest neighbourhoods.

Dom-inno completed 12 projects during 2011-12. Some information about 5 of that projects are given below:

(1) DOM-INNO Primavera

Location: Nayapaltan

Storied building: 10

Apartment size: (1010-1605)sft

Selling Price: 9000

Project status: Residential

(2) DOM-INNO Prodigio

Location: Dhanmondi

Storied building: 12

Apartment size: (1085-1155) sft

Selling Price: 1900

Project status: Residential

(3) DOM-INNO Bostonian

Location: Uttara

Storied building: 5

(4) DOM-INNO Arbordo

Location: Banani

Storied building: 4

Apartment size: 1235sft

Apartment size: 1505sft

Selling Price: 8500

Selling Price: 18200

Project status: Residential

Project status: Residential

(5) DOM-INNO Asoledo

Location: Shiddeswari

Storied building: 9

Apartment size: (1180-1715)sft

Selling Price: 8300

Project status: Residential

Asset Development Limited: Asset Development Ltd is one of the world class real estate company in Bangladesh. Their main philosophy of the business is to make a strong relationship with the customer. They treat the customer as a part of the company thus they have the large amount of customer bank. Asset has almost 36000 customers which contain 24000 active in their customer bank. They charge highest price for their apartments within the leading real estate companies in Bangladesh. In the year of 2011-12 Assets complete 13 projects within Dhaka city. I give their 4 residential projects some basic information:

(1) Rainbow Rhymes

Location: Banani

Storied building: 6

Apartment size: (1850-2020)sft

Selling Price: 17000

Project status: Residential

(2) Asset Pacifica

Location: Gulshan-1

Storied building: 6

Apartment size: (2125-2575)sft

Selling Price: 28000

Project status: Residential

(3) Lake Ressor

Location: Banani

Storied building: 7

Apartment size: 2235sft

Selling Price: 15200

Project status: Residential

(4) Asset Aurelia

Location: Bashundhara

Storied building: 8

Apartment size: (1470-1740)sft

Selling Price: 8500

Project status: Residential

Rupayan Housing Estate Limited: Rupayan housing estate ltd was established in 1998 which is a sister concern of Rupayan Group. Over 14 years it has completed and hand over 25 projects at Dhaka, out of which the most significant township projects at Narayanganj. Rupayan has blended multiple skills configurations along with the finesse of civil engineering and construction. Last couples of year Rupayan built big commercial complex in prime location of Dhaka city. Now I give some information of their last year completed projects:

(1) Rupayan Apyllion

Location: Uttara

Storied building: 6

Apartment size: (1140-1355)sft

Selling Price: 7500

Project status: Residential

(2) Rupayan Chandralekha

Location: Bashundhara

Storied building: 6

Apartment size:(1430-2020)sft

Selling Price: 9500

Project status: Residential

(3) Rupayan Galaxy

(4) Rupayan Crown Imperial

Location: Eskaton

Storied building: 9

Apartment size: (1375-1505)sft

Selling Price: 10200

Project status: Residential

Location: Dhanmondi

Storied building: 6

Apartment size:(2670-2855)sft

Selling Price: 16000

Project status: Residential

(ii) Leading Real Estate companies' projects started during 2011-12

Advanced development technologies ltd started new projects in 2011 is relatively smaller number than previous years. One of the main causes is increase the raw material price. Raw materials price increase like Bricks 600%, Cement 250% and Ms Rod 417% from 2000 to 2010. The price scenario with large jumps for basic raw materials has been shown below for up to 2000-2010 in table:

Product	Year-2000	Year-2005	Year-2010
Brick (per thousand)	Tk 1500-2200	3500-4500	7500-9000
Cement (per bag)	Tk 180	270	450
MS Rod/60 Grade (per ton)	Tk 18000	41000	72000
MS Rod /40 Grade (per ton)	Tk 16300	38500	68000

Ultimately the apartments price also increases that are not affordable for the middle class customers. Leading real estate companies target the higher and middle class customer thus they increase their projects. Now I give an overview of selected real estate companies' new projects during 2011-12.

Advanced Development Technologies Ltd (ADTL): During 2011-12 fiscal year ADTL started 2 projects in Dhaka city.

Project Name	Location	Storied Building	Land Area	Status
1.Baridhara Crown	Baridhara-J block	9	3 bigha	Residential
2.Jharna Dhara	Bashundhara	10	1.5 bigha	Residential

Amin Mohammad Foundation Limited: Amin Mohammad's previous year started projects are:

Project Name	Location	Storied Building	Land Area	Status
1.Green Rest	Dhanmaodi R/A	12	15 katha	Residential
2. Green Mist	West Kazipara	6	10.6 katha	Residential
3.Green Trade Point	Mohakhali C/A	14	1 bigha	Commercial

Navana Real Estate Ltd: Navana started 5 projects in Dhaka city area during 2011-12.

Project Name	Location	Storied Building	Land Area	Status
1. Z-Enclave	Banani	9	7 katha	Residential
2.Nasrin Casabella	Gulshan Avenue	14	12 katha	Residential
3. Galtonia	Mohammadpur	9	8 katha	Residential
4. HR Tower	Tejgoan I/A	10 & 14	1 bigha	Commercial
5.Yusuf Infinity	Mohakhali C/A	13	15 katha	Commercial

Eastern Housing Limited (EHL): EHL started 3 projects in last year and their projects some information are:

Project Name	Location	Storied Building	Land Area	Status
1. Unnamed	Uttara-12	7	6 katha	Residential
2. Unnamed	Mirpur-2	13	33 katha	Residential
4 .kamal Atatuk Avenue	Banani	14	13.8 katha	Commercial

Rangs Properties Ltd: Last year Rangs Properties started most of the commercial buildings and only residential projects in Bashundhara.

Project Name	Location	Storied Building	Land Area	Status
1. Nasim square	Dhanmondi R/A	13	2.5 bigha	Commercial
2. Balylonia	Tejgoan C/A	10	14 katha	Commercial
3. R. D. Centre	Gulshan Avenue	14	1 bigha	Commercial
4. Unnamed	Bashundhara	6	6 katha	Residential

Building technology & ideas ltd (Bti): Bti started 3 new projects in 2011-12 & the projects are:

Project Name	Location	Storied Building	Land Area	Status
1. Jubilation	West Nakhalpara	8	1 bigha	Residential
2.The Orchard	Mirpur	8	6 katha	Residential
3. The Parisian	Dhanmondi	6	10 katha	Residential

Sheltech Private limited: Sheltech ongoing residential projects are:

Project Name	Location	Storied Building	Land Area	Status
1. Sheltech MM. Point	South Kamalapur	14	17.5 katha	Residential
2. Sheltech Pratik	Mirpur	10	8 katha	Residential
3. Sheltech RS Tower	Uttara-6	14	12 katha	Residential
4. Sheltech Beena Kanon	Banani	6	6.5 katha	Residential

DOM-INNO Builders Ltd: DOM-INNO started 3 projects during 2011-12 and their projects some information are:

Project Name	Location	Storied Building	Land Area	Status
1. Revello	East Rajabazar	6	9.2 katha	Residential
2. Terrazza	New DOHS	6	10 katha	Residential
3. Eredita	Dhanmondi	14	14 katha	Residential

Asset Development Limited: Asset Development generally builds residential apartments in prime location in Dhaka city. Last year they started 4 residential projects in Dhaka.

Project Name	Location	Storied Building	Land Area	Status
1. Dreamland	Dhanmondi R/A	6	12 katha	Residential
2. Alexandra	Bashundhara	6	8 katha	Residential
3. Samegul	Banani DOHS	6	15 katha	Residential
4. Crystal Care	Gulshan	6	8 katha	Residential

Rupayan Housing Estate Limited: Rupayan started 3 projects in 2011.

Project Name	Location	Storied Building	Land Area	Status
1. Rupayan Angel	Shantinagar	8	40.24 katha	Residential
2. Z.R Plaza	Dhanmondi	13	12.75 katha	Commercial
3. Rupayan Taj	Naya paltan	17	26.55 katha	Commercial

(iii) Selling Price Variety of Different Location in Dhaka city

ADTL vs. Other Real Estate Companies

Selling price is a vital element of real estate business. There is no common strategy for pricing in the market. Pricing strategy depends upon the cost of land developments, market condition, location etc. Developers and builders charge price based on their individual choice (example: Asset development set their price higher than other companies and the reason behind that they sale full completed apartments & after customer service). But there has been a standard of pricing practice in the market depending on the size & location of the residential or commercial projects. For an apartment the average price per square feet is Tk. 2,300 with varying price range from Tk. 2,500 to 12,000 in Dhaka city, Tk. 2,800 to 5,500 in Chittagong city area varying with importance of location (REHAB, 2008). The price is rising rapidly in response to the shortage of land and increase in building material price. Real estate prices in Dhaka continue to remain high and the house price to income ratio is estimated at over 16 times. Now I present the current selling price (per square feet) of different prime location in Dhaka city:

Location	ADTL (Price sft)	Other Companies (Price sft)
Baily Road	10000-12000	9000-11000
Banani	16200	15000-22000
Baridhara	21000	17000-24000

Bashundhara	8500	8000-10000
Dhanmondi	18500	16000-22000
Eskaton & Banglamotor	8500-13200	7200-12000
Elephant Road	10000-16000	8000- 14000
Gulshan	26000	22000-34000
Kalyanpur	Nil	4500-5000
Mohammadpur	Nil	7000-8500
Motijheel	16500	15000-35000
Mohakhali	17000	15000
Mirpur	Nil	3500-6200
Midtown	6000-7200	5700-7500
Palton(New & Old):	7500-12500	6500-13000
Shantinagar	Nil	8000-9000
Shymoli	Nil	5200-7500
Uttara	7000	6000-13000

(iv) Real Estate companies financial performance in 2011-12

To analyze the selected leading real estate companies financial performance during 2011-12 fiscal year, I collect the information of those companies present capital, current asset, last year totals sales amount & net profit. Now to see the trend of financial performance of selected real estate companies from the following representation:

Advanced Development Technologies Ltd (ADTL): During 2011-12 fiscal year ADTL's financial information are given the table:

Item	Amount (Tk)
Present capital:	100 million
Current assets:	790.37 million
Total sales:	1485 million
Total net profit:	260.7 million

Navana Real Estate Ltd (NREL): NREL'S last year financial information is shown the table:

Item	Amount (Tk)
Present capital:	1000 million
Current assets:	7663 million
Total sales:	2831 million
Total net profit:	490 million

Amin Mohammad Foundation Limited: Amin Mohammad's previous year financial information's are given the table:

Item	Amount (Tk)
Present capital:	500 million
Current assets:	3500 million
Total sales:	2357.6 million
Total net profit:	471.3 million

Eastern Housing Limited (EHL): EHL'S previous year financial information's are given the table:

Item	Amount (Tk)
Present capital:	1000 million
Current assets:	15516 million
Total sales:	536 million
Total net profit:	250 million

Rangs Properties Ltd: Rangs 2011-12 fiscal years' financial information is shown the table:

Item	Amount (Tk)
Present capital:	1000 million
Current assets:	6558 million
Total sales:	1047 million
Total net profit:	330.6million

Building technology & ideas ltd (Bti): Bti's previous year financial information is shown the table:

Item	Amount (Tk)
Present capital:	800 million
Current assets:	12300 million
Total sales:	3620 million
Total net profit:	624.4 million

Sheltech Private limited: Sheltech private ltd's financial information is shown the table:

Item	Amount (Tk)
Present capital:	1200 million
Current assets:	8779.5 million
Total sales:	4120 million
Total net profit:	824 million

DOM-INNO Builders Ltd: Dom-Inno's last year financial information is shown the table:

Item	Amount (Tk)
Present capital:	2000 million
Current assets:	12750 million
Total sales:	5738 million
Total net profit:	1460 million

Asset Development Limited: Asset developments last year financial information is shown the table:

Item	Amount (Tk)
Present capital:	1000 million
Current assets:	5334 million
Total sales:	2890 million
Total net profit:	905 million

Rupayan Housing Estate Limited: Rupayan' housing estates last year financial information is shown the table:

Item	Amount (Tk)
Present capital:	500 million
Current assets:	1290 million
Total sales:	623 million
Total net profit:	115 million

(v) Last 3 years sales volume of selected Real Estate Companies

Yearly sales volume is an indicator to measure the performance of the real estate companies. Mainly two methods are used to identify the yearly sales volume. The methods are:

- (1) Total number of sales
- (2) Total sales of square feet

In this report I apply the "total number of sales" method to measure the leading real estate companies' performance. I consider those companies last 3 years sales quantity. Table shows the real estate companies sales quantity of 2009 to 2011.

Company	Year 2009	Year 2010	Year 2011
Advanced Development Tech.	204	154	145
Navana Real Estate	173	195	227
Amin Mohammad foundation	216	172	197

Eastern Housing Ltd.	112	104	78
Rangs Properties Ltd.	108	134	148
Building technology & ideas	152	157	174
Sheltech Private limited	325	292	248
DOM-INNO Builders Ltd	343	322	356
Asset Development Limited	185	136	178
Rupayan Housing Estate Ltd.	122	141	95

(vi) Real estate companies land used for new construction in 2011

Land is the essential element of real estate business. In the first decade of 21st century, the price of per katha land increased unbelievably almost all over the Dhaka city. Compared to the price increase of the earlier decade, the percentage increase in price almost doubled, and in some areas it is three times to ten times the earlier price.

The following table shows the price of per katha land in the major areas of Dhaka city from 1975 to 2010.

Area	1975	1990	2000	2010	Between 1990-2000	Between 2000-2010
1. Baridhara	25,000	600,000	5,000,000	40,000,000	733%	700%
2. Gulshan	25,000	600,000	2,200,000	25,000,000	267%	1036%
3. Banani	25,000	600,000	2,000,000	15,000,000	233%	650%
4. Mohakhali	25,000	600,000	1,800,000	12,000,000	200%	567%
5. Dhanmondi	25,000	600,000	2,200,000	20,000,000	267%	809%
6. Mohammadpur	25,000	500,000	1,200,000	7,000,000	140%	483%

7. Santinagar	20,000	500,000	1,500,000	10,000,000	200%	567%
8. Shymoli	17,500	300,000	1,000,000	4,500,000	233%	350%
9. Uttara	20,000	300,000	1,000,000	7,500,000	233%	650%
10. Kamlapur	17,500	400,000	800,000	4,000,000	100%	400%
11. Midtown	2,000	300,000	800,000	3,500,000	167%	338%
12. Kallyanpur	17,500	300,000	800,000	3,200,000	167%	300%
13. Mirpur	10,000	200,000	700,000	4,000,000	250%	471%
14. Mothijheel	50,000	1,200,000	3,500,000	20,000,000	192%	471%
15. Eskaton	41,500	1,000,000	2,500,000	15,000,000	150%	500%

Real estate companies develop the land in two ways: (a) Companies own land (b) Jointly with land owner. Now in Dhaka city most of the real estate companies jointly develop the land. Companies invested huge money when they develop jointly. The land owner get a huge amount of money for his land in earlier starting the project and it's called "signing money" Signing money depends on the location and size of the land. Example: Last year companies pay highest signing money for Gulshan north & lowest at old Dhaka. So size, location and numbers of land indicate the real estate companies total investment amount for new projects.

Now I give an overview about ADTL and other leading real estate companies total lands used for new construction during 2011-12:

Advanced Development Technologies Ltd (ADTL): ADTL has 2 ongoing projects & they used total **4.5 bigha** land on those projects

Navana Real Estate Ltd: Navana has 5 new projects in Dhaka city. They used total **1 bigha & 42 katha** for those projects.

Amin Mohammad Foundation Limited: Amin Mohammad used **1bigha & 25.6 katha** land for 3 previous projects.

Eastern Housing Limited (EHL): EHL has 4 ongoing projects in Dhaka. They used **66.3 katha** lands for those projects.

Rangs Properties Ltd: Rangs previous year used **4 bigha** lands for its 4 new projects. **Building technology & ideas ltd (Bti):** Bti started 3 projects in last year and they used **1bigha & 16 katha** lands.

Sheltech Private limited: Sheltech used **44 katha** lands for its 4 new projects in previous year.

DOM-INNO Builders Ltd: Dom-Inno used **33.2 katha** lands for its new projects in 2011.

Asset Development Limited: Asset development started 4 projects in Dhaka and they used **43 katha** lands for those projects.

Rupayan Housing Estate Limited: Rupayan used **76.4 katha** lands for its 3 new projects.

Chapter# 04

Findings Part

**ADVANCED
DEVELOPMENT
TECHNOLOGIES**
For A Beautiful Tomorrow

4.1

Problems Identified

To prepare this report I find some problems that are obstacle for advanced development technologies ltds future growth. The problems are shortly described:

1. ADTL charged higher price: Real estate companies selling price varying in same location of Dhaka city. Advanced development technologies comparably charge higher price than leading real estate companies. Last few years middle class buyer increase in Dhaka city. Middle class buyers are high price sensitive though they buy their apartments from new companies who charge low price to capture the market. Thus the ADTL can't capture the large part of the middle class group.

2. Advanced development technologies handover the project in delayed: Last few years ADTL can't complete their projects in due time. One of the main reasons for delay the projects are ADTL has a large project in savar. Thus ADTL can't cope with projects time schedule. On the opposite side leading companies has not such type of large ongoing projects thus they main the schedule properly.

3. ADTL'S yearly sales volume is declining: Last 3 years sales quantity analyze we see that ADTL's yearly sales volume decline. On the other side most of the leading real estate companies yearly sales volume increase.

4. Construction raw material costs: Price of the basic raw material for building development steel, rod, and cement is increasing condition though demand is increasing. With the rapid urbanization and increase in real estate business, price and demand for basic building construction materials such as rod, cement and steel are increasing. According to REHAB, there has been average increase 150%-400% in overall prices of building construction materials in 2000 from 2010. The building development cost increased but the profit can't maximize with same manner. Advanced development technologies maintain large employees, big office, advertisement cost and other corporate social responsibility thus proportion of profit declining last year.

5. Jointly project development: Last 20 years land price increase 625% in Dhaka metropolitan area. As result advanced development technologies jointly develop the projects with land owners. In jointly projects, ADTL provide a huge amount of signing money to the land owner. It causes the high price of the apartments and declines the profit margin.

6. ADTL develops the project only prime location: ADTL works mainly prime location like Gulshan, Dhanmondi, Banani, Baridhara etc area in Dhaka city. But become the market leader ADTL necessitate to work in all area in Dhaka city.

Chapter# 05

Recommendations & Conclusion Part

ADVANCED
DEVELOPMENT
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5.1

Recommendations:

Finally I recommended or suggested some key problems of advanced development technologies ltd to develop its potentiality. As well as advanced development technologies will play a vital role of real estate sector in Bangladesh.

1. Advanced development technologies should handover their projects apartments at promised time.
2. Advanced development should fix equal selling price with its competitors at same location projects.
3. ADTL should gives greater access for the middle income group.
4. ADTL should provide better after sales service to retain the customer.
5. To reduce the jointly land development cost, ADTL should used their own land.
6. To increase the sales quantity, the promotional activities should be increase.
7. More emphasis's should be place on brand.

5.2 Conclusion:

Real estate sector is growing and has tendency of future growth. The GDP share and growth of real estate and construction is growing. This indicates a hopeful future for this sector. Advanced development technology is one of the top real estate companies in Bangladesh. Last few years advanced development's yearly sales quantity decline thus I try to find out the possible reasons and give some probable solutions. Using innovative entrepreneurial approach, ADTL will solve its problems thereby improving the quality of life of the people in Bangladesh and ultimately became the market leader in real estate business. In an overall sense, this study finds a very promising and positive tone of growth for the advanced development technologies ltd.

5.3 Appendix: Survey forms are attached with the report.

5.4 References:

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