

**Internship Report**  
**on**  
**“ Integrated Marketing Communications Tools of**  
**Bikroy.com Ltd”**

# Internship Report (BUS400)

## **Submitted to**

Tania Akter

Lecturer  
BRAC Business School

## **Submitted by**

Srabonti Mozumder Prema  
ID : 12104110  
BRAC Business School



**Date of Submission: 08<sup>th</sup> May, 2019**

## Letter of Transmittal

To,

Tania Akter

BRAC BUSINESS SCHOOL

BRAC University

66, Mohakhali, Dhaka-1212

**Subject: Submitting Internship report.**

Dear Miss,

I respectfully state that I am Srabonti Mzumder Prema bearing ID: 12104110 is a student of BRAC Business School. This is my internship report. I am very glad to complete this report. The topic of my report is “**Integrated Marketing Communications Practices of Bikoy.com ltd**”.

I, therefore, pray and hope that you would be caring enough to experience my entry level position report for assessing my execution. I am constantly accessible for any elucidation of any piece of this paper whenever the timing is ideal.

Yours sincerely,

Srabonti Mozumder Prema

ID: 121014110

BRAC Business School

## **ACKNOWLEDGEMENT**

This is high time for me to pass on my most profound appreciation and genuine accommodation to the Almighty for giving me the open door for the achievement of setting up the entry level position report.

At that point, I might want to offer my up most thanks to BRAC University, where I have completed my expected courses to be qualified to set up this report. The education I gained from the instructors and the entire foundation of my college, genuinely has enhanced my dimension of competency and contemplations amid my learning period.

I pass on my warm gratitude to my good Instructor Tania Akter and Supervisor Emdadul Haque Milon, for their suggestions and helps at each time amid the arrangement of the report.

So far I have given my conceivable effort to get ready and present the answer as indicated by the rules of my honorable instructor and supervisor. I trust my undertaking will be helpful to the crowd and desire for excuse eye for any oversight or blunder found in the report.

## EXECUTIVE SUMMARY

This particular report is based on the internship program, partial requirement for the Bachelor of Business Administration (BBA) in BRAC University. The real objective of this report is to understand my learning, my commitment, my collaboration with associates, how I managed my troubles, my job understanding and how this entry level position has impacted my vocation designs in future. Entry level position at Bikroy.com was an extraordinary useful encounter for me. The report talks about pretty much all the issues of Documentation, enlistment procedure of Bikroy.com.

Bikroy.com started its journey in 2012 and is working in diversified sections dedicated for both private and business advertisements for cars and vehicles, property, electronics, home appliances and personal items, sport and hobby items, and jobs. Both used and unused products are bought and sold at Bikroy.com. Earlier it was free for the individual as well as the companies to advertise their products in Bikroy.com website, but from 2017, the customer of bikroy.com has to pay a minimum amount to sell their product from Bikroy.com platform. Bikroy.com is available both in English and Bengali language so that people can understand more about the products.

Even though Bikroy.com have been running their business for 7 years they are still the largest online buying and selling platform in Bangladesh. Around 94 % of people are dependent on them for buying and selling their products.

## Table of contents

Executive summary	5
Organization Part	8
Company Overview	10
Mission	11
Vision	11
Principles	11-12
Organogram	13
Source of revenue	13-16
Achievements	18
Corporate Social Responsibility	18
Duties & responsibilities	19
Task Part ( Rationale, Objectives, scope, limitations, methodology)	19-22
Project part	22-30
Findings	31
Recommendation	32
Conclusion	33
Appendix	33

## Table of Figures

<b>Figure 1: website homepage</b>	9
<b>Figure 2: Banner Ads</b>	14
<b>Figure 3: Buy now on Bikroy deals products</b>	16
<b>Figure 4: Ad Posting L1 Category</b>	17
<b>Figure 5: IMC tools</b>	23
<b>Figure 6: Property Ads</b>	24
<b>Figure 7: Blog writings on Property Ads</b>	27
<b>Figure 8: Property selling video ad</b>	28
<b>Figure 9: Press release of signing event</b>	30

# Organizational part:

## Introduction


Bikroy.com is a classified online platform that offers you the scope to buy and sell your both new and used products. frequently finished with individuals who live in your own city or all alone road. So on Bikroy.com it's anything but difficult to purchase and sell locally. It has been working together in Bangladesh with effectively. Step by step it has acquainted new ways with purchase and sell items through online as has moved toward becoming famous for its simplicity of use and access. It has executed concentrated, separated just as mass showcasing methodology to achieve the objective market. Here we will investigate the advertising technique Bikroy.com and how it made the upper hand in the market. We will fundamentally spread the significant reason and systems by which it has turned into the biggest online aggregate in internet selling.

**“160 million connected through internet and phone makes one powerful network. We see a rising trend on people getting connected as internet and smartphone usage spreads. Digital marketing will be an important vehicle for brands to reach that network.”**

**-( Taher.F, Investor, Magnito digital).**



গিফট হাউসে পুরোনো পিসে কিনুন  
আপনার ব্যবসায় যেকোনো ত্রুটির পুরাতন সচল CRT, LCD, LED TV অথবা প্রিন্টার কিনুন। মিনিমাম ১০০০ টাকা থেকে শুরু করে মিনিমাম ১০০০০ টাকা পর্যন্ত।



Welcome to Bikroy.com - the largest marketplace in Bangladesh!

Buy and sell everything from used cars to mobile phones and computers, or search for property, jobs and more in Bangladesh!



- Cities**  
Dhaka  
Chattogram  
Sylhet  
Khulna  
Barisal  
Rajshahi  
Rangpur  
Mymensingh
- Divisions**  
Dhaka Division  
Chattogram Division  
Sylhet Division  
Khulna Division  
Rajshahi Division  
Rangpur Division  
Barisal Division  
Mymensingh Division

Browse our top categories:

Mobiles Property Vehicles Jobs

Bikroy Deals Great deals delivered straight to your doorstep

Stay safe while trading! All ads are manually reviewed by our team for your safety. Read our tips on how to make safe deals. Like us on Facebook

<p><b>Electronics</b> (74,358)</p> <p>Find great deals for used electronics in Bangladesh including mobile phones, computers, laptops, TVs, cameras and much more.</p>	<p><b>Mobiles</b> (17,629)</p> <p>Buy and sell new and used mobile phones, SIM cards and other mobile accessories in Bangladesh. Choose from top brands including Apple, OnePlus, Xiaomi and Nokia.</p>	<p><b>Vehicles</b> (20,798)</p> <p>Buy and sell used cars, motorbikes and other vehicles in Bangladesh. Choose from top brands including Toyota, Nissan, Honda and Suzuki.</p>	<p><b>Home &amp; Living</b> (20,127)</p> <p>Buy and sell new and used home appliances including furniture, kitchen items, gardening products and other items for your garden.</p>
<p><b>Property</b> (13,972)</p> <p>View listings for property in Bangladesh. Find the cheapest rates for apartments, commercial and residential properties, as well as for land and plots.</p>	<p><b>Fashion, Health &amp; Beauty</b> (11,874)</p> <p>Buy and sell clothing, garments, shoes and other personal items including handbags, perfumes etc.</p>	<p><b>Pets &amp; Animals</b> (9,105)</p> <p>Search from the widest variety of pets in Bangladesh. Select from dogs, puppies, cats, kittens, birds and other domesticated animals.</p>	<p><b>Hobbies, Sports &amp; Kids</b> (5,529)</p> <p>Buy and sell used musical instruments, sports gear and accessories, art and collectibles and items for kids here.</p>
<p><b>Education</b> (2,558)</p> <p>Buy and sell books and magazines, find tuition, classes and other educational resources in Bangladesh.</p>	<p><b>Services</b> (1,606)</p> <p>Browse through a range of service offerings to businesses and consumers alike.</p>	<p><b>Business &amp; Industry</b> (1,187)</p> <p>This is where businesses in Bangladesh trade, numerous business and industry services offered to trade and consumers.</p>	<p><b>Jobs</b> (858)</p> <p>Post and apply for jobs and career opportunities in Bangladesh. Search for job vacancies in your city.</p>
<p><b>Food &amp; Agriculture</b> (1,041)</p> <p>Find food and edible products, including fresh fruits and vegetables, meats, fish, seafood, crop seeds, plants and other agricultural products in Bangladesh.</p>			

Do you have something to sell?  
Post your ad on Bikroy.com  
Post an ad now!

<p>Download our app</p> <p>GET IT ON Google Play</p> <p>Download on the App Store</p>	<p>Learn More</p> <p>How to sell fast</p> <p>Buy Now on Bikroy.com</p> <p>Membership</p> <p>Banner Advertising</p> <p>Promote your ad</p>	<p>Help &amp; Support</p> <p>FAQ</p> <p>Stay safe on Bikroy.com</p> <p>Contact us</p>	<p>Social</p> <p>Blog</p> <p>Facebook</p> <p>Twitter</p> <p>YouTube</p> <p>Google+</p>	<p>About us</p> <p>About us</p> <p>Careers</p> <p>Terms &amp; Conditions</p> <p>Privacy Policy</p> <p>Sitemap</p>
---	---	---	--	---

Figure 1: website homepage (www.bikroy.com)

## Company Overview

Bikroy.com was launched in 2012 and has sections dedicated to private and business advertisements for cars and vehicles, property, electronics, home appliances and personal items, sport and hobby items, and jobs, among others.

Classified advertisements are at present put on Bikroy.com free of charge and remain on the site for a time of 60 days. Bikroy.com is accessible both in Bangla and English.

The site came into the neighborhood media spotlight following a formal question and answer session occasion held in Dhaka on 18 October 2012. To publish a classified ad on Bikroy.com takes you less than 2 minutes. You can sign up for a free account and post ads easily every time.

Bikroy.com has the widest selection of popular second hand items all over Bangladesh, which makes it easy to find exactly what you are looking for. So if you're looking for a car, mobile phone, house, computer or maybe a pet, you will find the best deal on Bikroy.com.

Bikroy.com does not specialize in any specific category - here you can buy and sell items in more than 30 different categories. We also carefully review all ads that are being published, to make sure the quality is up to our standards.

In October 2012, Bikroy.com was formally propelled in a question and answer session held in Dhaka, Bangladesh. The story was secured by a few noteworthy papers in the nation, including Prothom Alo, Kaler Kantho and The Daily Star. In November 2012, Bikroy.com was named as the "Nation's first bilingual grouped Website" by The Daily Star. In December 2012, Bikroy.com was cast a ballot by Prothom Alo and Asia News 24 as "the most elevated visited characterized notice site" in Bangladesh.

Bikroy.com has been awarded as Best Online Classifieds Site Award 2016.

The mother organization of bikroy.com is Saltside innovation. Saltside creates and works Websites in developing markets, with spotlight set on online ordered locales. At present Saltside works the top

ordered site.

These are:

- Bikroy.com in Bangladesh
- Tonaton.com in Ghana
- Efritin.com in Nigeria
- Ikman.lk in Sri Lanka

## **Mission**

The company's mission is to build leading online marketplaces in underserved markets and to create sustainable value for the community.

## **Vision**

Bikroy.com has been serving the whole country as a pioneer of the online leader to the offline customers. This company wants to go to any instant for the people who are unable to keep pace with the online buying and selling products.

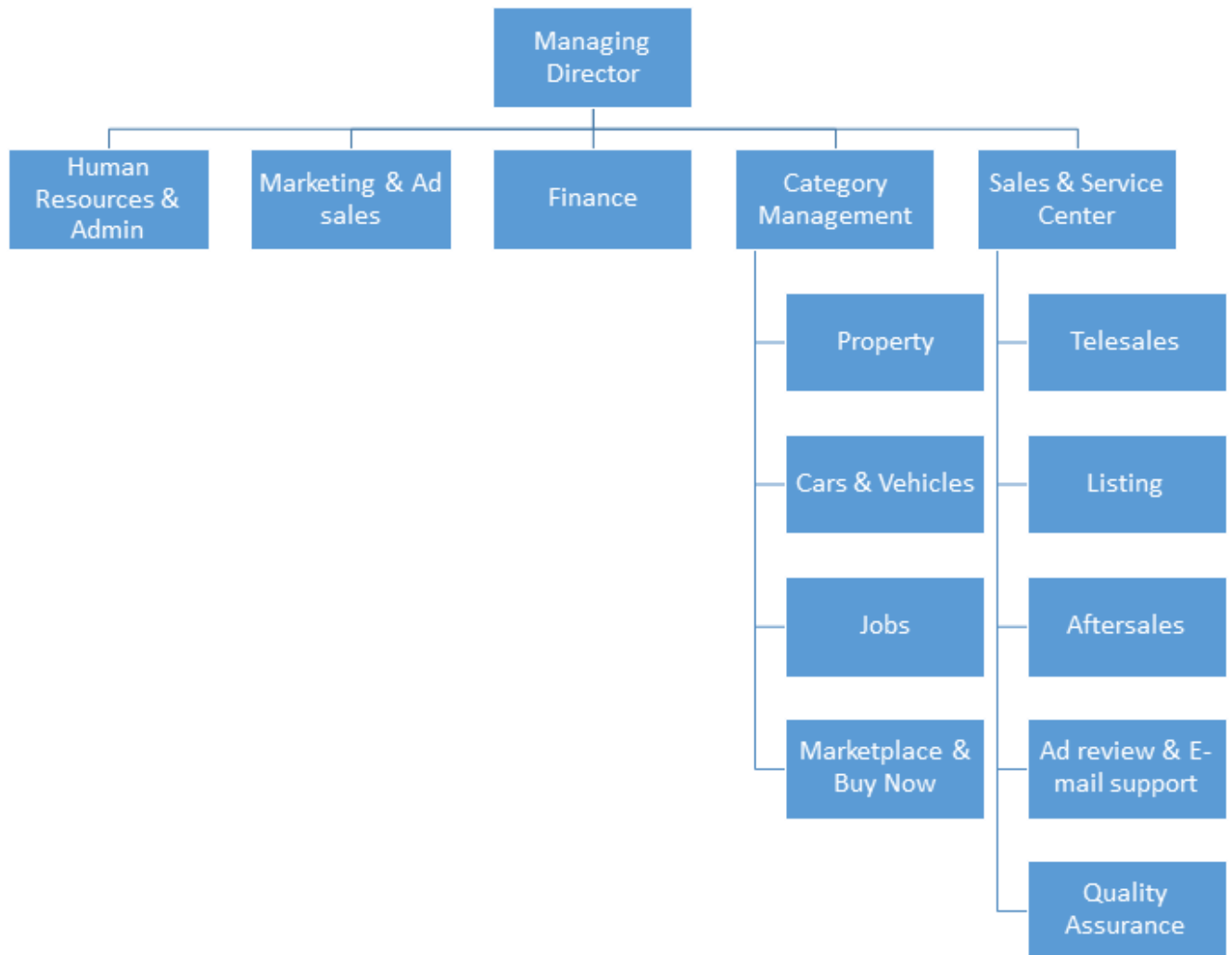
## **Principles**

Bikroy.com believes in 5 guiding principles strictly. These are-

- Know your KPIs
- You make the call

- Do fewer things better
- Result speaks the loudest
- It is okay to make mistakes

## Organogram



### Sources of revenue

Bikroy.com adds its revenue by memberships, ads, listing, banners, posters and from Buy Now. From selling free ads and paid ads as well as new and used products, the company earns huge beneficiaries for the customers and it's own employees.

### Memberships:

Departments of Property, Cars & vehicles, Jobs, Marketplace, telesales sells memberships to the valuable clients. There are 2 types of memberships-

- Premium: In premium criteria, clients can post 100 ads which will be remain live for 1 month. In the meantime, they can purchase extra vouchers for a particular ad to make it top or bump.
- Plus: In this category, clients can post 25 ads which will be remain live for 1 month. In the meantime, they can purchase extra vouchers for a particular ad to make it top or bump.

### Listing:

Anyone can post ads for 7 days or 2 months by paying certain amounts for selective ad categories like electronics ( mobile phones, electronic accessories etc), home & garden, jobs, pets & animals, health & beauty etc.

### Banners:

Bikroy.com sells banner to the corporate clients which will pop up in the website to the vistors.



The screenshot shows the top navigation bar of Bikroy.com with the logo, 'All ads', 'বাংলা', 'Chat', 'Log in', and a 'POST YOUR AD' button. Below the navigation bar is a large banner advertisement. The banner is divided into three sections: a green section on the left with Bengali text 'টাকা ছাড়ই পুরো বো মিলে রতুন মিলে', a white section in the middle with Bengali text 'আপনার ব্যবহৃত যেকোন ব্র্যান্ডের পুরাতন সচল CRT, LCD, LED TV অথবা ফ্রিজ অথবা মিনিস্টার এলইডি বা স্মার্ট টিভি অথবা ফ্রিজ', and a blue section on the right with the 'minister' logo and Bengali text 'আমার পপ, আমার বেব গড়ুন বাংলাদেশ'. Below the banner, there is a white box with the text 'Welcome to Bikroy.com - the largest marketplace in Bangladesh!' and a map of Bangladesh. To the right of the map, there is a 'Cities' section with 'Dhaka' and 'Chattogram' listed.


Figure 2: Banner Ads (<https://bikroy.com/>)

Buy Now :

Buy now is dealing with the member sellers who have memberships in any category. To sell products through Buy Now , seller must have to maintain Buy Now commission policy and the product should be the new one. Used products can not be sold through this department. Mostly, the marketplace members put their products in Bikroy deals to sell their product in Buy now. Buy now is the online e-commerce site of Bikroy.com. Customers from rural and urban areas can easily get their desired products by ordering through Buy Now. Call agents confirm these orders and back end team do package and make these ready to deliver via delivery partners like Pathao, paperfly, Sundorban Courier Service, eCourier etc. After successful delivery, this department achieves a huge portion of revenue for this company.

Customers can get products to their desired location via cash on delivery with discounts. Inside Dhaka city, they can get it within 3 working days after pick up and outside Dhaka city, products will be delivered within 5 working days.

**Bikroy.com** All ads বাংলা Chat Log in POST YOUR AD



# DEALS

## Upto 55% Discounts!

Buy Now

DEALS

Free Delivery

Bikroy Deals

Great deals delivered straight to your doorstep

বাংলাদেশের সবচেয়ে বড় মার্কেটপ্লেস Bikroy.com তাদের প্রিয় গ্রাহকদের জন্য নিয়ে এলো Bikroy Deals। আপনার পছন্দের পণ্যগুলো ডিসকাউন্টে পাবেন Bikroy Deals এ। বিক্রয় টিম আপনার দ্বারপ্রান্তে পৌঁছে দিবে অর্ডার করা পণ্য।


ডিলার এক পদক্ষেপের সঠিক সীমিত। ফোনআর মেসি জেনারেল শপিং করুন।

More details about this shop

All ads from Bikroy Deals (1-25 of 95)

Tk. 1,250  
~~Tk. 1,900~~

34% OFF



Free Delivery

DEALS

**USB Flash 64gb Pendrive at 34% off - free delivery**

MEMBER Dhaka, Laptop & Computer Accessories


Tk 1,250

Buy Now

TOP AD

Tk. 2,390  
~~Tk. 3,400~~

31% OFF



Free Delivery

DEALS

**Quick Air Cooler at 31% off - free delivery**

MEMBER Dhaka, ACs & Home Electronics


Tk 2,390

Buy Now

TOP AD

Tk. 999  
~~Tk. 1,600~~

39% OFF



Free Delivery

DEALS

**Km 9020 Trimmer & Beard Growth Oil 39% off - free delivery**

MEMBER Dhaka, Health & Beauty Products


Tk 999

Buy Now

TOP AD

Tk. 890  
~~Tk. 1,400~~

40% OFF



Free Delivery

DEALS

**Automatic Doi Maker at 40% off - free delivery**

MEMBER Dhaka, Home Appliances

Tk 890

Buy Now

Open now

Open today: 9:00 am – 5:00 pm

Dhaka, Bangladesh

09609555XXX

Click to show phone number

Figure 3: Buy now on Bikroy deals products (<https://bikroy.com/bn/shops/bikroy-deals>)



## AD POSTING CATEGORY

There are some categories where customers can post their ads. These are-

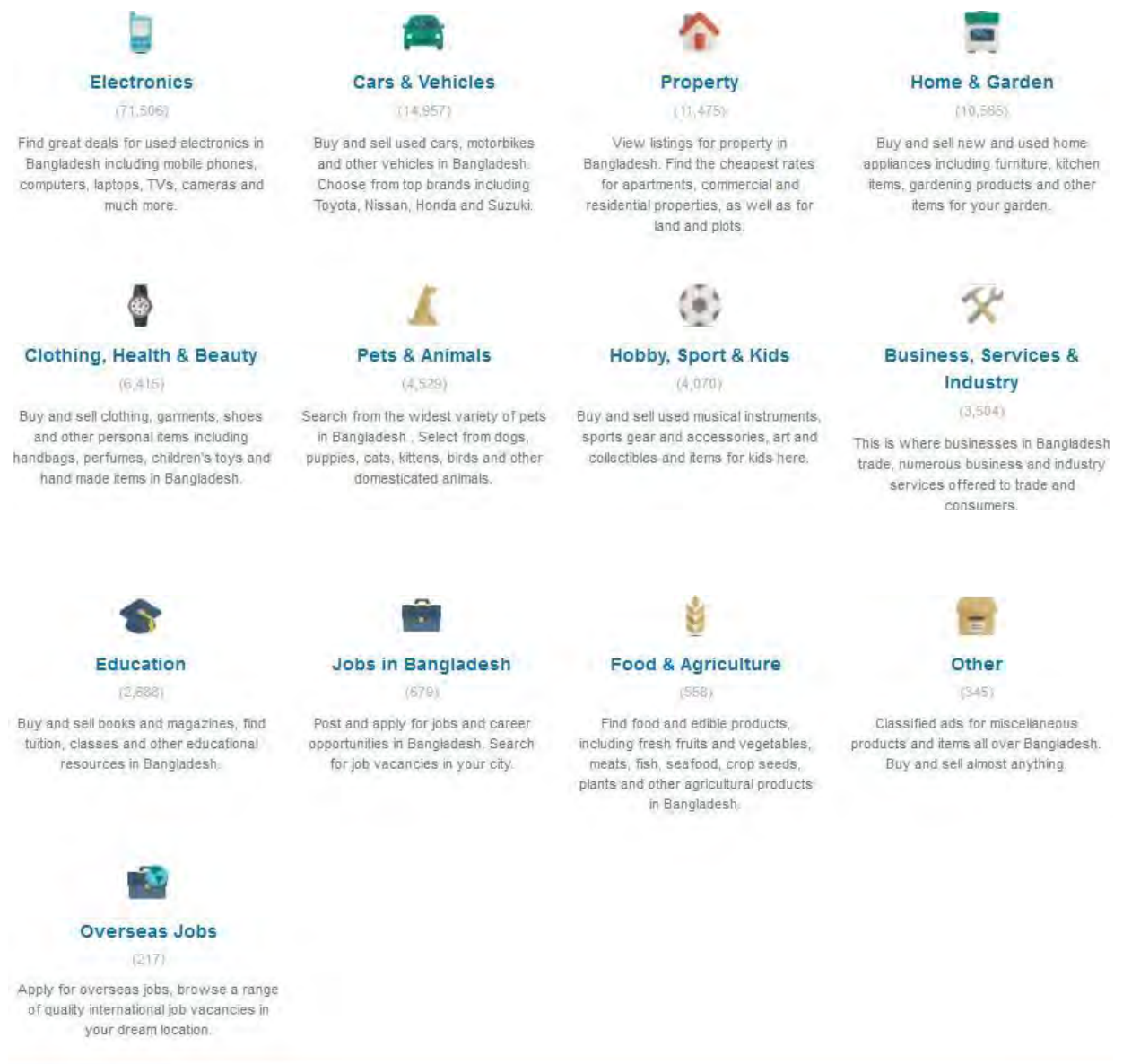


Figure 4: Ad Posting L1 Category (<https://bikroy.com/>)

## **Achievements:**

Bikroy.com has reached the highest searching online website for buying and selling in Bangladesh. In 2016, Bikroy.com for the second time in a row was ranked in the top three internet sites in Bangladesh after Facebook and Youtube by Milward Brown's top of mind (TOM) survey. The survey was conducted on 1008 local internet users in Bangladesh. Bikroy.com partnered with a2i in August, 2016 to implement e-commerce services, establish training institutes and create support for developing polytechnic skills for the rural people of Bangladesh.

## **CORPORATE SOCIAL RESPONSIBILITY (CSR):**

Bikroy.com arranges CSR activities in almost every year. They work with "Jaago Foundation" and gives yearly reserve to this establishment. By thusly, Bikroy.com helping for the instruction of underprivileged kids. Also, Bikroy.com joined the worldwide rundown of Women's Employment Principles Signatories Collaboration between UN Women and the UN Global Compact. Bikroy sponsors REHAB Chittagong Fair 2018.

## **Duties and Responsibilities:**

I had to prepare reports and data of the property clients on the weekly basis as an intern. I had to go through the clients database and check whether they had been providing the ads which are required to get more responses from the visitors. I had to check the emails from the executives if any member needed any updates to their membership page. I needed to keep the record of their monthly payment reports which are very important to providing voucher codes and membership entries.

## **Task Part**

### **Rationale of the Report:**

This report has been giving a clear concept about the company's overview and some detailed performance in a good manner. The company is doing really great to serve the unserved markets and to turn the customers to online from offline and the customers or the visitors who are already using online services are getting benefited by using more valued added services which are offered by Bikroy.com. Customers now can sell their unnecessary things at a very good price and buy their necessary goods at a desired costs. So, this report helps to give a good review of a particular segment of Bikroy.com.

### **Statements of the problems:**

- The main problem was to collect the sources of genuine information as it's an online based site.
- There were several times attempt to reach the HR to grant permission to collect some internal information as an Intern.
- How could I go through another departments information for my internship report?
- I could not collect some extraordinary and important data which could have helped me to make this report a great one.

- I was not allowed to provide more information that I wanted to add on.

### **Scope of the study:**

As an intern, I got a big scope to know about the company's internal values, information and manner to keep pace with the company's culture. I was allowed to go to their half yearly and annual events even if I was the intern as they do not allow other than their own employees.

### **Delimitation of the report:**

In the same manner, I discussed above that I could not share much more information to this report those could make the report a resourceful one. The main limitations are-

- Could not get enough resources.
- I did not have that much time to gather experience.
- I had to give time for membership related tasks more than collecting information.
- I did not get much cooperation from others.
- Limited scope of ad posting offers.
- Lack of proper after sale service.

### **Objectives of the report:**

The main objective of the report is to complete my internship period and justify the learnings and acquisition of my graduation life. To be more specific, this report belongs to my experience of working as an intern for 3 months. I describe almost everything about my tasks and experience here. I have discussed the property vertical with IMC to know about the application of the IMC tools in property from both clients and company's end.

### **Literature review:**

Online business - additionally alluded to as e-business - is any sort of business action that happens on the web (over the web). Maintaining an online business can incorporate purchasing and selling on the web and giving an online administration. A wide assortment of organizations can be discovered on the web, in a wide range of ventures.

**“We have over 20 Million active desktop internet users now, and as a result the year 2014 will be a year of unprecedented growth in content marketing among brands in Bangladesh” (Islam. I. CTO, Newscred).**

This report has purpose to share some unknown parts which can help others to know about Bikroy.com broadly. My internship report provides the relatability of integrated marketing communication parts. It will help to relate the tasks I did and the Integrated marketing communication process. The report finds out the best possible relevance of my tasks and my learnings from real life.

## **Methodology of the study:**

To get the proper information, I had to go through both primary and secondary resources. I have given the related ideas to this report from company’s overview, advertisement site. I got all the information mostly from my orientation and my immediate supervisor. There are 2 types of methodology of study I have used in this report are described below-

- Primary sources:
  1. Experience during the internship period.
  2. Orientation time
  3. Data from supervisor and skilled teammates.
  4. Team meetings and briefings
  
- Secondary Resources:
  1. Bikroy.com website
  2. Newsletter

3. Events and projects
4. Personal Observation

## Project Part

### **Integrated Marketing Communications:**

Integrated Marketing Communications(IMC) is a methodology utilized by associations to brand and facilitate their correspondence endeavors. The American Association of Advertising Agencies characterizes IMC as "a complete arrangement that assesses the key jobs of an assortment of correspondence trains and consolidates these controls to give clearness, consistency and most extreme correspondence sway." The essential thought behind an IMC methodology is to make a consistent encounter for customers crosswise over various parts of the promoting blend. The brand's center picture and informing are strengthened as each showcasing correspondence channel cooperates as parts of a bound together instead of in separation.

Basically, This process refer to integrating various marketing tools such as advertising, online marketing, public relations activities, direct marketing, sales campaigns to promote brands so that similar message reaches a wider audience. There are 6 tools to measure integrated marketing communications. These are-

- Advertising
- Direct Marketing
- Internet Marketing
- Sales Promotion
- Public Relations (PR)
- Personal Selling



**Figure 5: IMC tools**

So, how these tools has been using for Property department that is described below.

### **1. Advertising:**

Bikroy.com website allows the advertisement for its valuable property clients. After taking the membership, they can post ads of selective limits either 25 ads or 100 ads for business plus and business premium accordingly. Clients can post ads using their desired prices and these ads can be promoted as top and bump using extra voucher codes which has been using as value added service.

Members can post advertisements for selling, renting their flats, rooms, apartments from different locations all over the Bangladesh . Seeing these ads, visitors can buy their desired property locations at their desired prices.

Learn more

📍 Select Location

🏠 Property

🔍 Search

Sort results by:

Date: Newest on top ▼

Type of poster

All posters

Only members

Category: ^

< All Categories

**Property**

- Apartments & Flats (8,371)
- Plots & Land (7,740)
- Commercial Property (1,590)
- Rooms (916)
- Houses (289)
- Garages (28)
- New Developments (16)


Location: ^

**All of Bangladesh**

- Dhaka (17,634)
- Chattogram (347)
- Sylhet (305)
- Dhaka Division (270)
- Chattogram Division (130)
- + Show more...

Home → All ads → Property


Showing 1-25 of 18,950 ads



**Ready Small Office@Badda**

250 sqft  
Dhaka, Commercial Property  
Tk 10,500 /month


TOP AD



**Restaurant for SALE in Khilgaon**

1,000 sqft  
Dhaka, Commercial Property  
Tk 20,000 /month


TOP AD



**কারাগারের সাথে ৩ কাঠা জমি# রাস্তাসহ**

3.0 katha  
MEMBER Dhaka, Plots & Land  
Tk 500,000 per katha


Just now



**নিষ্কটক নির্ভেজাল প্লট নিরাপদ বিনিয়োগ**

5.0 katha  
MEMBER Dhaka, Plots & Land  
Tk 500,000 per katha


7 mins



**Flat sale**

Beds: 3, Baths: 4  
MEMBER Dhaka, Apartments & Flats  
Tk 17,000,000 total price


9 mins



**Full building rent**

Beds: 10+, Baths: 10+  
MEMBER Dhaka, Houses  
Tk 225,000 /month

15 mins



**Plot beside of Richmond Medical College**

4.0 katha  
MEMBER Dhaka, Plots & Land  
Tk 250,000 per katha

Figure 6: Property Ads (<https://bikroy.com/bn/ads/bangladesh/property>)



## 2. Direct Marketing:

Direct marketing offers promoting ads through telemarketing, email marketing, newsletter, voucher selling etc.

- Telemarketing: Telemarketing works for property mostly via listing. Agents call the single ad posters to promote their ad to make it bump or top. They offers also the memberships to the interested clients. If any clients get good numbers of responses, they take the business plus or business premium membership.
- Email marketing: Some clients prefer email to contact or to have proposals regarding upgradation or any changes of their memberships. They also offer email to receive voucher codes if they need any.
- Newsletter: To promote the ads internally, Bikroy.com has its own newsletter so that it can also be provided to its employees which is a very good initiative.
- Voucher selling: Executives of property team sometimes offer voucher codes besides selling membership. Actually, this voucher can be offered when the client post his/her special property to show it on top of the page or bump for 7 days. So, when a visitor enters to the page or searches for property ads, he/ she can easily find out that particular ad on top of the page during this time.

### 3. Internet Marketing:

Internet marketing includes blog, Viral videos, Search Engine Optimization (SEO), Network, Communication, Website etc. This tool has a big influence to serve integrated marketing communications to the property clients.

- Network: When an executive sells a property membership to a renowned company, it's become a great achievement for the team. Sometimes it goes to online page and such networks become well known about the property advertisements of the clients. If someone needs any flats, apartments, office spaces, they visit the Bikroy.com website .
- Community: Sometimes, it becomes a topic to the community when it's a matter of selling or buying any property related spaces. I also prefer my colleagues, friends and family members and in my community to find their desired spaces if they need any.
- Search Engine Optimization(SEO): Nowadays, SEO works like a vital part of digital marketing also. It increases the counts of web page visitors. Visitors who search for property related ads once or frequently, they receive the suggestions of newly posted or most common and top rated property ads in there browsers.
- Blog: There are several blogs written about the property advertisements, benefits of property category.

## A Guide for Property Buyers: Buying New vs Old Flats





**RUNNING RESTAURANT FOR SALE**  
 100 sqft  
 Tk 2,500,000 total price



**Bashur plot for sale**  
 6.0 kath  
 Tk 3,000

Share



March 31, 2019 | One of the biggest debates in buying a home is whether to buy new or to buy old?

A new home for you, whether it's a flat, apartment or house is a big decision. After you make a decision on buying instead of renting, the next question is another challenge to overcome!

OLD vs NEW property – which is the better choice?

While the opinions are divided in these issues (as expected), this guide for purchasing old vs new flat or apartment will give you the rights answers to help you make the best decision!

We will look at all the Pros & Cons, the advantages & disadvantages – meaning the complete benefits of purchasing old vs new, when you are in the lookout to find flats in Bangladesh to buy or even, in the case of flats for rent.

### Popular Thoughts on Buying Old vs New Flats

There is substantial support for both not just in Bangladesh, but worldwide. Many people are attracted to older properties both due to the quality and style of build. For most others, they want to be represented by a newly built flat which reflects the 21st-century lifestyle.

Property seekers in Bangladesh mostly fall under the second category – those that buy new flats!

They can live in a new flat which is best accustomed to their current living standard with light room, modern day electronic appliances and gadgets, and overall, energy saving atmosphere.

When you buy old flats, it is mostly due to the appeal for period style architecture, or heavy-duty build, or even for the simple reason of a more affordable options. Not just in Bangladesh, but worldwide the preference for new flats is increasing due to the convenience offered by modern style builds.

There are pros and cons of both, and in terms of properties it is quite a balanced argument between the two. Government authorities are having to take important decisions of whether to conserve older buildings or build new properties to meet the demands of public housing. Several loans and other banking schemes are being provided to assist new buyers.

If you are among those looking to buy new flats or to buy old flats, but cannot make the decision, then this list of advantages and disadvantages both will help you to come to a decision. So without any further delay, let's look at the advantages & disadvantages of old vs new flats in Bangladesh. To get more help to buy your home have a look here [Find Flats for Sale in Popular Places of Dhaka](#).

### Benefits or Advantages When You Buy Old Flats

#### Search blog posts

#### Recent Posts

What Should You Do If a Fire Breaks Out in Your Home or Workplace?  
 April 21, 2019

Winners of 'Boishakhi Deals 1426' Awarded with Prizes by Bikroy-Minister  
 April 18, 2019

Car Market in Bangladesh Based on 2018 Statistics | Infographic  
 April 16, 2019

A Recruitment Game Changer. Now Onboard BikroyJOBS!  
 April 8, 2019

A Guide for Property Buyers: Buying New vs Old Flats  
 March 31, 2019

Click here for **Bikroy Deals**

**Symphony V97**  
Free Delivery (New)  
TK 4590

190 (-27%)  
[Buy Now](#)

---

**Portable E**  
TK-2999

40%  
TK 1250 (-40%)  
[Buy Now](#)

---

**Quick Air Cooler**  
At 31% Off  
TK-3470

31%  
TK 2390 (-31%)  
[Buy Now](#)

---

**Bikroy.com**

#### Categories

-  Bikroy
-  Electronics
-  Fashion, Health & Beauty
-  Food & Agriculture
-  Hobbies, Sports & Kids
-  Home & Living
-  Jobs
-  Mobiles
-  Pets & Animals
-  Property
-  Services
-  Vehicles

Figure 7: Blog writings on Property Ads (<https://blog.bikroy.com/a-guide-for-buyers-should-you-buy-new-flats-or-buy-old-flats/>)

- Viral video: Bikroy.com has several times posted viral videos which have been well known to the community.

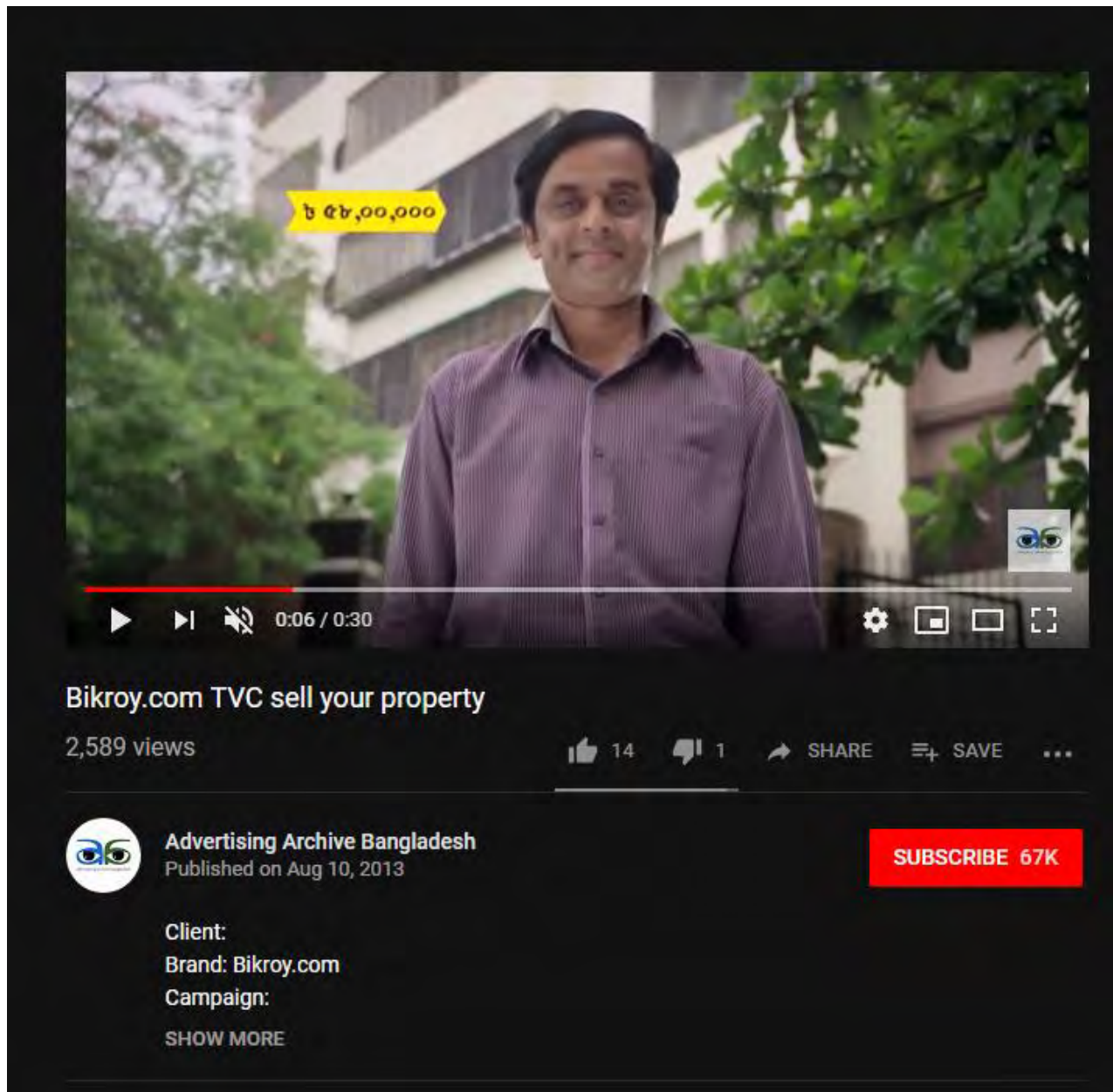


Figure 8: Property selling video ad (<https://www.youtube.com/watch?v=nBz4JsfYpBY>)

#### 4. Sales Promotion:

Sales promotion offers in terms of taking membership with a package that includes paying a particular couple of months payments all together. Executives can make the package with the help of departmental supervise. It can also be offered for voucher codes of certain amount that includes 1 top ad, 2 bump ups. If this package remains minimum balance, it can be used with another package for further use.

#### 5. Public relations (PR):

Public relations has many more options like press release, PR strategy, community relations, corporate communication, media outreach etc. For property vertical, press release works such a vital role. There were a couple of press release events happened. Among those events, “**Win furniture worth Tk 2 lakh on Rupayan City Uttara apartment booking on Bikroy**” was a successful one. Bikroy clients will get BDT 2 lakh worth of Hatil furniture for nothing with each reserving of duplex and penthouse condos from Rupayan City Uttara venture, as per the understanding.

This will enable the potential clients to book apartments from Rupayan City Uttara and to adorn the condo with delightful furnishings from Hatil through Bikroy. The offer will be legitimate till April 30. This MoU has been marked as of late on the Rupayan City Uttara premises.

Media outreach was played by the Daily Star. The newspaper covered the press release event in general. The press release itself was a triumphant one but the Daily star did a wonderful job to reach out to the target audiences in a very good manner.

Home > Online  
 07:50 PM, April 22, 2018 / LAST MODIFIED: 07:58 PM, April 22, 2018

## Win furniture worth Tk 2 lakh on Rupayan City Uttara apartment booking on Bikroy

Rupayan, Bikroy sign MoU



Bikroy.com signs a Memorandum of Understanding with Rupayan Housing Estate Ltd to promote its first ever premium mega gated community Rupayan City Uttara on the occasion of Bengali new year. Photo: Courtesy

0 Shares    

### TOP NEWS

- College student goes missing in Jaflong
- Dividing any party isn't my policy: PM
- Govt forced Zahidur to take oath: Fakhru
- Law minister pledges justice for Nusrat
- Sri Lankan police looking for 140 with IS links
- Nat'l Nazrul conference begins in Pabna

VIEW MORE



Figure 9: Press release of signing event (<https://www.thedailystar.net/online/win-furniture-worth-tk-2-lakh-rupayan-city-uttara-apartment-booking-bikroy-1566190>)

## 6. Personal Selling:

Last but not the least, this step of integrated marketing communication tools is the most effective one among all of the tools. Executives of the vertical and do face to face and B2B marketing for growing up the number of sales. Via this step, field salesperson get the leads to contact the clients. They contact over

the phone or go in person directly sometimes for the first time. If the client feels the interest, field salesperson come to an agreement with the clients and receives proposal from Bikroy.com for the membership whichever the client wants to take.

## Findings

Bikroy.com is now renowned as a successful classified top most site in Bangladesh nowadays. Despite having some disadvantages, this company provides a lot of facilities for its employees as much as possible. They especially think about women empowerment. This company believes in “She for he” campaign. I observed some findings which need to be discussed here. Like,

- The company needs to update new package offers which are more lucrative than they are offering now.
- PR events are a few in numbers to promote the property vertical.
- Bikroy.com needs a proper guideline for personal selling.
- Writing more blogs, viral videos can be more efficient than it's doing now.
- Voucher selling creates a big scope of getting more responses from both client and interested customers end.

## Recommendation

As per my opinion, I want to recommend some points to Bikroy.com which may help them to reach out to the target audience and grab the flow with long term strategy.

- They should make new innovations to grab the customer's attention with sustainability.
- They need to enrich variation of products and services.
- They need to increase the chances of getting the best possible packages which will make profit but at the same time, it will be a turning the customers more focused on this company rather than any other companies.
- They must broaden the scope of ad posting offers.
- They can arrange proper after sale service which will provide a long term plan to hold the old clients.
- They can modify ad posting policies.



## Conclusion

So, at the end of my internship report, I want to mention that my report is just a review of my internship journey which is very limited time to describe about a company as a whole. Bikroy.com has a good HR policy for employees and each department. This company has a long term plan to lead the Bangladesh online ecommerce site in order to compete with the other ecommerce sites. So, as an online business leader this company is serving the nation. Keeping in mind of switching the offline users to online users is the biggest challenge for Bikroy.com. Throughout my internship journey, this had been my pleasure to serve the vertical which broaden my experience for further career goal. The company has the most attractive incentive structure to motivate its employees to give their best effort for their assigned job. I have seen that almost every employee is concerned about their task and about to give more than their 100% effort.

## Appendix

- [www.bikroy.com](http://www.bikroy.com)
- Kotler, P., Keller, K., & Kotler, J. (2008). Marketing management
- <https://blog.bikroy.com/a-guide-for-buyers-should-you-buy-new-flats-or-buy-old-flats/>
- <https://www.thedailystar.net/online/win-furniture-worth-tk-2-lakh-rupayan-city-uttara-apartment-booking-bikroy-1566190>
- <https://www.youtube.com/watch?v=nBz4JsfYpBY>
- <https://bikroy.com/bn/ads/bangladesh/property>
- Orientation program
- Annual team meeting presentation