

Report On
Applying Dynamic Marketing Capability View on the innovation
of APEX Property Ltd.

By

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An internship report submitted to the Business School of BRAC University in partial
fulfillment of the requirements for the degree of
Bachelors of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report I submitted was created as part of my/our degree program at BRAC University.
2. The report does not include any previously published or written content by a third party, unless it is properly cited with complete and precise referencing.
3. The report does not include any content that has been approved or submitted for any other university or other institution`s degree or certificate.
4. All major sources of assistance have been recognized..

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Supervisor's Full Name & Signature:

Nusrat Hafiz
Professor and lecturer
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Letter of Transmittal

Nusrat Hafiz

Professor & Lecturer,

BRAC Business School

BRAC University,

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on APEX Property.

Dear Ma'am,

With due respect, I am hereby submitting my internship report on APEX Property as a requirement of the BBA Program of BRAC University. I have prepared the report with the help of your guidance and in accordance with the guidelines of BRAC Business School. I have briefly discussed my experiences working as an intern in APEX Property and conducted a study on their company.

I have tried my best to provide sufficient and supportive data needed for the report and hope that the report fulfills the desired requirements. Therefore, I pray and hope that you would be kind enough to accept my internship report.

Sincerely yours,

Tauhid Sadik

17104216

BRAC Business School

BRAC University

Date: 26th May, 2022

Acknowledgement

It was really fun to work as an intern and prepare the internship report needed for a bachelor's degree in business administration. It would not have been feasible without the constant assistance and direction from those who assisted me to prepare my internship report.

First and foremost, I want to thankfulness towards Allah Almighty for providing me with the skill and capability to complete my internship report. Furthermore, in instilling in me the correct attitude and patience necessary to complete my job and prepare my internship report.

Secondly, my gratitude is towards my Internship Supervisor, Nusrat Hafiz ma'am, Lecturer at the Business School of BRAC University, for her unwavering help and advice throughout my journey of internship. Despite his hectic schedule, Ma'am has managed to assist me in drafting my report and has showed great patience throughout.

Lastly, I'd like to show my gratitude to Mr. Sadman Shoumik Khan, Sr. Manager of APEX Property, for allowing me to under his command. In addition, I'd want to thank you for honoring me with the opportunity and for helping me in gathering the necessary material for my internship report.

Executive Summary

APEX Property is a pioneer in the proptech industry in Bangladesh. It started its journey in 2008 as Kazi IT center which had its operations in the US. In the US many people take loans and cannot pay back due to financial condition and then the property is ceased by the bank. Bank then gives these properties to companies like the then Kazi IT and their job was to make the property sellable. Because initially the condition of the property is hampered due to tenant living in there. This was the initial operation of the company.

As days passed the company grew, From Kazi IT became APEX Property as it started its operation in Bangladesh. Apex Property Limited is a pioneer in the proptech industry. The company now offers a real estate service so diverse which makes property searching, buying, selling & renting easier through an easiest platform. The company success is based on its track record of reliability and customer-centricity. With a pledge to become your preferred PropTech marketplace, the firm intends to break records and set new standards.

This report is contained of a brief finding of the employee's thoughts on the service of the property. The paper aims to find out to what extent the company uses dynamic marketing capability to attract customers and how it uses it in daily operations. The history of the company is also written in the report in short. Moreover, a survey report, analysis and its findings have been included to reach a result the conclusion about the employee's opinions of APEX Property.

Additionally, I also elaborated on all the tasks and obligations that I had been bestowed upon me to complete during this internship period. Includes my department hierarchy and a brief informative overview. We also listed additional work and commitments that had to be done in the meantime.

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Chapter 1: Overview of Internship

1.1 Student Information:

This is Tauhid Sadik with ID is 17104216. I have completed my graduation from BRAC University and the major I chose is Marketing and minor that I chose is Computer Information Management.

1.2 Internship Information:

1.2.1 Details of employment:

I required to complete a three-month internship program as part of my academic requirements and graduation requirements, which I was lucky to do at Apex Property Limited. The company is at Nikunja-2. I worked there in the client team and had to handle the client's queries and solve their issues, cater to their needs.

1.2.2 Supervisor's Information:

Line Manager: Sadman Shoumik Khan

Designation: Senior Manager

1.2.3 Job description:

In the process of the internship, I was engaged in customer service full time. I used to work like a full-time employee. So, I have to work at 9:30 and leave at 17:30. I have to stick to

this schedule or habit every day except Friday. As an intern, my responsibility was included of a variety of tasks, which are listed below:

- Assist clients with their property transactions
- Place adverts in order to entice customers
- Try to persuade the consumer to come to the project site.
- Survey of market trends
- Help customers by explaining the services of the company
- Examine and evaluate all of the documents submitted by the applicant
- Check for any issues and, if necessary, make suggestions for changes
- Record any type of finding by writing and recording
- Provide customer service

1.3 Internship Outcomes:

1.3.1 Contribution to the company:

Job performance is influenced by so many elements, including job responsibility, working conditions, knowledge and experience in work activities, job satisfaction, and so on. My job's precise requirements were not difficult to fulfill. As an intern, I have limited opportunities to do something for the company. But whenever I get any change or give any tasks, I did my best to make sure the company can be benefited from that. I always try to convince clients and behave with them gently so that they have a positive thought about the company.

1.3.2 Benefits to the intern:

During my three months as an intern at Apex Property Limited, I was able to put what I learned in theoretical classes into practice. Though there were significant variances, there were also some similarities. This practical experience really aided me in learning more new stuff. All of this will be valuable experience for me in the future.

1.3.3 Problems faced during the internship:

Although the work place environment at Apex Property Limited was quite amicable, which made me feel more at ease in my jobs, but I did come along to face some problems during my internship. As it was my first corporate experience, I was not comfortable with the environment. Another problem is there was not that much task for me to perform which sometimes made me feel bored. The job can be tedious at times. But because to the friendly assistance from all of Apex Property Limited's employees, I was able to perform successfully.

1.3.4 Recommendations:

Based on my observations over the last three months, I'd want to suggest something to the corporation that would cause them to reconsider. Here are some observations and recommendations from my perspective that may be useful to them in the future:

- They should have a direct line with the interns
- Provide some meaningful work to them
- Focus on the development of the interns

- Mentor the interns properly and can find out their future employees from the interns
- Always provide feedback, it will motivate them to perform better
- Always stay connected with their interns

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Industry situation currently:

Bangladesh's real estate market is continuously developing as a result of the country's fast growth, rising demand of houses, growing middle class, and uprising per capita income of the people of the country. It started back in 1970. When 5 registered businesses started their journey. During the 1980s, middle-class city dwellers in Bangladesh lauded apartment development, and by the late 1980s, it had become a commonplace practice for people of all economic levels. The definition of real estate has evolved to encompass model towns, retail malls, significant infrastructure, and commercial facilities, all with the goal of increasing profit margins.

These solutions are built on the foundation of smart buildings. Integrated systems that provide a deeper understanding of the end user might be facilitated by providing a platform for collecting and analyzing data. The advanced technologies that underpin these systems have now matured to the point where they can be deployed.

2.1.2 Contribution to the economy:

he housing industry is crucial to the economy's long-term viability. Because it has strong multiplier impacts on other economic activities, it is a major source of economic growth. It accounts for 7.96 percent of GDP. Linking industries including cement, brick, sand, ceramic and stone tile, wall paint, and other fixtures and fittings also contributed to the national economy. According to REHAB data, all of these related industries generated about 12% of the GDP of the country.

Based on forecasts based solely on the latest census, the demand of basic housing is expected to reach 0.8 Million units in 2020 and 1.14 million in 2030. Furthermore, this enterprise contributes kind of BDT 5.0 billion in direct sales to the authorities every year.

2.1.3 Proptech use in real estate sector:

The demand for rental apartments and the rapid construction of vertical rental buildings, commonly known as "rent generation," is the fastest growing trend in the housing business, according to CNBC. A primary driver of the proptech movement is the shift in preference from owning to renting real estate.

Proptech not only provides this digital occupant experience, but it can also dramatically improve the customer experience while tenants and businesses select, manage, and use any property through the use of technologies such as augmented/virtual reality. Co-living companies may now provide flexible leases while also providing a high-quality furnished living experience. Companies that combine fintech and real estate technology can now provide a seamless tenant onboarding experience. Proptech not only lowers operational support expenses, but it also improves the overall client experience.

2.2 Overview of the Company:

2.2.1 About the company:

Apex Property is one of Bangladesh's leading PropTech firms. They provide a wide range of real estate services, as well as the most user-friendly site for property browsing, renting, and buying. Their success is built on a foundation of dependability and customer focus. They promise to become their clients' trusted PropTech marketplace by shattering records and setting new norms.

2.2.2 Purpose of the company:

Their purpose is to "positively impact the lives of million people by using modern technology and empowering people to realize their potential."

2.2.3 Core values:

As an organization, their core values are:

- Honesty in words and actions.
- Wow customers with outstanding services.
- Embrace new and thrive for change.
- Pursue evolution and learning
- Construct open & candid interactions by always over communicating
- Build a progressive team and family spirit

2.3 Management Practices:

2.3.1 Basic management functions:

Management's tasks include planning, coordinating, staffing, leading/directing, controlling/monitoring, and motivating employees.

Because organizations are frequently regarded systems, management may be characterized as a human endeavor as well as a style to promote the occurrence of significant system outcomes. You can "control" yourself with this viewpoint. This is necessary prior to attempting to manage people.

2.3.2 Human resource planning:

Apex Property Limited understands that its most valuable asset is its people. As a result, Apex Property Limited's human resource development, professional evaluation, and motivation are critical goals and objectives. A skilled team of HR specialists staffs the human resource department, ensuring that the aforementioned aim is met.

2.3.2.1 Recruitment:

The human resource strategy and competitive advantage of a corporation are inextricably linked. Competent human resources in the right roles are a valuable resource that can be a company's core competency or a competitive advantage. They follow two recruitment policy:

- Internal recruitment system

- External recruitment system

2.3.2.2 Selection:

Interview: Candidates who have qualified will face a Human Resource Panel and will be required to conduct a thorough interview.

Ability tests: They also take ability tests to measure the knowledge or skill of an individual's.

References: They also prefer references from their employees during recruitment. Current or prior employers, as well as other "notables," may be asked for information about the candidate.

2.3.2.3 Training and Development:

Employee training is tend to be a new trend in our country. Organizations place a high priority on training. Training has become a common practice for both company and employee growth. Apex Property Limited is really concerned about training as a crucial and necessary aspect. They follow three training process:

- Pre training
- Training
- Post training

2.3.2.4 Compensation and Benefits:

Apex Property Limited wants to create a pay structure that benefits employees and, as a result, the company's performance. Apex Property Limited analyzes a number of factors for establishing a compensation system while keeping the company's strategic objectives, distinctive qualities, and environment in mind. The criteria are:

- ✓ Competitiveness
- ✓ Cash and non-cash benefits
- ✓ Performance based pay
- ✓ Bonuses

2.3.3 Marketing Practices:

2.3.3.1 Advertisement:

The "Marketing & Sales Department" of Apex Property Limited's first and most important task is to develop the advertisement that they normally post on their social media platform. They routinely post advertisements on social media.

The main ads include the names of four or five upcoming and ongoing projects, apartment sizes, delivery dates, and other facts. The one responsible for promotion of Apex Property Limited is in charge of preparing the advertisements. His tasks include creating and preparing advertisements to attract clients. After developing the advertising, he shows them to the Apex Property Limited management, who then approves the ad before it is broadcast on their social media.

2.3.3.2 Client's handling:

The executives answer the phones, offer a brief explanation of the project, and inform callers about the project's location, available flat size, current state of development, handover date, and booking money, among other things. Pricing is never disclosed over the phone, because it is totally forbidden by Apex Property Limited's management. They do, however, constantly ask clients to come to the office so that they may sit together and negotiate the pricing.

2.3.3.3 Final Sales:

In certain circumstances, the executive officer went with the customer to the meeting Apex Property Limited's management, and the flat or commercial space was sold if the client provided a price that the management felt appropriate. The prospect client then pays the deposit and becomes the first client and a member of the Apex Property Limited family. When the "Deed of Agreement" between that company and the client is signed mutually, the "Marketing and Sales Department's" activities ends there.

2.3.3.4 Target market:

The targeted customers are as follows:

- ✓ Customer's age
- ✓ Customer's occupation

2.3.3.5 Services of Apex Property Limited:

- ✓ Interior and Exterior Painting.

- ✓ Siding Installation
- ✓ Kitchen Remodelling
- ✓ Door and Window Replacement
- ✓ Floor Refinishing
- ✓ Tiles Fitting and Pasting
- ✓ Wallpaper Pasting Service
- ✓ Wall Construction
- ✓ Plaster Work
- ✓ Countertop Replacement

2.4 Industry and Competitive Analysis:

2.4.1 Porter's five forces:

These extra dynamics have the potential to significantly influence market outcomes and industry competitiveness. Because of its general properties, the model may be used to any industry.

2.4.1.1 Bargaining power of suppliers:

The enormous number of real estate businesses in Bangladesh's real estate sector shows how tempting the industry is to investors. The truth, though, is a little different. As previously said, there are numerous real estate firms in Bangladesh that produce real estate products. However, some of the market's larger corporations have seen significant gains. These businesses could be able to weather a market downturn.

One of the most important inputs in the real estate industry is land. As a result, land values and prices have a significant impact on Bangladesh's real estate market. They have a significant influence on the selling price of real estate products.

2.4.1.2 Bargaining power of buyers:

Buyer negotiating power includes the ability to push down prices, bargain for greater quality or more service, and put rivals against one another. There are numerous real estate developers in Bangladesh, each with a unique offer to purchasers. Because the items are not perfect substitutes for one another, this variation reduces bargaining power. Producers try to control this by including something fresh with each offer. Customers only have a small window of opportunity to compare in reality. Customer bargains for generic real estate products, albeit the extent of the negotiation varies on the location and which side is in crisis.

2.4.1.3 Threat of new entrants:

Many investors came to the market since it was commonly believed that the real estate business in Bangladesh had been rewarding excessive gains to investors. The term "abnormal profits" refers to a situation in which the price of real estate items is higher than the average cost of production. Profit margins have dwindled over time, and the market has become increasingly competitive.

2.4.1.4 Threat of substitutes:

Buyers of real estate in Bangladesh are not brand loyal to any particular brand. To put it another way, no company has yet developed a brand image that can influence a buyer's decision. As a consequence, while well-known brands may occasionally affect customers' purchase decisions, other factors such as price, preferred location, and other connected qualities, among others, also play a role. Buyers inspect the activities in advance to make an informed decision. As a result, brand loyalty is lower here, and consumers are more likely to switch if they have the option. It should be noted that pre-purchase switching is more widespread in Bangladesh than post-purchase switching. It's because there is a plethora of offers on the market for purchasers, each with its own set of qualities.

2.4.1.5 Rivalry among existing farms:

It's all about market competition here. Bangladesh's market is open to all by nature, and anyone can invest here. As a result, there are numerous enterprises on the market that compete with one another. However, rivalry in metropolitan areas such as Dhaka city is much fiercer than in suburban places such as Savar, which is roughly 20 kilometers from Dhaka city.

2.5 Summary and Conclusion:

Apex Property Limited has been in this field for many years thanks to its outstanding management and marketing. Many challenges come in many forms to this company. However, with time, a good management and marketing system becomes a strategy. To begin with, it displays the strategic profile of existing and potential individuals as well as businesses. Second, Apex Property Limited placed a low importance on the needs and

desires of its clients. Finally, it shows how and where they will advertise and market in the future to produce profit.

2.6 Recommendations:

Following are some suggestions for the company's improvement based on careful observation:

- ✓ Apex Property Limited will need to establish a new marketing plan to assist them grow their business and increase income in order to attract more clients. Meetings with upper and lower management, both individually and in groups, should be held on a regular basis.
- ✓ For the enhancement of service, long-term training can be supplied
- ✓ Improve the office environment to make consumers feel welcome
- ✓ Pay close attention to the needs of your customers
- ✓ Priority should be given to customer convenience
- ✓ Obtain input from both the market and management.
- ✓ Create strong web related MIS system

Chapter 3: Project part;

Applying Dynamic Capability View on the Innovation of APEX

Property

3.1 Introduction:

I am going to discuss about the topic selected as the project work for my internship report. As it can be seen from the title, the goal of this study is to establish dynamic marketing capability (DMC) as a concept that can be used in business research and practice, as well as to assess its validity in terms of company product innovations and agility for the company APEX Property. APEX Property, previously known as APEX DMIT and Kazi IT center is an IT enabled business which works in the property preservation sector of USA, which recently started its local venture in Bangladesh as well. This group has leaders and subordinate followers. However, just explaining the significant profit disparity across enterprises in the same competitive system has limits. As a result, rather of focusing on the form of the industrial organization, studies began to focus on internal resource concerns across enterprises in order to investigate the profitability gap. The resource-based perspective got a lot of attention. Kwon, Y. C. (2021, August 17). In order to sustain their competitive edge and earn consistent profits in a fast changing environment, companies must remain ahead of the competition by identifying and responding to changes in the environment. New resources and talents are required for us to remain competitive. Kwon, Y. C. (2021, August 17).

- **Background:** APEX Property was founded on 2010 as Kazi IT Center and afterwards was renamed to APEX DMIT ltd. Apex DMIT consist of 1500+ employees spread around offices in Bangladesh and the United States, who provides 24 hour services to assist clients and companies to complete a wide range of tasks in the banking and real estate industries in the United States, which is related to property preservation. Apex DMIT aims to become

Bangladesh's largest IT Enabled Service (ITeS) Multinational Corporation located in the United States (MNC). The firm works in the property preservation industry in the United States and has just launched a local operation in Bangladesh. As a result, the business was renamed APEX Property Ltd. APEX Property is the leading US-based IT-enabled service provider in Bangladesh, gaining foreign money through exporting IT services, constructing IT projects, and offering IT-enabled services in Bangladesh, allowing the government to become more digitally oriented. They're focusing their efforts on attracting a piece of the global ITeS market to Bangladesh to help the government meet its 4IR sustainability goals. They will continue to bring in one of the highest levels of foreign currency earnings for Bangladesh in the IT industry. It also intends to surf around the local property market with the inclusion of the local venture.

- **Problem Statement:** The influence of dynamic marketing capacity (DMC) on firm operations.
- **Objective(s):** The objectives of my report are:
 - i. The objective of the study is to find how DMC is proving to help companies innovate faster and more successfully in the market.
 - ii. DMC has a greater impact on firm innovation success when there is no pressure to personalize.
 - iii. How this strategy is more appropriate for businesses that offer standardized services and cater to a variety of consumer groups.
- **Theory:**

Dynamic marketing capability: The dynamic capacities concept has garnered a lot of attention in the management literature in recent years., and theoretical investigations have highlighted a number of study challenges. One of the most serious challenges today is marketing's role in the development of dynamic skills, and the term "dynamic marketing skills" was coined in some recent conversations. The major goal is to create a comprehensive framework that can be utilized to conduct empirical research. Although recent research reveals that a variety of strategies might be employed to give dynamic marketing capabilities, unanimity among these suggestions is difficult to come by. Kwon, Y. C. (2021, August 17). Meaning of Dynamic Marketing Skills To cope with the raging market environment, companies need to have MC's overall marketing skills to adapt to the rapidly changing market by regularly updating their knowledge management methods. It has been pointed out that there is. After Morgan used the term higher marketing talent. As a result, businesses expend a lot of time and effort trying to figure out which solution packages to give end customers in a short period of time Kwon, Y. C. (2021, August 17). Marketing academics have studied the impact of DMC on performance in such situations Kwon, Y. C. (2021, August 17). The outside-in approach (Srivastava et al., 1998) aims to please external stakeholders (customers, shareholders, suppliers, and creditors) by providing high-quality services that satisfy their needs. As a result, organizations must build appropriate market-based competencies and assets Kwon, Y. C. (2021, August 17). First, dynamic marketing ability has a link with internal and external involvement as a competitive advantage process. Second, knowledge information from the company's internal and external sources must be incorporated as a source of knowledge information from a growing and sustainable market.

3.2 Methodology:

- **Literature search:** The data was used to conduct the literature search for this survey. We collect data from firm personnel as well as secondary survey data from consumers, with the findings eventually being included in the literature review. The search and data collecting will be focused on client behavior as well as DMC's integration with the firm. Following environmental changes, dynamic capacities highlighted the need of resource fit as well as market response. Companies with valuable and scarce resources, according to the resource-based approach, can attain better competitive advantages over those that do not Kwon, Y. C. (2021, August 17).
- **Data collection:** The use of one quantitative data collection methods have been used in this study are forms and questionnaires through survey. Use of this channel will increase the validity of the study. The use of quantitative methodologies in this study would aggravate the problem, and results would be generated based on assumptions rather than actual user opinions and experiences.
- **Forms and questionnaires:** It is the most popular and major data acquisition technique because of its simplicity, adaptability, power, and ease of secure data acquisition from a large user base. This method of data gathering greatly enhances data accuracy since the data is "organized" by default. If built effectively, such a data gathering approach may be used to efficiently obtain responses to closed-ended questions, as well as create a large amount of information and leads. A questionnaire will be made which will require the name of the employees, marital status, how happy they are in the organization etc. The reason for this is to make sure they are giving their fullest to the organization.

3.3 Findings:

DEMOGRAPHIC ANALYSIS

There were three sections in the questionnaire, where the "Section-A" tends to collect the respondent's demographic information. This section provided the name of the respondent's company and the respondent's age, designation and educational qualification. The findings of section A of the questionnaire are shown in Table 4.1 below.

TABLE 3.1 - DEMOGRAPHIC ANALYSIS

Item	Description	Frequency	Percentage (%)
Name of the company	Apex	1	2.8
	Apex Properties Ltd.	35	97.2
Designation In The Company	Business Analyst	4	11.1
	Business Analyst / QC	1	2.8
	Specialist		
	Executive	9	25.0
	Intern	9	25.0
	Management Trainee Officer	1	2.8
	Manager/Upper Level	1	2.8
	Management Sr. executive	5	13.9

	Team lead/ Middle Level Management	6	16.7
Age	24-29	28	77.8
	30-33	5	13.9
	33-37	2	5.6
	37 or above	1	2.8
Educational	Graduate	19	52.8
	Qualification		
	Post-Graduate	4	11.1
	Undergraduate	13	36.1
	Others	03	03.4%

Table 3.1 indicates that; among the 36 respondents, all are working in Apex; however, 35 respondents (97.2%) mentioned working in Apex properties Ltd., while one respondent only stated that he is working in Apex. Regarding age, it was found that 28 respondents (77.8%) belong to 24 to 29 years, five respondents (13.9%) aged between 30 to 33 years, two respondents (5.6%) aged between 33 to 37 years, and one respondent (2.8%) aged over 37 years.

Regarding the educational qualification, it is found that the majority of respondents are graduated 19 (52.8%) the respondents are graduated, 13 respondents are undergraduates, four respondents (11.1%) completed their post-graduate and three respondents (3.04%) have other educational qualification. Furthermore, regarding the designation of the respondents, it is found that 25% of respondents are working as executives (9 respondents), and 25% of respondents are working as an intern (9 respondents). In addition, six

respondents (16.7%) worked as a team lead or middle-level management, and four respondents (11.1%) worked as a business analyst.

RELIABILITY ANALYSIS

Several ways are there to test the data of a model. Internal consistency (reliability) was used for this study to examine the data model's reliability, where a Cronbach Alpha value of more than 0.7 is considered acceptable.

TABLE 3.2: RELIABILITY ANALYSIS

VARIABLES	Cronbach's Alpha (α)	No of Items
INDEPENDENT VARIABLE	0.957	13
DEPENDENT VARIABLE	0.939	12

The above table 3.2 shows that the independent variable has 13 items and the Cronbach's Alpha value is 0.957, and the dependent variable has 12 items, and the Cronbach's Alpha value is 0.939. Therefore as the Cronbach Alpha value for independent and dependent variables is higher than .07, the data can be considered reliable.

CORRELATION MATRIX ANALYSIS

Correlation matrix analysis diagnostics the correlation and multicollinearity among the dependent and independent variables selected for the study. In other words, Correlation matrix analysis is used to understand the positive and negative relationships and the relationship strength between all the variables chosen for the study. If substantial relation is found between the variables, then it can cause multicollinearity, which may cause

variation in the findings. There are two types of correlation matrix analysis, Spearman's correlation matrix and Pearson's correlation analysis. Spearman's correlation matrix analysis is used to find the monotonic connection between two continuous random variables in non-pragmatic situations. While Pearson's correlation matrix is preferred for the pragmatic test, where two variables relationship are measured that are continuous and random. As the study uses non-pragmatic data, Spearman's correlation matrix analysis is selected for the study, where the 2-tailed Significant value illustrates how strong the relationship between the variables is. If the 2-tailed Significant value is less than 5%, the correlation between the variables is significant.

TABLE 3.3 CORRELATION MATRIX ANALYSIS

			IV	DV
Spearman's rho	IV	Correlation Coefficient	1.000	.698**
		Sig. (2-tailed)	.	.000
		N	36	36
	DV	Correlation Coefficient	.698**	1.000
		Sig. (2-tailed)	.000	.
		N	36	36

** . Correlation is significant at the 0.01 level (2-tailed).

The association between the dependent variable growth of SMEs and independent factors is investigated using Spearman's correlation matrix. Table 3.3 demonstrates the 2-tailed significant value between the independent and dependent variables. A significant correlation (2-tailed value $0 < .05$) is found between the independent variable dynamic

capability towards the innovation of APEX Property Ltd with a positive correlation coefficient of .698. From there the correlation analysis, we can come to a conclusion that dynamic capability plays a significant positive impact in the innovation of APEX Property Ltd.

REGRESSION ANALYSIS

This study investigates how DMC is proving to help companies innovate faster and more successfully in the market. The study has one independent variable and one dependent variable. Table 3.4 below consists of the results of the regression analysis.

TABLE 3.4 REGRESSION ANALYSIS (MODEL SUMMARY)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard. Error of the Estimate
1	.715 ^a	.512	.497	.66006

a. Predictors: (Constant), IV

From table 3.4, the r-squared is found to be 0.512, which shows that the independent altogether can explain the 51.2% variance of dependent variable innovation of APEX Property Ltd. Therefore, the percentage of variation caused by the DMC is quite satisfactory as this study only has taken dynamic capability to investigate its impact on innovation of the company. The regression analysis found that the 'Adjusted R Square' of

model one is 9.7%, similar to 'R Square'; Therefore, the model can be considered a good fit and doesn't have risen to any overfitting concerns.

TABLE 3.5 REGRESSION ANALYSIS (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.515	1	15.515	35.612	.000b
	Residual	14.813	34	.436		
	Total	30.329	35			

a. Dependent Variable: DV

b. Predictors: (Constant), IV

Although the "adjusted coefficient of determination" and the "coefficient of determination" indicate that the independent factor has a large effect on the dependent variable., many researchers recommend them only after analyzing the p-value (Sig.) of the model. This is due to the fact that the p-value is used to determine if the null hypothesis is accepted or rejected. If the p-value is greater than .05, null is accepted, implying that the model is not relevant. In that case, further interpretation of 'Adjusted R Square' and the 'Coefficients' won't be necessary. From the regression analysis of model one, the reported F-statistic is found to be 35.612 and the p-value is found 0.00, which is lower than 0.5, which confirms the good fit of the regression model.

TABLE 3.6 REGRESSION ANALYSIS (COEFFICIENTS)

Model		B	Std. Error	Beta	t	Sig.
1	(Constant	.39	.557		.7	.48
)	3			04	6
	IV	.84	.141	.715	5.	.00
		2			96	0
					8	

a. Dependent Variable: DV

Table 3.6 presents the analysis of the coefficients of the regression analysis. The p-value of the independent variable dynamic capacity is.00, which is less than 0.5 with positive coefficients, as shown in the table. Therefore we can conclude that DMC is positively and significantly helping APEX Property Ltd. to innovate faster and more successfully in the market.

3.4 Conclusion:

APEX Property has a local corporation in our nation and has long been one of the major IT service providers. They've been providing high-quality products and services to their customers since 2008. APEX Properties' ultimate purpose is to provide Bangladeshis with a greater choice of financial services. It also focuses on assisting low-income individuals

in the country to achieve greater financial inclusion through the provision of accessible, dependable, and convenient services.

I had an exciting time with APEX Properties during my three-month internship and learnt a lot about Bangladeshi firms and corporate divisions. We also got a taste of APEX Properties' amazing work place culture and gathered a lot about the company. I've also learnt a lot about the work process and the APEX property's organizational principles. I've also gathered some key details regarding my partners and stakeholders. I had to conform to a strict schedule as an intern. The internship opportunity, on the other hand, was extremely beneficial in terms of building personal, technical, and entrepreneurial abilities throughout this internship.

3.5 Bibliography

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