



Inspiring Excellence

An Internship report

On

Northern Real Estate Ltd.

(Sister Concern of Praasad Group of company's)

**“Roles of Sales and Marketing department to satisfy their
prospective clients.”**

Submitted to

Ms. Mahreen Mamoon

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Submitted by

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LETTER OF TRANSMITTAL

25th November, 2018

Ms. Mahreen Mamoon

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Subject: Internship report submission.

Dear Madam,

It gives me gigantic delight in displaying this report, which centers on “Northern Real Estate Ltd”. This report gave me the opportunity to have an understanding lodging and commercial framework and the way of overseeing and keeping up the opportunity. I have attempted my best to fulfill the prerequisite of the report.

The report is commendable to me because it made a difference me to pick up involvement from the real world and gave me the chance to know more about Real Estate industry of Bangladesh. I respect and greatly thankful to you for your important direction, resolute exertion and steady consideration as and when required in fulfilling the report.

I apologize in development in case there's any inadvertent botch made in this report. I shall be satisfied to reply any inquiry you think fundamental as and when required.

Yours Sincerely,

Mohammad Tanzir Ahmed

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BRAC Business School

Bachelors of Business Administration

CERTIFICATE OF THE SUPERVISOR

It is my delight to certify that Mohammad Tanzir Ahmed is attending to total his BBA program from BRAC Business School and has certainly completed the internship at Northern Real-Estate Ltd for three months period.

It is announced that he has been working difficult in planning this report for final three months and at long last has completed it effectively with an great execution beneath my supervision from September 10, 2018 to December 10, 2018.I wish him a successful life.

Ms. Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

Acknowledgement

I wish to recognize the unlimited beauty and significant thoughtfulness of the Almighty ALLAH, the preeminent ruler of the universe, who made me to create my dream in a reality.

I am grateful and appreciation to my honorable administrator Ms. Mahreen Mamoon Assistant Professor of BRAC Business School, BRAC University, Bangladesh.

I would moreover like to grateful to Mr. Maruf Habib (Deputy Director of Northern Reaal Estate Ltd.) for his important direction conjointly gave me the opportunity to do my work.

I am getting a charge out of help and direction of all the workers of the organization for supporting and giving me pleasurable working encounters and making a difference me plan this report amid my internship period.

Executive Summary

The internship program is outlined to bridge between the hypothetical information and down to earth life encounter as a portion of BBA program. It is planned to have a down to earth encounter whereas passing through the hypothetical understanding.

This report is divided into Six Chapters.

Chapter one is Introductory Part. In this part, organizational overview has been discussed.

Chapter two is introduction of the study. In this part, rationale fact of the report, pest analysis, scopes of the study have been explained.

Chapter three is the activities of the internship period.

Chapter four is the methodology part of the report.

Chapter five is the findings of the report.

Chapter six is the recommendation of the report and conclusion is the last part of the report.

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At the conclusion of Bachelor of Business Administration (BBA) program, students must need to go through an integrated course called internship that's for scholastic reason. The most objective of internship is having to viable involvement in proficient life which is related to the student's major or minor concentrated zone. Amid this internship time, interneers need to work for an organization. It's like full-time work. Whereas working with organization students are given the opportunity to know something about a specific office as well as make a commitment to the company by performing required activities. Maximum time interneers are paid by the organization the time, on the other hand some of the time interneers are not paid but lunch and snacks amid office time. I am doing my internship in one of the driving organization in Bangladesh "Northern Real Estate Ltd.". I have begun my internship on 10th September, 2018 and it'll wrap up on the period of 10th December, 2018. My office time was 9:30am to 5:30pm.

Chapter-1

Introduction of the Organization

1.1 Organization Overview

Northern Real Estate is an urban real estate developer offering exciting new prospects in both property development and management in the commercial and residential arena. As a sister concern of leading real estate developer Praasad Nirman Ltd, NRELTD can boast of being backed by an extensive portfolio of successfully executed projects over the last 22 years in both real estate & tourism.

In 1996, Praasad Nirman Ltd. is one of the major operations of the Praasad Group of Companies. Serving the high-end portion, Praasad Nirman Ltd. has concentrated on giving extravagance flats to its showcase specialty. With an unbeaten structural see, Praasad Nirman has built up a solid notoriety of giving world lesson living in Bangladesh. Praasad Nirman is the country's premium real estate designer.

Praasad Nirman has too advanced into commercial buildings. As of now, the company has made bargains for two high-rise complexes. Its future plans incorporate undertaking remarkable ventures. Prepared with inventive commerce minds and structural gifts, Praasad Nirman Ltd. plans to alter the living styles of Bangladeshi individuals.

The concept of Praasad Nirman advanced from the got to give glory and extravagance to an first class course of individuals. The Company gives a sense of security to its flat holders by finding in secure and peaceful neighborhoods. Praasad Nirman Ltd. has risen as an ambitious substance within the lodging division of Bangladesh nowadays.

1.1.1 Vision

NRELTD aims to make an impact in the real estate industry by redefining finest living by providing innovative and creative solutions that will maximize the value for the money spent by our clients.

1.1.2 Mission

"A goal without a plan is just a wish".-Antoine de Saint-Exupéry

To maintain uncompromising standards, creating unparalleled experiences through our vast knowledge of the industry enabling our client to make informed profitable decisions.

1.1.3 Strengths

We believe in utilizing the most cutting edge technologies and material that makes the sturdiest structures which can withstand natural calamities. NRELTD believes that the key to success is industry-focused dedication, knowledge, expertise, innovation and win-win relationships with our clients. We understand the need in the market for a trusted and forward thinking real estate company and the resources, market experience, and risk assessment capabilities available at NRELTD give us an edge over our competitors.

1.1.4 Upcoming Project

The upcoming project of NRELTD is a “Mirpur Shopping World” shopping complex which is totally non-residential project. 3 bigha lands estimated for this project. This is now in the process of building Mirpur City 10, the largest commercial complex comprising of a complete shopping mall, food court that caters a varied range of cuisines, state-of-the-art Cineplex Theater, Games Arcade, corporate spaces & an all-encompassing family resort on the top of the complex. Situated in the heart of Mirpur 10, this new venture is poised to change the face of metropolitan Mirpur opening the door to a world of exciting new opportunities. This is the first time NRELTD going to establishing such a large shopping mall in mirpur area with luxurious an enjoyment. This is a 15 storied shopping mall with 2 basements for the parking. From the ground floor to 2nd floor is available only for brand shops, 3rd floor to 5th floor there will be local brand shop and

semi brand shop for women and kid accessories, 6th floor is only for mobile outlet and electronics products, 7th floor to 10th floor is only for little shop which is named “Hawkers zone” it will like new market shops spaces, 11th floor is setup for gym, spa, beauty parlor etc. 12-13th floor is only available for convention hall room, and 14th floor is only available for Cineplex for the entertainment and enjoyment. Moreover, there will be 3 Cineplex and 3 convention hall. The new concept is basically for the middle class target people because shop size and price is low. In this sector customers and consumers can find out new market products so they no need to go new market area for the shopping purpose. The project will be handover to the clients within December, 2020.



Mirpur City 10 is merely the beginning of many more thrilling projects that are in the pipeline. When it comes to fine living, Northern Real Estate is set to begin its trailblazing journey taking on the challenges of the 21st century.

There is another project under this organization is going on. The name of another new project is “Paltan Valley” which is commercial project. This will only available for the office or commercial space not for residential purpose. This project is also 15 storied building for commercial purpose.

1.2 Company Profile

Prof. Abu Yousuf Mohammad Abdullah is the chairman of Praasad group of companies. Praasad’s vision of corporate personality is established within the standards of advancement, qualification and personal integrity. It could be a gather of companies with the see of long-standing time and a center of the show. They accept in giving the finest in item and administrations, esteeming clients each inch of the way.

Beginning out with Synergy Development in 1994, Praasad has built itself into giving quality items and administrations in a wide extend of exercises all through the long time. With a cutting edge viewpoint, Praasad has wandered into assorted ranges of operations taking off a unmistakable check of its quality. Prasaad group were formed in 1996 with Prasaad nirman ltd. From that time this organization provides the best facilities to satisfy their clients in housing and commercial sectors. A prominent and well reputed real estate company in operation since 1996 with 22 years experiences already handed over more than 30 real estate products which includes luxurious residential complex and top notch commercial establishment, primarily focused on serving the upper end client segment having business interest in both Capital city Dhaka and port city Chittagong.

Gulshan Lake Palace is their first venture towards the creation of dream home. Located in serene environment of one of the most posh areas of Dhaka City, Gulshan, it offers the residents the unique combination of luxury and comfort. With its exorbitant lake frontage, convenient access roads and unique architecture, Gulshan Lake Palace is a milestone in contemporary housing. They had many other residential project named Praasad Shandha,, Praasad Bilash, Praasad Baivab, Praasad Lake Valley, Praasad Bivaas, Praasad Kunjo, Praasad Proshanti, Praasad Baishakhi, Praasad Sraboni, Praasad Labiba etc. and Commercial projects are Praasad Trade Center in Banani, World Business Centrum, Praasad Trade Valley etc.

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1.3 Chittagong Venture:

After doing successful business in Dhaka city the company moves to develop the Chittagong area as well, with the similar objectives of providing sophisticated and elegant-styled apartments. They have already started five projects in the elite neighborhoods of Chittagong city and plan to continue further.

1.4 Sister Concerns

1.4.1 Hotels and Resorts in Tourism Industry

Bangladesh is a beautiful country and has immense prospects for tourism. In 2001 Praasad Group decided to take advantage of this and capitalize on the untouched assets of the tourism industry. Praasad Paradise has played a major role in shaping the tourist attractions at the two most exclusive spots in Bangladesh – Cox’s Bazar and St. Martin’s Islands. It provides the most

luxurious holiday experiences for tourists in Bangladesh. With innovative ideas, Praasad Paradise has built the much needed resorts that do justice to the natural beauty of the area.

Praasad Paradise has played a pioneering role to establish luxurious hotel complex in Cox's Bazar, world's largest beach. Under this company name we operate one 3 star hotel and resort complex at Cox's Bazar and one resort at Saint Martin Island. This company plays a significant role to promote the tourism sector of Bangladesh.

Praasad Paradise – Cox's Bazar:

The pearl of Bengal – Cox's Bazar is well known for its longest unbroken sea beach in the world. The beauty of the place pulls million of people to visit and enjoy the luxury of the sea and beaches up close. If your idea of a perfect holiday includes soaking up the sun, pristine beach, azure sea or just getting away from it all then Praasad Paradise is the answer to your mood. The contribution of Praasad Group of Companies in the tourism development at Cox's Bazar is obvious and is always articulated in the industry.



Praasad Paradise – Saint Martin:

Like a dot in the blue Bay of Bengal, lies one of the few coral islands in the world – St. Martin's, a world that simply beckons to be explored. Set in the middle of rugged coral, this small island is only 20 Km from Teknaf and situated amongst one of the most stunning scenery and overlooking

colors and white beach lies. Praasad Paradise at St. Martin’s, a three storied motel with all the facilities of modern life without forgoing the culture.

1.4.2 Synergy Development

“Synergy Development was the first company in the Praasad Group, starting in 1994. It started out as a joint venture with Finland. Its operations included exporting exclusive winter garments to the Scandinavian countries. It had a competitive advantage in exporting fashionable cotton sweaters and winter jackets. Essentially, it was a buying operation that operated very successfully.”

AYM Synergy Development SDN BHD



Qualifying RMG manufacturer

“Synergy Development started out as a joint venture with Finland. Its operations included exporting exclusive winter garments to the Scandinavian countries. It had a competitive advantage in exporting fashionable cotton sweaters and winter jackets. Subsequently the operation of Synergy Development expands its operation in Malaysia under AYM Synergy Development SDN BHD in 2009 focusing on knit and woven garments.”

1.4.3 Bengal Japan International Development Limited

This company is a Japan Bangladesh joint venture and started in 1997. The main motive of this company is to provide technology based training. The Company is partnered with the Denso Group, based in Kobe, Osaka. Bengal Japan International Development Ltd. has future plans to change and bring development in the hotel and tourism industry. This venture aims to play remarkable role in Tourism Development of Bangladesh along with developing Software, Training, Education, Consultancy, increasing service quality etc. as per the demand in time.

1.4.4 Shrimp Cultivation Businesses ...

Sundarban Scientific Shrimp Culture Limited

The company was established in 1994. This is a semi-intensive shrimp producing firm situated at the coastal and saline area of Satkhira making significant contribution to shrimp culture and export.



Project: Sundarban Scientific Shrimp Culture

Bengal Scientific Shrimp Culture Limited



Project: Bengal Scientific Shrimp Culture

The company was established in 2006. Bengal Scientific Shrimp Culture Ltd. is a semi-intensive shrimp producing firm situated at the coastal and saline area of Satkhira making significant contribution to shrimp culture and export.

1.4.5 Abashan Nirman

A real estate company established in 2009 to mitigate the residential problems throughout the country. Praasad Group of Companies realized the demand of Middle Class people of Dhaka City as well as the demand throughout the country, and subsequently formed this venture to serve the Upper Middle Class and Middle Class people for their apartment and housing demand. The demand for constructing of residential projects on small area of land such, as on 5-7 Katha, is increasing both on vacant land and land with existing building (old fashioned or old age). Due to cost of constructions and other related hazards in construction, the middle and upper class people are becoming highly dependent on the developers to make their dreams come true.



****A Project planned at Uttara (Apartment Size: 720 sft)**

Abashan Nirman is aimed to cater this support to this class people and thus to contribute in mitigating the housing problem of Dhaka dwellers as well as for the nation. In this case the apartment sizes are expected within 720 sft to 1440 sft to make it affordable to the target group.

1.4.6 Shaikat Shundarban Hotels Ltd.

The company was established in 2003. A proposed 5 star hotels and amusement resort in Cox's Bazar with joint venture investment from Thailand and Malaysia. This hotel will be equipped with luxurious complex with 5 star class serviced suites and own water theme park.

Hotel Grand Continental

A 5 Star Landmark at Cox's Bazar Hotel Grand Continental stands in a marvelous point at Cox's Bazar beach overlooking the Bay of Bengal and green hilly area.



****Front View of Hotel Grand Continental**

Hotel Grand Continental is truly a five star hotel having all possible benefits and luxuries an occupant can desire and dream. Hotel Grand Continental is also having a closer proximity with the Water World Continental where clients have further extended option of entertainment. This is truly World Class!!!

Noorjahan Crown Palace

An extraordinary 3 Star Hotel at Cox's Bazar Noorjahan Crown Palace will cater food court, shopping malls, 3D theater, clubs, bowling facilities etc., which will lead the tourist to have an unique opportunity of entertainment at Cox's Bazar.



****Top view of Noorjahan Crown Palace and Water World Continental**

Water World Continental

A True Water Amusement Park at Cox's Bazar an overwhelming and a majestic venture, first of its kind in the tourism sector of Bangladesh. The Water World Continental will cater all modern water amusement facilities, which will lead the tourist to have an unique opportunity of entertainment after the sunset.

1.4.7 Life and Hope Foundation

Life and Hope Foundation has been registered in 2009 with the vision to have significant contribution in empowering the females and developing the talents and thus to ensure the well-being of mankind. Major activities of Life and Hope Foundation are articulated to be:

- ✚ Health Support and Hospital Services for the poor people as a non-profit organization.
- ✚ Education Services as a non-profit organization.
- ✚ Life Saving Activities in the humanitarian ground.
- ✚ Dolena Khanam Gold Medal Award given out to the highest female CGPA holder of the graduating BBA batch from the Institute of Business Administration, University of Dhaka.
- ✚ Scholarships being provided to 60 poor students of Jaghannath University, BUET, University of Dhaka and Jahangirnagar University.
- ✚ Acquiring a patient care center at Shyamoli in the capital city of Dhaka.

1.4.8 Others

Northern University, Northern University of Business & Technology, Khulna, Northern Medical College, Northern College and Diamond Galaxy Ltd. Organizations are also venture of this group of companies.

Chapter-2

Introduction of the study

2.1 Rationale

Currently Bangladesh is a developing country. In every sector this country is developing day by day and also improving economic growth. Hence, real estate industries are one of the revolutions for the development. This industry has broadened arena in the market. People are very much attached to have a ready-made apartment for better advantage and design. At present we can see that people have more demand to buy flat and commercial spaces and they want to invest over there. So, real-estate sector is one of the career-oriented sectors which really attract me as an aspiring student stepping in to the job sector.

In internship program, i am appointed in the sales & marketing department of Northern Real Estate Ltd. During this time I have studied for the report '**Roles of sales and marketing department employees to achieve their prospective clients**'. Sales representatives are always active to give the client service effectively and on time. Always follow up with the clients so that they can know the requirements and taking the feedback from the clients to find out the gaps as well. I am feeling great to get an opportunity to do my internship from Northern Real-Estate Ltd.

Hence, I am a student of marketing background, so this internship will help me to gather knowledge and practical skills in this field for my career in this sector. This is an challenging department and need to communicate with lots of people every day. There are lots of activities from where I can learn and can develop myself as well. I am enjoying my internship program and also trying to learn something from this broad market sector.

2.2 PEST Analysis of Real Estate Industry

The descriptions of this analysis broadly discussed in the report which is given below: there are four forces.

Political Forces

The political forces include government laws, rules and regulations that influence various limitations for the organizations and individuals in a given society. Government creates lots of rules and working on it. First of all, ensuring the privacy of each organizations and protect them from each other. Secondly, ensuring consumers rights from unfair business practices and also protect the interest of the society. In Bangladesh political situation is unstable so real-estate industry heavily affected. For that reason, sometimes it's difficult to finish the project on time and handover it to the customers on time. Sometimes costs of the projects increases twice for the lengthy construction. Moreover, whenever a new Government comes, the things going to be changed whatever has been done by previous government. So, interest rates of deposit, loans, etc. have been increase. The tax situation is also affected by political violation. There are new policies might affects the industry negatively regarding Export, Import and other activities.

Economic forces

This figure depicts the financial development of the country, pay level, consumption, buying control, readiness to spend cash etc. fundamentally it expound the buyer buying control and investing designs. In a few nations have subsistence financial design where the customers devour most of their possess rural and mechanical yield. At the figure, there are mechanical economies that conduct wealthy markets for numerous distinctive products. Real estate industry is specifically related to the customer investing and investment funds design. Since acquiring an loft or commercial spaces includes higher sum of cash. When consumer's pay level is higher that time they will think to contribute their cash in genuine domain industry for long haul confirmation. There had been impact of financial powers to change the real domain industry. People's venture is lower for the time being due to break down in share showcase since individuals have no sufficient cash to contribute.

Technological forces

Incorporate development from investigate and improvement, advancement in mechanization and the rate of mechanical or technological propels. Modern innovations can decrease costs or lead to assist development due to improve quality viewpoints or modern items. By looking at the Real-

Estate Industry one can see that the larger part of materials such as cement and bricks cannot be separated successfully. Hence, the costs of production stay tall for a larger part of development materials, particularly for cement, due to the HIGH REQUIREMENT of the energy vitality necessity to create the high-volume item. Thus, the industry made incredible efforts to test and utilize modern combinations as substitutes for ordinary raw materials. Since the Real-Estate Industry is profoundly competitive, producers are engaged in creating multi-functional materials and search for effective waste reuse and reduction methods. In terms of item development, companies equip to improve the strength execution of the items which decreases the maintenance and repair costs of development works. Industry pioneers in this way mechanical strengths state that indeed slight modifications within the production process will involve huge scale measures to decrease the natural impression and costs. However, further research approaches got to be attempted in arrange to optimize the commercial reasonability of modern substitutes, in order not to lose reputation and goodwill of the organization.

Social Forces

This factor defines people's basic values, own perceptions, preferences and behavior. The success of an industry depends on these factors. In addition, we can see that people's standard of living and buying power is increasing day by day. "Now a day people are getting interested in nuclear family. The average size of family in Dhaka City Corporation area in 2005 was 4.2 (STP, 2005)." Moreover, land value of Dhaka city is too high so that middle class family cannot afford or buy it. For that reason they are looking for something beneficial for the future. So, they are eagerly interested to spend their money for the apartment and commercial space or shop. Sometimes people find out suitable locations but price range is so high. On the other hand, apartments and commercial spaces available in every corner of the city. This demand is growing up because people can earn money in future. So real estate businesses are growing up in Bangladesh and have a broad marketplace.

2.3 Porter's five forces model

Michael E. Watchman, a US financial analyst and a workforce of Harvard Business School has created this model with the end goal to portray the five focused powers have the ability which a specific market can be broke down. This model is a static model however goes more distant than customary neoclassic monetary models, including the purported structure-lead execution (SCP) worldview. More extensive view in this model empowers better understanding and knowledge into a market. Neoclassic models center on unmistakable parameters like the quantity of providers and clients, Barriers to entry and the homogeneity of items. Porter's model likewise incorporates these parameters principally inside the classification 'business contenders' that decides the contention among existing firms. In any case, his model considers four extra powers too that decide the bartering intensity of providers and purchasers, and the risk of new contestants and substitutes. These extra powers can have considerable impact available result and the intensity of the area. Because of the nonexclusive qualities of the model this model can be connected to portray any industry. The model is connected with land business in Bangladesh. In the accompanying segments properties of the model are portrayed.

Suppliers bargaining power (Real Estate Firms)

This is the power makers of land items can apply on the cost and volumes of land items in the land showcase where makers and clients meet. This is one of the components deciding the aggregate volume in a specific period for land items. This haggling intensity of makers is influenced by various parameters that are in point.

- **No. of builders:** This alludes to the aggregate figure of land firms. The more prominent the number, the lower the bartering power a makers can apply on the buyers. The inverse is additionally evident i.e. few makers demonstrate a high level of market fixation, and along these lines a good bartering position for makers.
- **Differentiation mix:** Contrast in the mix of data sources and the way a firm gathers the information sources make a major distinction in the market when considered in complete costs point of view. It gives the land firms to contend towards the expenses in the market to impact cost and benefits. A firm that purchases arrive today with plan to develop

houses in quite a while starting now and into the foreseeable future has favorable position over the firm which purchases arrives following five years to build the houses.

- **Importance of volumes to producers:** A maker who relies upon a couple of buyers is extremely delicate for a decrease in deals. For instance makers who produces lodging just for the general population in Gulshan runs the hazard on the off chance that the Gulshan showcase is completely infiltrated or the market is encountering downturns or the market does not demonstrate positive response to the new houses. Then again makers who have numerous buyers don't run this hazard since it's really far-fetched that all business sectors encounter downturns at one point in time.
- **Switching costs for customers:** On the off chance that clients need to cause noteworthy expenses to switch the organizations, it's ordinary that clients don't switch except if there is a noteworthy setback. However, it additionally works for the organizations who secure nature of items to apply some power on the purchasers.

Buyers bargaining power (Real Estate Firms)

As per Porter bartering intensity of purchasers is, "the capacity to compel costs down, anticipating higher quality or more administration, and playing contenders against one another". The parameters of this power are depicted underneath.

- **Ratio of buyers-producers:** This is the connection between the quantity of purchasers and the quantity of makers. On the off chance that there are numerous makers creating items haggling force can be constrained because of rivalry. Then again if there are only a couple of makers serving purchasers their haggling force can be high.
- **Production costs:** Market data can build the attention to buyers. Data on duties of contenders, generation costs, and overall revenues and so on can be considered as market data. In this manner once a purchaser knows this data, it can impact the purchaser's conduct particularly exchanging conduct.
- **Substitutes:** Accessibility of substitutes and the data about those substitutes can fundamentally build the bartering forces of purchasers.

- **Sensitivity of price:** more affectability to the cost by a purchaser, higher the shot of exchanging makers. It implies makers need to give careful consideration to their value approach to stay aggressive.
- **Total purchase:** Purchasers consider the aggregate value that incorporates the cost of significant administrations like gas and power association, lift benefit, parking garage cost and so on. Presently if these administrations make the aggregate sum massive purchasers get a motivating force to switch the makers; in any event they run for bartering with the makers.
- **Strategic importance:** This is pretty much identified with the idea of Geffen products. Higher cost of the house fills in as the image of status or sense of self for a specific purchaser. In the meantime purchasing a house in Gulshan may be a vital explanation behind a purchaser instead of purchasing a house in Mohammadpur.

New entrants threats (Real Estate Firms)

Dangers of new participants are once in a while the consequence of unusual benefits in a specific division. It's generally contended that the land segment in Bangladesh still creates the irregular benefits for the organizations however there isn't accessible information to demonstrate that. Related parameters to portray this power are in point.

- **Entry barriers:** Lawful obstructions that are typically forced by the administration are because of differed reasons. It very well may be a through patent or something unique like this. In Bangladesh land advertises there is in no way like this. This sort of boundaries diminishes the danger of new section in the market nearly at a zero dimension.
- **Economical scale:** This functions as a hindrance when potential new contestants see the market as an alluring one and needs to go into the market. Economies of size of the current firms enable them to play with cost and in this manner they put the cost in such a way new participants does not feel any fascination in the market.

- **Investments and costs:** Massive beginning venture can give leverage to the current firms as they can utilize the "play intense" system to make the market ugly to the potential participants.
- **Learning advantages:** Officeholders can increase generous expectation to absorb information points of interest amid the long periods of essence available. On the off chance that occupants appreciate unbridgeable expectation to absorb information points of interest new participants can encounter this as an obstruction. Expectation to absorb information focal points firmly rely upon the related market, particularly the market receptiveness. For instance, all in all quite a while R&D encounter is more hard to get up to speed at that point being dynamic available.
- **Loyalty:** High brand dedication from clients to a specific brand can make a market ugly to the potential players in the market. Thusly huge firms spend their enormous spotlight on building brand dependability.
- **Costs switching:** High switching cost can diminish the purchasers' aim to switch which blur the benefit potential for another contestant.
- **Resource availability:** Accessibility and access to the basic assets is one of the plain first things another contestant needs to affirm before choosing to get within a market. In land market of Bangladesh it is difficult as the terrains for instance for the developments is diminishing step by step.

Threat of substitutes (Real Estate Firms)

This alludes to the degree by which purchasers can supplant their present items by another. With regards to this report substitutes does not mean the unadulterated substitutes of the center items. Truth be told here substitute means the substitutes of various components of center items. The center item is house and distinctive measurements incorporate among others area, extravagance, makers and so forth. The important frameworks are the followings:

- **Trust of buyers:** Abnormal state dedication of purchasers to a specific firm and its items decreases the substituting conduct and the other way around. Values, status, sense of self,

are some different components that consistently add to the substituting conduct of purchasers.

- **Switching costs:** In the event that the expenses of substitutions are high purchasers are negative towards substitution regularly. As a general rule purchasers attempt to look at the increases from substitutes and the expenses of substitutions to choose whether they will go for substitution or not. Notwithstanding that if substitution offers advancements purchasers may be pulled in to the substitute items. For this situation 'early adopters' are an intelligent target advertises for a firm.
- **Economic advantages:** To be acknowledged by the purchasers, as substitute an item should offer monetary favorable circumstances of having it. On the off chance that the purchasers believe that the potential monetary favorable position isn't levelheaded, substitute items confront the brutal reality.
- **New substitutes:** This is identified with the potential new participants in the market with new plans to go about as substitutes. Achievement of these potential new items as substitute relies upon the power of the novelty of the thoughts.

Rivalry existing firms (Real Estate Firms)

In Bangladesh, the variables are balanced with the Bangladesh showcase circumstance.

- **Market concentration:** Market focus decides what numbers of firms are responsible for the amount of the aggregate market. On the off chance that there is abnormal state of fixation, rivalry isn't furious typically. Just couple of firms appreciates every one of the advantages.
- **Potentiality of market and profit:** It alludes to the market framework i.e. regardless of whether the market is imposing business model or oligopoly or flawless aggressive. In ideal focused market there are no unusual benefits and passage is free trailed by more developments and new items. Yet, the other market types there are unusual benefits (cost is more than normal costs), which decreases the aggregate welfare and welcomes others to get into the market.

- **Negotiation:** High contention among the contenders leaves low dimension of dealing chances for the two makers and purchasers since its accepted that focused cost is either the reasonable cost or near the reasonable cost. Reasonable cost here means the value that is normal in the ideal focused market.
- **New entrants:** All in even more huge the danger of new contestants the more is the contention among the current firms.
- **Substitutes:** As notice on the past page, the risk of substitutes is made out of a few parameters. The more noteworthy the risk of substitutes the more this can expand the competition among existing firms.
- **Distinctive products:** Item separation can fill in as the additional qualities for any firm in the market which likewise impacts the contention among firms.
- **Buyers' barriers:** The additionally exchanging boundaries purchasers encounter the less noteworthy the contention between rivalry firms. On other hand, if purchasers aren't ready to change from a specific maker there is no motivating force for firms to contend.
- **Exit barriers:** Colossal introductory and settled ventures compel the organization to remain in the market and contend with others.

2.4 SWOT Analysis of NRELTD.

Strength

- ❖ Reputation is higher.
- ❖ Always client oriented
- ❖ A good relationship with existing clients.
- ❖ Expanding market and sales.
- ❖ Increasing profitability.
- ❖ Loyal and concern about products and services.
- ❖ Target customers expenditure level is higher.

Weakness

- ❖ Financial capacity has some limitation.

- ❖ Employees' motivational activities are low.
- ❖ Lack of job commitment.
- ❖ Co-workers are not cooperative enough.
- ❖ Work environment is not friendly enough.
- ❖ Training facilities not arranging for the employees'.
- ❖ Competition in the industry is higher.

Opportunity

- ❖ Regulatory environment favoring private sector development.
- ❖ Peoples buying power is increasing day by day.
- ❖ Marketplace is developing and broadening day by day.
- ❖ Population growth is higher.
- ❖ People are usually interested and planning for the investment.

Threat

- ❖ Marketplace is very competitive.
- ❖ Constantly changes of rules and regulations of rajuk.
- ❖ Pressure of lending rate.
- ❖ Constitutional circumstances.
- ❖ Land shortage.

2.5 Statement of the problem

During internship period I observed that there are certain problems in Sales and marketing department which will create problem in future. This cannot be beneficial for the organization in long root.

- Employees are not well trained.
- Promotional activities are not well enough for upcoming project.
- Digital marketing still hanged up.
- Following traditional way of marketing policy.
- Marketing strategies are not creative enough.

- Still site office has not been created for the prospective clients.
- Need more employees to build up a perfect sales and marketing team.
- Fewer employees for the huge task activities.

2.6 Scope and delimitation of the study

During my internship period I am not authorized to do so many works because my scope was not that much broad. I have to make some basic work and task for the organization in primary level. I had to maintained official formality in certain point for data collection.

2.7 Objectives of the report

Broad Objectives

- The major objective of this study is helping me out to prepare a statement which is given idea regarding housing space and commercial space or project in Bangladesh.
- This report will also helpful to know the current situation of the marketplace.

Specific Objectives

- Learn marketing & sales strategies effectively to developing interpersonal skills.
- This observation helping to gather information from the activities of different Department of the organization.
- Evaluating their different projects.
- How they operate their business policy in a cost effective way.
- To identify the communication gap of the organization.
- Generating ideas for betterment of the organization.

Chapter-3

INTERNSHIP POSITION & DUTIES

3.1 Internship Period:

During internship period, it's necessary to gather practical knowledge for future betterment. I have learned so many things about customer satisfaction. Working as an intern in Northern Real Estate Ltd I feel as a part of them. However, every employee of the organization helped me so much to understand the works easily and also briefed me about tasks what I have to do.

3.2 Activities

As an intern, I used to do different types of works which are given bellow:

Potential client search: I have to follow up perspective clients from the organizations previous customers' database.

Making calls to customers & introducing them about our products: After searching the client, I'm calling my customers & introducing them about our project & also invited them to come our office.

Ensure visiting of customers: I have convinced the customer to visit the project location.

Discuss about the advantages & disadvantages: the advantages to buy a commercial space, the benefits to invest over there, outcome, revenue in future, value of the property in future etc.

Making the agreements & get the booking amount: when the customer is being convinced to invest in the project I briefly explain all the procedures to them. So that it will be easier for the agreement and other procedures.

Payment collection system: payment can be given through bank, in cash, in site office, installment process etc.

Communicate with customer until agreement has been signed: I'm communicating with my customers until the land has transferred because of customer satisfaction.



3.3 Daily Routine:

During internship period, I have been work full time under sales and marketing department. I used to work as like permanent employees. So, I have to go to office on time at 9:30am sharp and leave at 5:30pm. Every day I have to follow this routine or timing except Friday.

Chapter-4

Methodology

The methodology describes the procedures to arrange the scattered concepts & views to conduct a study. Right operating procedure helps to capture the proper things throughout study periods & finally fulfills the target of the study. Usually a way involves within which numerous stages of assembling information or data are understood. So, adoption of methodology is a crucial step in activity any study. During this study a technique is followed for the action & triple-crown accomplishment of the thesis work. Relevant information from reliable sources have used whereas making ready the report. Each primary & secondary; information have used wherever necessary.

Primary sources of data

- ✚ Face to Face convention with prospective clients.
- ✚ Interview with the potential customers.
- ✚ Communicate with customers over the phone calls.

Secondary sources of data

- ✚ Annual report of Northern Real-Estate Ltd.
- ✚ Prospects of Northern Real-Estate Ltd.
- ✚ Different papers of Northern Real-Estate Ltd.
- ✚ Non-published data.
- ✚ Different text book.

Chapter-5

Findings

As an intern, I have observed every movement of the organization and activities as well.

According to me I found some problem which can be solved and the findings are given below:

- ❖ Market is very competitive.
- ❖ Very large number of competitors.
- ❖ Branding and marketing policy is not well structured.
- ❖ Lack of proper marketing campaign for the upcoming projects.
- ❖ No training session for the existing employees.
- ❖ Corporate office is not well organized and informal.
- ❖ Technologically office is not well-furnished.
- ❖ Sales team is not active that much.
- ❖ Lack of experienced employees.
- ❖ Need an effective digital marketing team.
- ❖ Lack of generating idea to make marketing plan.
- ❖ By the fiscal policy, the economic condition of the country and marketplace is very sensitive.
- ❖ NRELTD needs to emphasize properly their resources.
- ❖ To work properly political factors are a major issue.
- ❖ Not confirmed yet that upcoming project can be handover due time.
- ❖ Restriction of Rajuk and development policy hampered the work progress.

Chapter-6

Recommendations

According to me, in this report I have discussed about lots of findings which is happening in the organization. Regarding on those findings I recommended some sector which should be apply for reducing the problem. Factors are given below:

- ❖ Should be loyal with customers.
- ❖ Always have to be prepared to deal with clients.
- ❖ Need proper marketing strategies.
- ❖ Need proper branding of NRELTD and the upcoming projects.
- ❖ Digital marketing team highly recommended.
- ❖ Need proper integrated marketing campaign.
- ❖ Have to participate in rehab fair.
- ❖ Have to provide 100% maintenance service after sales.
- ❖ Ensure the position in the industry.
- ❖ Training session should be arranging to improve employees' interpersonal skills and sales technique.
- ❖ Technological advancement has to ensure in the organization.
- ❖ Perfect work environment should be ensured.
- ❖ Employees should be cooperative with each other.
- ❖ Have to be more familiar with marketplace.

Conclusion

The development of real estate industry is increasing day by day and appears inclination of future development. The economic growth and GDP share of real-estate is developing. This structure has shown an amazing future for this division. Rise in house lease, expanding request for housing, getting simple financing office, quick urbanization, insufficiency of arrive and numerous other components are making tremendous scope for this division to develop. As a result total request for housing and apartments has appeared expanding drift and is expected to extend advance. In show disdain toward of the reality that inadequately, supply of flats with the number of real-estate designers besides has showed up rising development and proposes future advancement. Administrative environment has been supportive for the segment to develop but the later Real-Estate Administration Statute 2008 which is however to be passed and is likely to be exceptionally imperative for securing buyers' interest. Financing showcase for this real estate segment has ended up simpler and more accessible than past. Private division housing finance is accessible at competitive interest rate for adaptable period but still the sum of advances given is exceptionally low compared with credits in other divisions. Fortifying the administrative and supervisory framework for the money related division and moving forward and growing obligation markets are of specific concern for the housing finance division. Different locations vary different types of costs which is major problem. Additional facilities also added extra charge from the customers. On the other hand, this consider finds an awfully tone of development which is promising and positive, given this division is given appropriate consideration and offices. It has certainly gotten to be exceptionally necessary to fulfill the expanding lodging request and minimize the supply crevice within the nation.

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