

Report On

‘Factor influencing promotional activity of real estate company through existing clients including the challenge of finding a good real estate company’

By

Ananna Dewan
Student ID: 17204027

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

BRAC Business School
BRAC University
October 15, 2023

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing the degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____ **Ananna Dewan** _____

Student Full Name

Student ID: 17204027

Supervisor's Full Name & Signature:

_____ **Ms. Tanzin Khan** _____

Supervisor Full Name

Senior Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ms. Tanzin Khan
Senior Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Solicitation for acceptance of the term paper report

Dear Madam,

This is to inform you that I would like to submit my report on ‘Factor influencing the promotional activity of real estate company through existing clients including the challenge of finding a good real estate company’. The report mainly focuses on how AUPORUPA Homes Limited doing in the real estate business and as an intern what I have learned so far and how much I was able to apply my knowledge in real-life situations.

While writing this report I have followed all of your instructions for report writing to present my point of view and make it understandable as easily as possible. Finally, I am truly grateful to you for giving me this pleasant opportunity to work on this report. Despite my all-possible attempts, certain deficiencies may reside and I sincerely regret this.

Sincerely yours,

_____ Ananna Dewan _____

Student Full Name

Student ID : 17204027

BRAC Business School

BRAC University

Date: Month Day, Year

Non-Disclosure Agreement

This Non-disclosure Agreement is entered into by and between Auporupa Homes Limited, and the undersigned student at Brac University, for the purpose of preventing the unauthorized disclosure of Sensitive Information as defined below. The parties agree to enter into a confidential relationship with respect to the disclosure of certain sensitive, proprietary or protected information ("Sensitive Information").

1. Definition of Sensitive Information. For purposes of this Agreement, "Sensitive Information" shall include all information or material that

- has or could have commercial value or other utility in the business in which Disclosing Party is engaged
- might lead to the security of the Disclosing Party's physical or information assets or the safety of its staff and customers being compromised.

If Sensitive Information is in a physical or electronic form, the Disclosing Party shall label or stamp the materials with the words official-sensitive, or some similar warning, in line with HMG's protective marking scheme. If Sensitive Information is transmitted orally, the Disclosing Party shall promptly provide a writing indicating that such oral communication constituted Sensitive Information.

2. Exclusions from Sensitive Information. Receiving Party's obligations under this Agreement do not extend to information that is: (a) publicly known at the time of disclosure or subsequently becomes publicly known through no fault of the Receiving Party; (b) discovered or created by the Receiving Party before disclosure by Disclosing Party; (c) learned by the Receiving Party through legitimate means other than from the Disclosing Party or Disclosing Party's representatives; (d) is disclosed by Receiving Party with Disclosing Party's prior written approval; or (e) independently developed by the Receiving Party outside the scope of this agreement.

3. Obligations of Receiving Party. Receiving Party shall hold and maintain the Sensitive Information in strictest confidence for the sole and exclusive benefit of the Disclosing Party. Receiving Party shall carefully restrict access to Sensitive Information to employees, contractors and third parties as is reasonably required and shall require those persons to sign nondisclosure restrictions at least as protective as those in this Agreement. Receiving Party shall put in place effective governance controls to monitor compliance and respond to (and report) any security breach incidents. Receiving Party shall not, without prior written approval of Disclosing Party, use for Receiving Party's own benefit, publish, copy, or otherwise disclose to others, or permit the use by others for their benefit or to the detriment of Disclosing Party, any Sensitive Information. Receiving Party shall return to Disclosing Party any and all records, notes, and other written, printed, or tangible materials in its possession pertaining to Sensitive Information within a reasonable time period if Disclosing Party requests it in writing.

4. Time Periods. The non-disclosure provisions of this Agreement shall survive the termination of this Agreement and Receiving Party's duty to hold Sensitive Information in confidence shall remain in effect until the Sensitive Information no longer qualifies as a trade secret or otherwise needing

protection until Disclosing Party sends Receiving Party written notice releasing Receiving Party from this Agreement, whichever occurs first.

5. Relationships. Nothing contained in this Agreement shall be deemed to constitute either party a partner, joint venture or employee of the other party for any purpose.

6. Severability. If a court finds any provision of this Agreement invalid or unenforceable, the remainder of this Agreement shall be interpreted so as best to effect the intent of the parties.

7. Integration. This Agreement expresses the complete understanding of the parties with respect to the subject matter and supersedes all prior proposals, agreements,

representations and understandings. This Agreement may not be amended except in writing signed by both parties.

8. Waiver. The failure to exercise any right provided in this Agreement shall not be a waiver of prior or subsequent rights.

This Agreement and each party's obligations shall be binding on the representatives, assigns and successors of such party. Each party has signed this Agreement through its authorized representative.

Nadima Akhtar

(Signature, on behalf of AuporupaHomesLimited) Date:

Ananna Dewan

(Signature, on behalf of Ananna Dewan) Date:

TABLE OF CONTENTS

Declaration	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	v
Executive Summary	vi
List of Acronyms	ix
Chapter 1: Overview of Internship	1
1.1 Student Information	1
1.2 Internship Information	1
1.2.1 Period, Company Name, Department/Division, Address	1
1.3 Internship Outcomes:	2
1.3.1 Students Contribution to The Company	2
1.3.2 Benefits to The Student	4
1.3.3 Problems/ Difficulties (faced during the internship period)	4
Chapter-2: Organization Part	5
2.1 Introduction	6
2.1.1 Origin	6
2.1.2 Objectives	6
2.1.3 Scope	6
2.1.4 Methodology	6
2.1.5 Limitations	7
2.1.6 Significance	7
2.2 Overview of the Company	7
2.2.1 Amin Mohammad Group- About the Company	7
2.2.2 Vision, Mission, & Goals	8
2.2.3 Projects	9
2.2.4 Subsidiaries	9
2.3 Management Practices	10
2.3.1 Leadership Style	10
2.3.2 Organogram of Amin Mohammad Group	11
2.3.3 The Human Resource Planning Process	12
2.3.4 Selection and Recruitment	12

2.3.5 The Compensation System	13
2.3.6 Training and Development Initiatives	14
2.3.7 Performance Appraisal System.....	15
2.4 Marketing Practices	15
2.4.1 Products & Services Offered by AMG:.....	15
2.4.2 Place:	16
2.4.3 Price:.....	16
2.4.4 Promotion.....	17
2.5 Financial Performance and Accounting Practices.....	17
2.5.1 Financial Performance	17
2.5.2 Accounting Practices	23
2.6 Operations Management and Information System Practices.....	23
2.6.1 Operations Management Practices	23
2.6.2 Information System Practices	24
2.7 Industry and Competitive Analysis	24
2.7.1 SWOT Analysis	24
2.7.2 Porter’s Five Forces Analysis.....	25
2.8 Summary and Conclusions	27
2.9 Recommendation	27
Chapter 3: Project Part	28
3.1 Introduction.....	29
3.1.1 Background of the study and Literature review	29
3.1.2 Problem Statement	30
3.1.3 Objectives	30
3.1.4 Significance.....	31
3.2 Methodology	31
3.2.1 Research Approach.....	31
3.2.2 Data Collection	31
3.3 Findings and Analysis.....	32
3.3.1 Real Estate Sector at a Glance	32
3.3.2 Case of Amin Mohammad Group	47
3.4 Summary	56
3.5 Conclusions.....	57

3.6 Recommendations.....	58
References:.....	60

Acknowledgment

The report was created using an analysis of Auporupa Homes Limited's marketing initiatives. In this study, marketing activities related to the real estate industry are mentioned. How it selects a market and creates a number of marketing strategies for its potential customers. This report includes details on Auporupa Homes Limited's target market, product, pricing, offer letter, implementation of policies, and sales planning. The necessary data has been acquired and distributed to the greatest extent feasible in order to examine Auporupa Homes Limited's marketing operations.

The parameters of the studied field:

- Keep management and employees on good terms.
- Improving the layout of productive workstations.
- Designing a layout for marketing that works.
- Effective employee management.
- Managing and assigning workers in accordance with their tasks.
- Keeping the connection up and running efficiently.

Chapter One

Overview of Internship

1. Overview of Internship

1.1 **Student information:** My name is Ananna Dewan and I belong to BRAC Business School. My student ID goes as 17204027. I have done my major in human resource management and a minor in marketing.

1.2 Internship information:

1.2.1. The company name where I did my internship is 'AUPORUPA Homes Limited' and the internship lasted for three months such as June, July, and August. The permanent address of the office is 'Rose View Plaza (185 Bir Uttam CR Datta Road, 2nd floor, Elephant Road Dhaka)'.

1.2.2. **Supervisor information:** My supervisor's name is Nadima Akhtar and she is the HR manager.

1.2.3. **Job scope:** It is an unpaid job. The employee is responsible for attending to clients, writing professional emails and formal letters, and visiting ongoing projects occasionally. In addition, it is a combination of work from home and work from the office.

1.3 Internship outcome:

1.3.1. **Student contribution to the company:** I joined as an intern, so I didn't have a lot of experience with how offices operate. On my first day, I was unsure of my thoughts. However, as time goes on, officials and executives assist me in comprehending the organization's operations and services. I have participated in a variety of activities. My primary responsibility was writing formal emails, printing documents, attending calls, scheduling meetings with clients, and so on. I learned

a lot quickly and everyone was incredibly kind and helpful. I received a list of all of my daily responsibilities from the manager of my department at the time. For instance, once there was an issue regarding an ongoing project where most of the apartment owners moved into the building when the project was still under construction so there was no lift installed yet, and also the garage was not complete at all, on top of that the water supply was not working. So, there were many complaints, so I was asked to visit that project and collect information about what was going on there. That's how I worked along with their other employees. Despite the fact that I had less work than other employees, it nonetheless benefited them because it reduced their stress and gave them less to do.

1.3.2. Benefits to the student: By working there I was able to understand how business practice takes place in the real world and also find out the gap between academic business knowledge and real-life business practice, multitasking, and working under pressure. I have found myself very lucky to have been able to complete my internship with Auporupa Homes Limited given the status of the job market at the moment. I have learned more while I have been working here. If I had to list the benefits, I would begin with the understanding I received regarding how to behave in a professional setting and the difficulties I may experience if I were to work for a corporation. My internship has fully piqued my curiosity in various aspects of office life. I also gained experience working under tight deadlines and little supervision. last but not least, I have improved my communication and abilities.

1.3.3. Problems/Difficulties: Throughout my time at Auporupa Homes Limited, I ran into a number of restrictions and challenges. The fact that everyone is beginning a new job in a new field for the first time is the main cause of the difficulties. One of the problems I have faced is recognizing '**Workplace culture**'. Spending time and effort to understand the office culture is necessary. because organizational culture differs from office to office. While some structures are pliable, others are unyielding. Even while businesses are becoming more adaptable, certain workplaces still uphold rigid standards. However, there are divisions within. It is

challenging to attempt to study organizational behavior during the initial weeks of social acclimatization. Your point of view is crucial in this situation since it determines how you will develop socially

1.3.4. Recommendations: I have some suggestions for the company after spending a total of three months as an intern at Auporupa Homes Limited. As an intern, I was not bound to follow traditional working hours and I have the flexibility of working from home. However, it becomes difficult when I am asked to do certain tasks I the very last minute.

1. **Provide sufficient time to complete a task:** it happened many times that I was not given enough time to complete the given work. I had to take a lot of pressure. For example, once I had to make a presentation for the materials of an ongoing project. It was more like a lot of pictures of door design, chicken design, tiles design, and colors with its current market price. I was given less than two hours to complete it while I had no pictures of the tires, what door the company would use and what kind of sanitary they normally provide. So, I had to get help from other employees who were already busy and couldn't give me all the information I needed. In addition, I needed their budget information for the work but They did not provide any proper documents about it so I had to rely on undocumented information from my supervisor and colleague. This sudden task affected my work results. I could have given more standard work if just had the time.
2. **Providing a proper working environment:** From what I have understood, AUPORUPA Homes limited are not very open to change. It's a small company with its own role. Sometimes, some companies just don't want to bring change every other day. However, they are adapting now and open few doors to bring change into the company. I was there first intern. Previously, they did not welcome any intern because they don't feel the need for that. However, they are slowly but surely growing so they need more employees but they don't have the extra money to invest in any new employees. When I approached them to work there it came to me very clear that they are open to having an unpaid intern. I was ok with that too. However,

I did not have a desk of my own in the office. It was a large table which I shared with one of my colleagues.

3. **Gesture of Appreciations** : I have seen in Facebook that some of my known friends who did their internship before myself add a moment of celebration when they leave the company in their "my story". For example, cutting a cake. I wish I had that same experience which I would have remember always. Being an unpaid intern does not have to mean that one cannot be appreciated.
4. **Make the most out of the intern** : I feel like I could have done more If I was guided seriously by someone. They only involve me in some kind of easy work in which I did not need much teaching from someone. I could have learned more and dealt with different challenges but I felt like they did not Think I would be able to handle it. So, I believe no one should be underestimated before testing their capabilities.

Chapter Two

Organization Overview

2.1 Introduction

2.1.1 Origin

The functional divisions of AUPORUPA HOMES are covered in this section. An overview of the AUPORUPA HOMES is provided in this section. Additionally covered are AUPORUPA HOMES's financial performance, accounting methods, and marketing goals. With a focus on AUPORUPA HOMES's operations management and information technology practices, the study examines the real estate market and its competitors.

2.1.2 Objective

Broad Objective

The objective of this study is to evaluate the Auporupa Homes Limited's current organizational structures and suggest any necessary modifications.

Specific Objectives:

1. Find out the present management practices which the organization using.
2. To evaluate the organization's marketing strategies
3. Inspect the companies accounting practices and financial situation.
4. To assess all operational management and data system practices.
5. Examining this company's industry and competitors

2.1.3 Scope

The many functionalities of AUPORUPA HOMES are covered in detail in this chapter. As a result, the readers will have a comprehensive understanding of the business.

2.1.4 Methodology

Both primary and secondary data collection approaches were used to produce this internship report. I participated in the office activities detailed in the report during my internship at AUPORUPA HOMES and also had conversations with the staff members about them. In this way, the fundamental observational data were acquired. In order to understand more about the firm and its activities, the research also looks at a wide range of secondary sources of data, including investing.com, Investopedia.com, financial reports of AUPORUPA HOMES, and others.

2.1.5 Limitations

This report's creation was hampered by a few challenges. which include, It was difficult to obtain all the information we required because of the stringent confidentiality laws. Due to the office's heavy workload, the report was further delayed. Any important information was hidden by the AUPORUPA HOMES administration, which made it challenging to write this report quickly. The report was forced to rely on secondary data rather than gather data on my own throughout my stay there because the internship was only temporary and the full-time staff were frequently preoccupied with their own work.

2.1.6 Significance

The study covers a range of AUPORUPA HOMES's operational activities and assesses the company's financial situation, highlighting areas where AUPORUPA HOMES can perform better and those where it is already doing well. In order to pinpoint some of its shortcomings and offer pertinent recommendations for the improvement of the overall situation, the research studies the market.

2.2 Overview of the company

2.2.1 Auporupa Homes Limited – About the Company

There are substantial changes happening in the real estate industry. "Professionalism" is the key to success today, and only those businesses that are

fully committed to this industry will succeed in the upcoming year. To meet the housing demands in this potential Mega City, Auporupa Homes Limited began full-fledged activity in the real estate industry in 2009. Auporupa Homes Limited started looking for a place to live that was secure, tranquil, and hassle-free. This puts Auporupa Homes Limited in a fantastic position to provide premium land or plots. Auporupa Homes Limited offers their clients full-fledged post-purchase support, helping them with even the most basic requirements. It makes sense that the customer would feel quite at home making a real value investment. This research project examines Auporupa Homes Limited's sales and marketing activities. I had the chance to learn more about how to handle sales, marketing, and customer satisfaction.

The design of the entire curriculum goes beyond the theoretical realm and includes practical exposure through the REHAB Fair, company visits, and an internship program.

The BBA curriculum mandates a three-month internship program with an organization, followed by the creation of a report. I had the chance to do my internship with Auporupa Homes Limited, a company that places a strong emphasis on customer service. This report's output is the consequence of a significant collaborative effort between a number of organization employees, including the executives, managers, and my particular supervising teacher.

This internship report was created using my academic background and professional real estate marketing expertise. I did my best to make the most of the chance to broaden my understanding of the real estate industry and integrate it with academic training.

2.2.2 Vision

The main objective of Auporupa Home's Land Development Ltd. (AUPORUPA HOMES) is to establish itself as a leading real estate development company

known for its outstanding customer care and the caliber of the communities it creates.

2.2.3 Mission

Their goal is to lead the real estate market by providing outstanding service based on solid moral standards. It is our constant concern for and attention to the needs of our regular customers that keeps them coming back. Building high-quality residences and establishments for its patrons is their aim. In order for their clientele to be able to trust them and understand that they share their beliefs. They are aware of and abide by all legal, environmental, and safety requirements. They view client suggestions and criticism as priceless sources of learning and improvement.

2.2.4 Goals

National real estate industry growth and establishment of a strong base. To build a solid reputation in the real estate market and rise to the top.

2.2.5 Projects

These are some of the most well-known accomplishments of all.

- I. Aurnob Green
- II. Green Arcadia
- III. Beverly Park
- IV. Dreamsville
- V. Crosswinds Condominium

2.3 Management Practice

2.3.1 Leadership Style

The leadership of AUPORUPA HOMES adopts a more varied strategy as opposed to adopting just one technique. The management of the company follows the following theories:

Participative Leadership Style: Aporupa Homes personnel may need to work together on some of the duties that have been allocated to them.

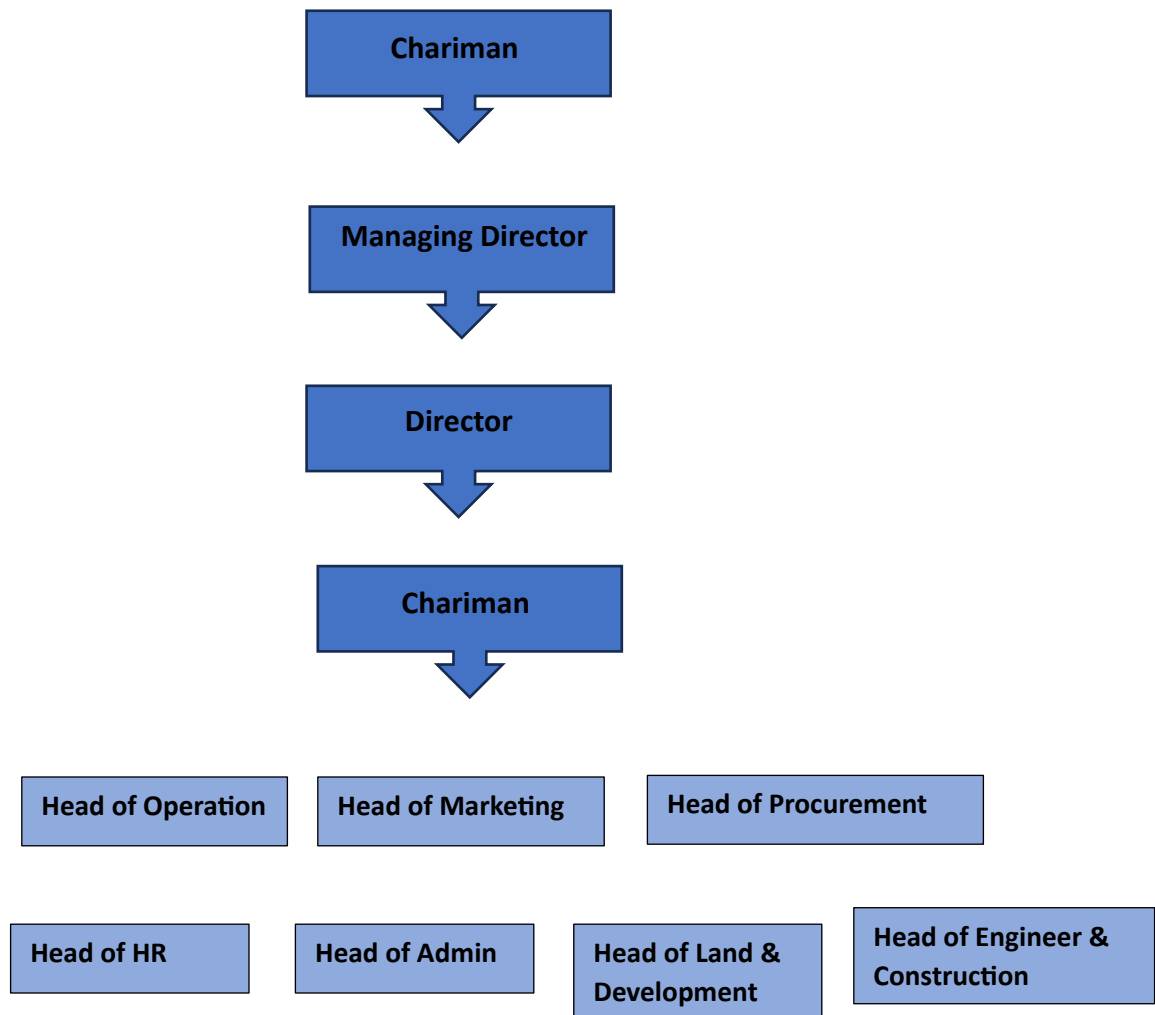
Democratic leadership: A democratic leader would ask their team to gather around a table and discuss options before making a decision.

Autocratic Management Style: When a superior assigns a task with a strict deadline and then anticipates that the employee will do it quickly, this is an indication of an autocratic management style.

Each individual team is also able to get started right away and go forward swiftly because the direct boss has shared precise plans with the group.

By implementing these leadership techniques, Aporupa Homes will gain. Autocratic managers may closely monitor employees to make sure they stay on task and finish assignments on time, which is advantageous for big-scale projects. People feel more at ease and inspired at work thanks to the two key leadership concepts, which increases output and success. Included are a purpose, a vision, and other objectives.

2.3.2 Organogram Of Auporupa Homes Limited



2.3.3 The Human Resource Planning Process

Predicting and preparing for a company's future needs for human resources is the goal of HR strategy. AUPORUPA HOMES prioritizes thorough human resource planning in order to ensure its ongoing financial success and effectiveness. The planning process includes estimating the number of employees required in the coming days, assessing the minimum level of expertise, skill, and knowledge required to enter the industry, evaluating an employee's level of expertise, skill, and expertise, as well as figuring out how the company can be capable of bridging the performance gaps identified. HR

department is considered to be a foundation of any company to continuously run its business. Because this department is solely responsible for changing the company's internal culture. It's the HR manager responsibility to identify each employees unique expertise and assigned work based on them to get the best outcome.

2.3.4 Selection and Recruitment

Recruitment is the process of locating competent applicants for open positions, whereas selection is the process of choosing employees from a shortlist and reassigning them to a particular division. One must go through a rigorous application and interview process in order to join AUPORUPA HOMES. The bank recruits new staff using both internal and external strategies. Open positions are thus promoted on websites like Facebook and LinkedIn. Additionally, it posts "help wanted" ads in newspaper classifieds. At AUPORUPA HOMES, there are also employment available on-campus. Additionally, submitting an application via the bank's online job portal is always free. There is a minuscule but real chance that interns will be hired on full-time after their internships are over. The hiring and screening procedure at the bank is divided into various steps. Resumes are sent during the initial point of contact. The bank may request that qualified candidates take written exams to gauge their theoretical knowledge and analytical abilities after analyzing applications and conducting background checks. Planning face-to-face meetings with the applicants is the next step. AUPORUPA HOMES looks for candidates who exhibit a variety of desirable traits during interviews, including confidence, initiative, enthusiasm, intelligence, honesty, the capacity for effective communication, and the fortitude to confront and overcome challenges. The most qualified candidates will be asked to undertake a medical examination after being chosen by the company.

2.3.5 The Compensation system

The majority of workers are significantly impacted by pay, recognition, and benefits. AUPORUPA HOMES is committed to maintaining an adaptable and

equitable compensation structure, and equal pay and benefits are a top concern. The entire compensation of an employee consists of their wage, housing allowance, and health insurance premiums. Additionally, the business provides benefits including paid time off, health insurance, tuition reimbursement, retirement savings plans, and wellness programs to its employees. Through a methodical approach to compensation and incentives, the business maintains employee engagement and loyalty.

2.4 Marketing Practice

Marketers' job is to advertise a good or service. Marketing is essential since it allows a company to interact with its customers and expand its clientele. AUPORUPA Home's limited company use many approaches to reach its target market such as direct emailing to existing clients, use social platform to reach as much audience as possible by uploading or sharing ongoing projects image or video, frequently update their online information, use networking and so on.

The goal of AUPORUPA HOMES's brand and communications team is to develop, preserve, and broaden the company's reputation as a dependable supplier of upscale real estate services. AUPORUPA HOMES serves buyers and sellers of commercial land, much like any other real estate brokerage.

2.4.1 Products & Services Offered by AUPORUPA HOMES

The most common types of real estate in Bangladesh are office buildings, residential units, and combination spaces that combine the two, in an effort to boost customer satisfaction and secure its position as a major participant in the country's real estate industry. Shopping centers, retail establishments, and office buildings are examples of commercial real estate utilized for commerce. Property and apartment complexes are the two types of flats available to residents. Real estate developers and builders employ plots, which are rectangular pieces of land, to

construct buildings on. Within a building, there are many different sizes of apartments. "Mixed units" are buildings that contain both residential and business space. The bottom floors of a building are typically rented out for commercial use, whereas the top floors are typically sold as apartments. Builders recently debuted a number of distinctive residences. To mimic real-world local communities, prototype townships are built, replete with places of employment, retail stores, residential neighborhoods, educational facilities, recreational centers, utilities, and more. Clients have a wide selection of alternatives from complexes that include amenities like a swimming pool, fitness center, and retail establishments, according to real estate agents in Bangladesh. All of these products, which can be acquired in a variety of ways, are necessities for the market.

2.4.2 Place

Place includes the store where a product is purchased as well as the delivery mechanism used to get it to the customer. When it comes to reaching the proper customers, position is just as crucial as price. The importance of location in marketing cannot be overstated. If the site is difficult to use, customers will be less likely to generate a significant profit. In the real estate sector, location is frequently described in terms of office locations. There is only one Auporupa Homes Limiteds location in Bangladesh which is mentioned in this paper earlier.

2.4.3 Price

The cost for a product is what a customer must shell out to purchase it. When selling a product, it's critical to choose a price that's profitable for the company overall, competitive with other sellers, and accessible to potential buyers. The cost of a product generates revenue and is inextricably tied to its promotion, distribution, and sale. Apartment costs in Chittagong range from 2,800 to 5,500 Tk, while those in Dhaka range from 2,500 to 12,000 Tk. According to REHAB (2008), the average cost per square foot is Tk. The cost of housing is soaring due to a growing demand and a finite supply. The median yearly household income in Dhaka is thought to be about 16 times higher than the city's housing prices.

2.4.4 Promotion

A product or service will be publicized through promotion. Advertising and developing a target market plan that is engaging and appealing to the target market are two ways that businesses can spread the word about their product. Making people aware of the existence of products and their locations is the primary objective of promotion. Promotion is also used to remind clients of the benefits of purchasing apartments and to persuade them of the superiority of this market over others. The business heavily relies on marketing real estate. Giving away pens, mugs, and notebooks with the AUPORUPA HOMES logo as a free gift to consumers is one method the company advertises. Additionally, AUPORUPA HOMES offers free samples of several of its extremely practical items to welcome new clients. For instance, those who had already invested in AUPORUPA HOMES's initiative received discounts when they purchased additional apartments or spaces. They also received a payment schedule. These gifts aid people in quickly recalling your company. They conducted "flat/plot selling days," during which they organized a fair to offer discounted prices on flats and spaces.

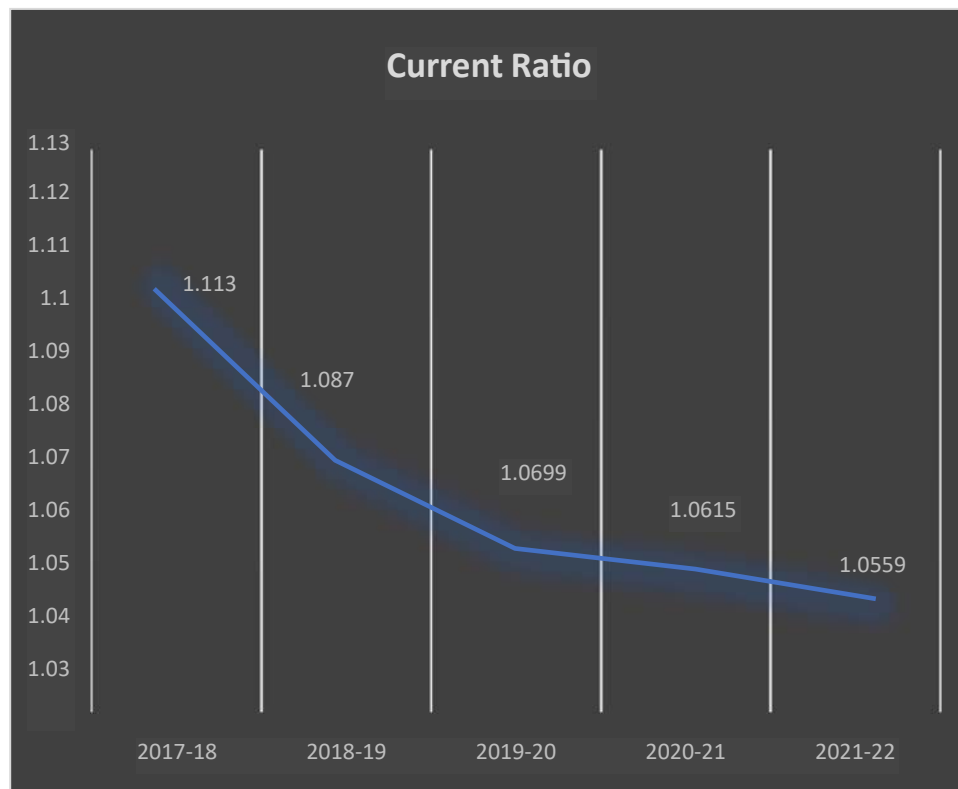
Giving away pens, mugs, and notebooks with the AUPORUPA HOMES logo as a free gift to consumers is one method the company advertises. Additionally, AUPORUPA HOMES offers free samples of several of its extremely practical items to welcome new clients. For instance, those who had already invested in AUPORUPA HOMES's initiative received discounts when they purchased additional apartments or spaces. They also received a payment schedule. These gifts aid people in quickly recalling your company. They conducted "flat/plot selling days," during which they organized a fair to offer discounted prices on flats and spaces.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Information

To find out the profit and expenses of a company, one has to go through the financial information of a company. There are many ratios which can be applied to evaluate the financial status of an organization. To know about a company's bankroll, fluidity, income, liability, durability, credibility, operational strength, and how a company should be spending its money, ratio analysis is a must. Additionally, it provides a contrast image of the company's financial situation, which might be useful in inquiring partners in deciding where to put money to develop in the future. There are some images which illustrate the present state of different important financial ratios for AUPORUPA HOMES:

Current Ratio: A company's fluidity and the ability to clear its temporary or long-term liability pledge are evaluated by the current ratio. It is also known as the liquidity ratio at times. The probability that the company will clear its due the moneylender is reduced by a small current ratio.



The Figure shoes the Current Ratio of Auporupa Homes Limited from 2018 to 2022

D/E Ratio: It is also referred as liability and asset measured ratio. The liability-Equity ratio is a critical evaluation to utilize when finding out the amount of a company's accountability. Divide the whole liability of the company by the assets of the company's partners to find out the D-to-E ratio of the company. It's a numerical way to find out what percentage of the company's cost are paid by the outer debt as against to inner capital. It shows the total of stockholder value which may be utilized to clear all liability, mainly as a result that the company stop working. AUPORUPA HOMES's liability and asset ratio grow from 2018 to 2019. However, it reduced in 2020 and 2021, showing that a considerable proportion of its equity or asset is no longer being funded. The company have to work more effectively to decrease its liability-to-equity ratio in order to reduce the distress of its shareholders and creditors.

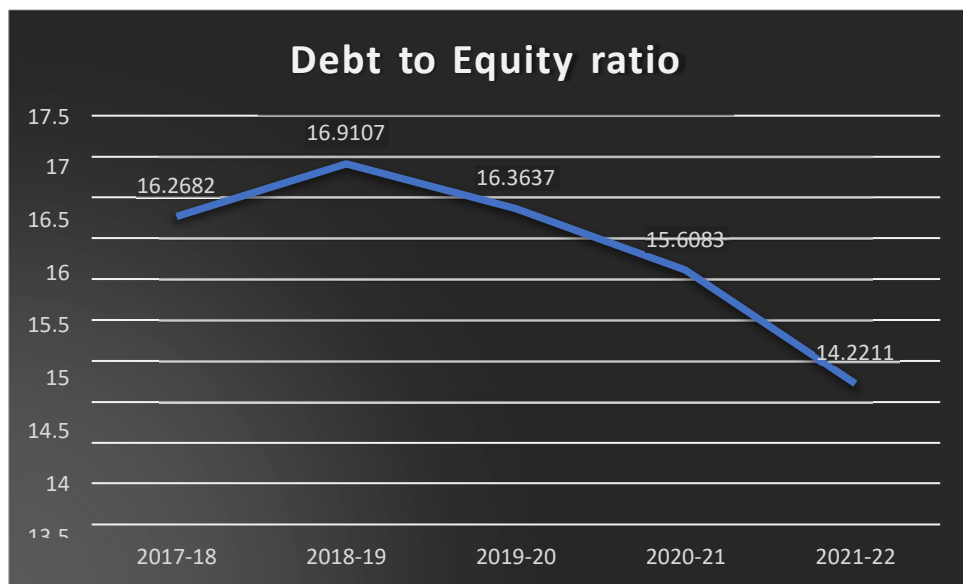


Figure: Debt Equity Ratio from 2018 to 2022

Gross Profit Margin: By going through the sum of money which is excess after subtracting the cost of goods sold from the whole sales of the company's by-products (COGS), shareholders will be able to find out the status of a company's finances. The gross margin ratio is commonly demonstrated as a percentage of whole sales. 2018 had a notable growth in the gross profit margin on top of 2017,

while 2020 sees one more fall over. However, after some time it gain back its strength in 2021 and the percentage is now much bigger than in 2017.

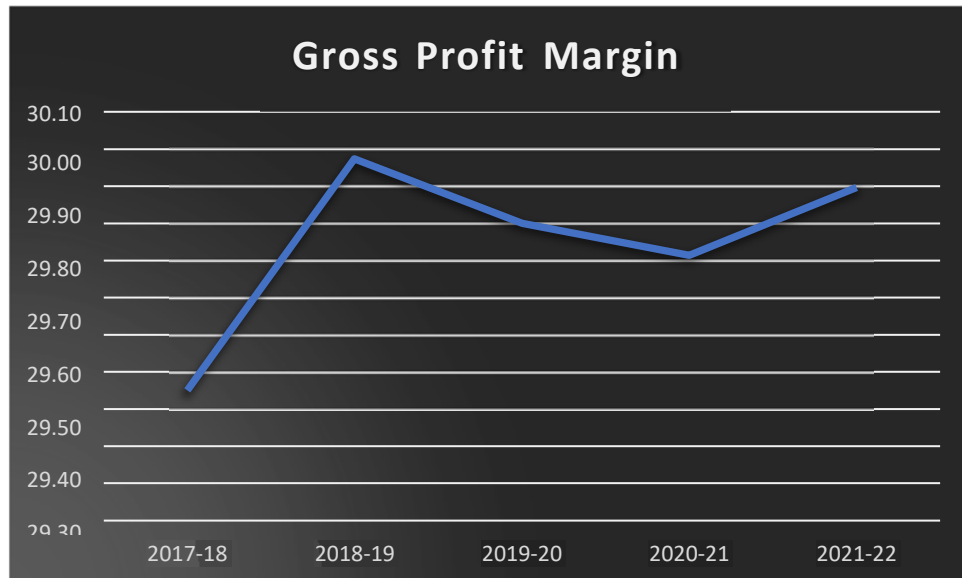


Figure: Gross Profit Margin from 2018 to 2022

Net Profit Margin: It is also referred as the net margin, is the amount of a company's profit to its trading. This part demonstrates the ratio of a company's separate net income to its whole sales. In 2019 and 2020, the amount of net profit that was keep going but in 2018 reduces noticeably. Again. There is a

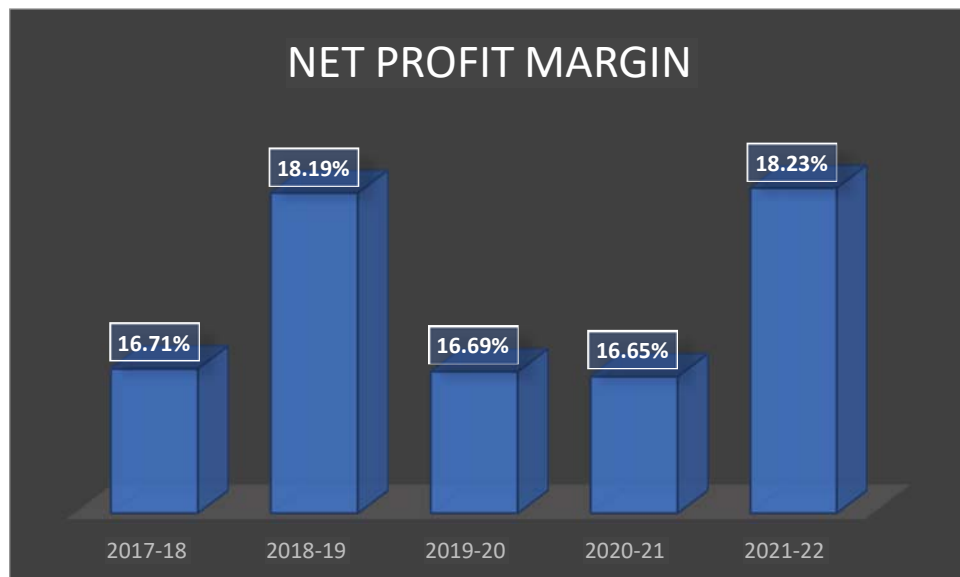


Figure: Net profit margin 2018 to 2022

Positive change in 2021. However, after certain periods, it was be to keep its strength back in 2021, and the amount is now way larger than in 2017.

Return on Equity: By looking into the company's return on asset, one can measure the favorable outcome and fruitfulness of its profit's creation. The desirability of a company regarding to the money possess by its partners is measured by its return on assets, or ROE. Within this five years, AUPORUPA HOMES's ROE has decreased, a symbol of motionless profitability and inability. It describe that the company is way too far from making enough money and get any profit.



Figure: Return on Equity from 2018 to 2022

Return on Assets also known as ROA is a financial language that differentiate a company's financial gain with the total worth of its equity. In other words, it is a measurement processed that displays how good a company makes profit from

its equity. Administration, interpreter, and stockholders all use this statistic process to find out the return on assets, or ROA, as it also helps to evaluate the solidity of a company's financial situation. The changing levels of operational outcome regarding benefits and profit of AUPORUPA HOMES are explained by the company's ROA about the last five years.



Figure: Return on Asset from 2018 to 2022

2.5.2 Accounting Practices

The company only take the currency of Bangladesh or home country currency to do any business transaction. The company also follow the traditional way of measuring a company's financial status such as balance sheet, income statement, ledger and so on. They have their in-house software to do some of these tasks. Again, they also make the most use of Microsoft excel as much as possible. AUPORUPA Homes limited have their account who is responsible to took everything regarding that matter.

2.6 Operational Management and also Information System Practices

2.6.1 Operational Management Practices

The primary goal of AUPORUPA HOMES's functionality division is to continually deliver superior service to every client. They take part in improving necessary activities in order to accomplish this goal. They also make use of cutting-edge technologies to maximize productivity and save expenses, which benefits their clients.

The operations division of AUPORUPA HOMES is made up of numerous teams that collaborate with one other and with other business divisions. They have developed a strategy to do this. The planned implementation of actions is crucial to attaining their goals.

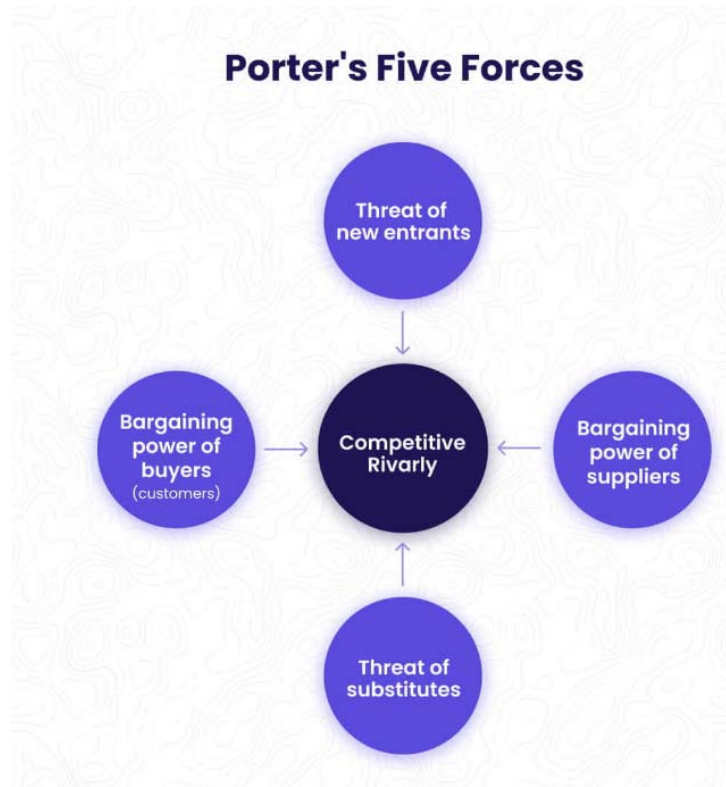
Organizing and successfulness, clients service, the accountability process, SMS communication, payment notifier, finance operations, and operations program & continuity are all below the scope of the operations sector.

2.6.2 Information System Practice

The business's daily operations are managed by a strong and efficient IT department. Employees were able to work from home at the time of the COVID-19 situation and customers were allowed to conduct financial transactions online with the help of the IT department's work. A proprietary application built on cutting-edge technology is IN-HOUSE ERM software. The MIS division of the HR department oversees the personnel database. The system has access to all necessary personnel data. The organization's good management information system also help in the organizational and conventional controls, helping in risk management. One may say that the information system activities at AUPORUPA HOMES are effective and user-friendly, enabling efficient operation across the board.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis



Here we explain the results of a Porter's Five Forces study on

- **Competitive Rivalry:** As the real estate market has expanded tremendously, competition must have intensified from being cantered on processing fees and corporate image. The existence of numerous businesses in the real estate and property building industry, together with the expansion of these businesses, has intensified the Aporupa Homes Limited already intense rivalry. So, when it comes to competitive rivalry the number stands at 5 out of 5.
- **Power of Buyers:** The buyer has quite a bit of moderate to high bargaining power. This is brought on by customers' strong price sensitivity and relatively high switching costs. Consumers have a lot of purchasing power since they have easy access to information and the real estate industry. Buying a product from real estate company takes a lot of investment which concerns the customers to buy the best. It

is quite price sensitive as the customers have a lot of options so the power of buyers stands on 4 out of 5.

- **Power of Suppliers:** The vendor's negotiating position is weak to moderate. The supplier's influence over Auporupa Homes Limited is somewhat restricted because other real estate companies, including Credence, Anowar Land Mark, Navana, Assurance, and Urban Development Ltd., provide similar services as Auporupa Homes Limited. So, the power of suppliers stands at 3 out of 5.
- **Threat of New Entrants:** Unknown rivalry pose a serious threat. The real estate industry is lucrative and calls for specialized abilities. Despite this, there are more small enterprises in Bangladesh that focus on real estate than ever before, which indicates that the threat posed by immigrants is rather substantial. There are lots of legal formalities to entire into this business which makes it a bit difficult but still the number of new entrants is increasing. So, it is reasonable to say that the threat of new entrants is 3 out of 5.
- **Threat of Substitutes:** Asulia Model Town's new idea is put into action; Auporupa Homes Limited is now more vulnerable to attacks from rival businesses. In addition, residential developments in the similar style are being launched by other Bangladeshi property developers such the Bashundhara Group. Finally, the threat of substituted is 3 out of 5.

$$5+4+3+3+3=18$$

$$=18/25$$

$$=(0.72)100$$

$$=72\%$$

In conclusion, Porter's Five Forces analysis shows that the real estate market is quite competitive such as 72% so Auporupa Homes Limited should focus on building a devoted clientele, be unique to survive in the long run, being flexible to change and so

on. Auporupa Homes Limited must employ more creative and efficient client communication strategies to maintain a long list of loyal clients.

2.7.2 SWOT Analysis

SWOT analysis is a way of demonstrating a company's strengths or solidity, weaknesses or weak spot, window of opportunities, and risks or threat. In other words, after doing a SWOT evaluation a company will be able to find out its competitive advantage in the market, area of improvement, potential threat and so on. So, the SWOT analysis of Auporupa Homes Limited is given below:

Strengths:

- Every single member of the Auporupa Homes Limited team is dependable and honest, and the company's processes are consistently committed to providing better service.
- Gain from a team of devoted professionals and an experienced leadership group.
- Auporupa Homes Limited always maintains accurate records, and Auporupa Homes Limited uses a pretty advanced information system.
- The workplace at Auporupa Homes Limited is comfortable and well-designed, and one of its many features is a robust security system.
- Managers and employees there constantly communicate openly with one another.

Auporupa Homes limited is very welcoming when it comes to flexible working hours. If the employee can work from home or complete their work early then they are free to go home. Again, all employees are not able to test this advantage because of their work responsibility which required to work from office. For example, the account manager has work from office as most of the account's information are only avail in office and cannot be transfer outside the office because of safely and confidentiality reasons.

Weakness:

- Only top-level managers are responsible for making any decision.
- Does not always follow the government rules and regulation.

- Unsuccessful ministry initiatives.
- The customers instalment payment alternatives are not favourable.
- Don't have a proper plan about intern responsibility.
- Failed to maintain contractual time for ownership hand over several times.

When it comes to take important decisions, it takes time as the top manager will be taking it and no one else has the right to say anything about that. So, any delay in giving the orders makes the whole company work in slow progress. In addition, as I have mentioned earlier the Auporupa homes did not take interns until recently so they have a lot to improve in this area. For example, doing a proper plan about what a intern's responsibilities will look like.

Opportunities

- Improving the service and product quality in a smart way compare to the opposition.
- Adding more value to its brand by product or service extension.
- Improving long term clients service (after purchase)

Auporupa Homes limited can have a long list of loyal customer or client if they can just respond to their clients' problems as soon as possible, don't manipulate them or ignore their feedback. Not to mention, they already have clients so they just have to make a good plan to hold them in the long run. To stand out in this competitive market, they must have to be different , do survey to go with new generations, introduce new service line such as interior , and providing more options to their clients to select items for their apartments or building.

Threats:

- The government limits the advancement process.
- Political people in the project's area can be annoying.
- Rising overall expenses
- The amount of property corporations is increasing.
- The complexity of RAJUK rules and regulations.
- An financial downturn.

The rising price of everything makes the work more difficult. I have noticed that Auporupa Homes already have problems in terms of hand overing their project in time. So, extending the handover time will only cost the company as they still have to buy their raw materials with the rising higher price. Sometimes, people with power can play their role in delaying the project by completely stopping working on the project site. An unexpected economic crisis can freeze the whole company's work and bring losses such as COVID-19.

2.8 Summary and Conclusion:

Auporupa Homes Limited is growing as a successful real estate company. They are doing their best to utilized everything within their power to have a cost-effective product and understanding their client's imagination and wants, demands in real time which mean constantly surveying their purchasing behavior, finding out which element influence the most for a purchasing decision. The company has able to stand out in the crowed of real estate business and its clients which demonstrate by the company's financial result by their last three years. They are taking clients negative feedback and wish to overcome one problem at a time to have a strong bond with its client and attracting more new clients. The company it's really dedicated to reach its goal.

The company is doing good and also trying its best to provide the best product with reasonable price for their consumer. In addition, now they are constantly supervising the project site to avoid any reason which can slow the work progress, considering clients feedback, maintaining contact with clients through emails, SMS and so on. Many companies could not survive the time of covid but they manage to hold the company together and they did not fire any employees during that time.

2.9 Recommendation

The following recommendations are made for AUPORUPA HOMES:

- Maintain a strict and fixed working hour is necessary to encourage the employees more and it will also help the employees to maintain a work life balance.
- In order to prevent boredom and allow employees to fully concentrate on developing their skills, the company should also provide training in which employees can actively participate.
- AUPORUPA Homes Limited should also implement safety protocol which is initiated by the government. It's time to take responsibility of them on irresponsibleness.
- Be more open to have intern employees and pay them a certain amount.
- The employee's relationship with the company can be more improved.
- For accounting department, the company can have their own strong software which will be faster and more reliable, safe.
- To provide timely service, the company's management should decide quickly to implement cutting-edge technologies.
- Office environment and how it looks really affect the employees' interest of work and the outcome which they can provide so good office renovation can make a good difference here.

Chapter Three

Project Part

3.1 Introduction of Auporupa Homes Limited

3.1.1 Background:

The population of Bangladesh is 116 million. Nobody wants to leave the city. Due to these desires, Dhaka developed into a congested, polluted city. The Bangladeshi government has noticed this. Spread the people out with a few

initiatives. "Purbachal" is one of the largest government projects in Bangladesh. Under the city, Purbachal will grow into another city. The government will offer all the resources necessary for this project's success. There will be established in "Purbachal" the PM office, the DU campus, many Ministries, and other significant offices. "Aporupa Homes Limited" has started a project called "Purbachal Euro Bangla City" that offers residents access to all of those amenities.

The real estate and land development industry is well known for Aporupa Homes Limited It began its adventure in 2009. Aporupa Homes Limited was founded by 14 founders with the goals of securing further capital for expansion and updating staff on the company's status and future plans. Although Aporupa Homes Limited was only established five years ago, the company has already achieved greater-than-honest success thanks to its integrity in doing business. Due to the fact that Aporupa Homes Limited City purchased the project's property seven years ago, there is a strong opportunity. Aporupa Homes Limited is more genuine than other companies primarily because of this.

Your ambitions might become a reality with the help of Aporupa Homes Limited There is only one land project by Aporupa Homes Limited Ltd in Purbachal. "Purbachal Aporupa Homes Limited City" is the name of the project. A 1000 Bigha project was offered by Aporupa Homes Limited Ltd for the residents of Bangladesh and oversizes. Aporupa Homes Limited aspires to provide a secure environment where people can live in safety and tranquility. The environmentally friendly response to Bangladesh's rising urbanization wave is Aporupa Homes Limited The goal of Aporupa Homes Limited is to maximize space use while taking social and environmental sustainability into consideration. People who relieved strain on inner cities and persecuted city dwellers have benefited from the planned development of the sites at Purbachal by Aporupa Homes Limited.

3.1.2 Problem Statement

During this time, it has come to my attention that the company is failing to keep their legal promises in terms of handing over their project in the contractual given time. There are many factors for this delay such as political, economic, environmental, personal and so on. Some of the factors are not in the company's control such as covid-19. Covid has surely played its role of delaying many projects. In addition, even after covid the working progress was comparatively slow before covid because of men power and financial issue.

To solve this problem, Aporupa Homes can call their clients to inform any unfortunate situation for delaying and update their contract before it expires to avoid any legal issue in the future. In addition, they should work smartly such as increase man power in the project site to complete any work faster, taking criticism from clients and work on that and also everyday supervisor is a must.

3.1.3 Objective of the study

Finding Aporupa Homes Limited's sales and marketing activity is the study's main goal to meet the BBA degree's half requirements.

- To determine the consumer's level of satisfaction with the cost.
- To describe Aporupa Homes Limited's marketing initiatives
- To learn what customers think of the residence.

3.1.4 Significance

Anyone who chooses to read this content will have a better chance of understanding the Bangladeshi real estate market after doing so. The study's reader will be inspired to perform better in financial analysis. The relevance of the real estate market to the sector, the extent to which it has been impacted, and the current state of the market should all be known to the reader.

3.1.5 Literature review

The immediate increase in business competition has made companies realize more about cost- and price-aware, which lead to change in the promotional mix and also directed to an instance dependence on clients-reach strategies that are further cost-effective. According to Rowly company wield marketing to notify customer about their product offering and to confirm that they are informed of the products that are offered. Boyd et al. states the promotional plan as a synchronized and combined program of conveying techniques and materials planned to sell the company and its products to its target audience and to provide a long-term revenue.

According to Grankvist, Kollberg, and Person, pressure is increasing for more efficient marketing management of financial services as a result of the financial sector's increasing importance. According to Median, the bread-and-butter services industry is still becoming larger in terms of revenue and income in spite of the present recession, and as a result, it has an intense influence on the other sectors of the economy. As a consequence, there is increasing interest in utilizing promotional strategies and technologies in the commercial services industry.

By managing prolonged connections with carefully selected clients, involving the development of an underlying connection where the marketer keeps communication with a chosen customer, Dawes & Brown reinterpreted the role of promotion. As a result, one of a bank's most valuable assets is its employees.

The caliber of the bank and how efficiently it runs will be determined by its expertise.

According to Shahid, Banerjee, and Mamun, Bangladesh's financial status has been increasing gradually, and as a result, it needs assistance from a financial system that can adapt to the demands of development. To address the financial needs of consumers from various economic sectors, banks in Bangladesh will now have greater duties than in the past. In this regard, the necessity for financial product promotion in Bangladesh's banking sector has become known as a problem. According to Brassington and Pettitt, promotional mixes regularly have to be altered to become relevant to the local context and consider the target market's needs and wants.

We have come a long way from the days when banks served as both deposit and lending organizations. The traditional ideas, perspectives, and practices in banking have noticeably changed everywhere. Modern banking is a result of change-driven development. A group of seasoned and young individuals formed a building company to work toward creating a better Bangladesh 35 years ago. The partnership's capacity to withstand the test of time is evidence of this Corporate House's stability. The group produced a perfect harmony of knowledge and fresh ideas. The words "Auporupa Homes Limited" are now synonymous with reliability and quality. There is no need to seek past Auporupa Homes Limited for a partner to meet your construction demands. You always win when you work with us!

Lifestyle choices and financial activity: Bangladesh is keeping pace. Investigating the marketing practices in various private real estate in Bangladesh was the goal of the study. Understanding communication processes may help businesses of all sizes convey their messages more effectively. The way in which their audience interprets words, symbols, noises, and other stimuli must be well

understood by Auporupa Homes Limited. The ability to promote their goods and services will be greatly improved by selecting the appropriate message recipients.

3.2 Methodology

3.2.1 Research Approach

In order to understand how the real estate industry promotional affects in Bangladesh, this study evaluates the industry using financial data from Auporupa Home's Land Development Ltd. The paper contains information about quantitative approach for data gathering, which associate with data collection and examining numerical data to recognize the meaning of graphical representation. The survey also compiles descriptive information from those who work in this sector. So, the survey also cover the qualitative approach for collecting data.

3.2.2 Data Collection

To gather the data for the research, both primary and secondary sources were looked at. Different levels of officials were questioned in order to get primary data. Websites, papers that have been published, and articles were used as secondary sources to get further data. These resources made it easier to learn more about the real estate industry and to analyze the raw data from in-person interviews in greater detail.

Sampling Approaches: The main data were collected by using a non-probability sampling approach. In other words, the samples are not randomly chosen. Here, sample indicates predicaments. So, people, who have any connection with the company, internal or external can be a participant. This approach is easy and provide a fast result. SO, employees from different department are interviewed. The interview was not taken in a formal way. To have the most authentic information, informal structured questioner was

followed during the interview. The main advantage of this sampling strategy is to gather crucial information from people who are available and easy to reach. People from different departments participated in this data-collecting process. Again, people who are easy to find or available are mainly selected for this sampling technique.

3.3 Finding and Analysis

Real estate sector becoming one of the most profitable businesses for financial investment in the last few years. The country is concerned for the significant consequence of its rapid urbanization. According to REHAB (2004), Bangladesh is expected to experience an annual urbanization rate of between 5 and 6%. Based on the information of REHAB (2004), 34% of citizens of Bangladesh are expected to move in town by 2015, and it will also increase by 50% by 2025. At present, 25% citizens of Bangladesh live in cities. 2001 (Singha D.). In addition, Bangladesh has a scarcity of 600,000–800,000-unit houses around the country, and the situation is getting unpleasant as many people still are moving to urban areas. The capital of Bangladesh is facing the worse consequence of relocating as people believe that they can improve their living by working in Dhaka. This situation demand increases the demand of real estate products such as plot and flat housing. So, it is reasonable to say that the demand is increasing faster than the supply which is a great opportunity for potential investors. The Real Estate and Housing Association of Bangladesh (REHAB) is the buying and selling medium for investor, planner, and constrictor in Bangladesh. In excess of 450 contributor join in 2009 and after sometime they became members including another 350 members who are not licensed but work in the real estate business. Regardless of this good demand, REHAB declares that they will not be able to provide more than 8,000 and 10,000 residential units at present. The government enjoy about TAKA 2 billion in a year as tax revenue only from the real estate sector. During the last two decades, the number of apartments which is offered by developers has gone over 60,000. More than 2 million Bangladeshi citizens are presently employed in this sector. Every type of employee such as architects to engineers, direct to indirect laborers is included in these 2 million

annuals. The annual GDP this sector provides on average during the last five years is. 12–14%. However, there was a decrease in the growth of this sector in 2007–08, which is about from 7.01 percent the year previous to 5.93 percent. Compared to last year, it was pretty lower (Graph-1) (REHAB, 2004).

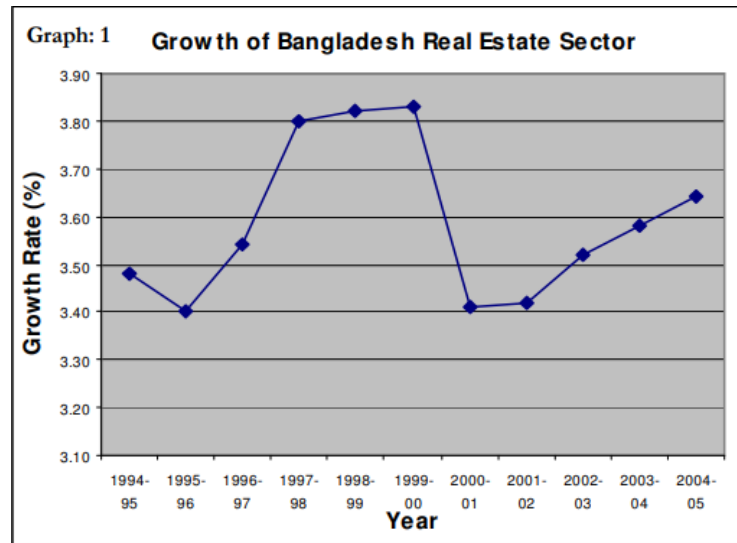


Figure: Real Estate Industry Growth

The significance and flourishing of The Real Estate Business:

Non-government builders have given 100,000 apartment units into the capital of Bangladesh during the last 40 years, and also through the whole of the next three years, private builders will also offer another 25,00,000 apartment units. The growth of real estate sector was really slow in its first 10 years of existence. After 2006, the market has showed some growth even though the growth rate was reasonable, in between 2008 and 2010 the growth rate increased intensely. A study of the GDP donation of real estate demonstrates the following information:

Table-: Investigation of the Growth Trend in GDP Contribution as well as the Total

Year	Total volume(Crore Taka)	GDP Contribution(%)	Growth (%)
2001-02	19440	8.63	-
02-03	20106	8.48	3.43
03-04	20913	8.30	4.01
04-05	21678	8.12	3.66
05-06	22404	7.87	3.35
06-07	23147	7.64	3.32
07-08	24097	7.49	4.11
08-09	24970	7.34	3.62
09-10	25981	7.20	4.05

Source: Statistical Year Book of Bangladesh-2010

Amount of Property Transactions

Real estate industry plays a significant role in building an economic steadiness. This industry provides a large amount of GDP growth which is 7.96% as it also has a great influence on other financial movement. Additionally, the industry becomes more powerful when its alliance with its supplier companies. For example, paint, cement, tile, and so on. Based on the information given by REHAB, this business including the other business it is related to provide about 12% of the country's total GDP.

This industry offers the maximum jobs around the country after ready to wear produces manufacturing company and cultivation. There are some businesses which get benefits from this industry such as tiles, brick, cement, cable, glass and so on.

Based on the latest population tally forecast, 0.80 million new accommodations would be required by 2020 and 1.14 million new accommodations by 2030.

Moreover, taxes, utility expenses, registration cost directly provide to the ministry of Bangladesh's about 5.0 billion BDT) as an annual income.

Real Estate Sector Statistics as of 2020

A Market Worth (BDT Crore)	Annual Growth Rate	Every Year Flats on Demand
58,000	15-17 %	120,000
Numbers Of Registered Real Estate Company	Numbers of REHAB Enlisted Real Estate Company	Homes Constructed By Real Estate Company At Dhaka
1,073	879	42%
Prices Of Apartments Increase In Every Year		
5-6 %		

Source: The Daily Star

It is clear that the price is increasing but on how much benefits are being added along with priced. Though the numbers show an increasing line of producing new apartments or building but customers find it difficult to get a good real estate company which not only take large amount of money but also make sure customer get the most benefit from their purchase. Many companies do not follow all the instruction of government and hide some information from clients which will influence their purchasing decision. Aporupa homes limited tried their best to be as honest as possible with their client and provide basic facility for example fire extinguisher installment in the building, fire evacuation plan, instruction to keep you calm in a panicking situation such as earth quick and so on.

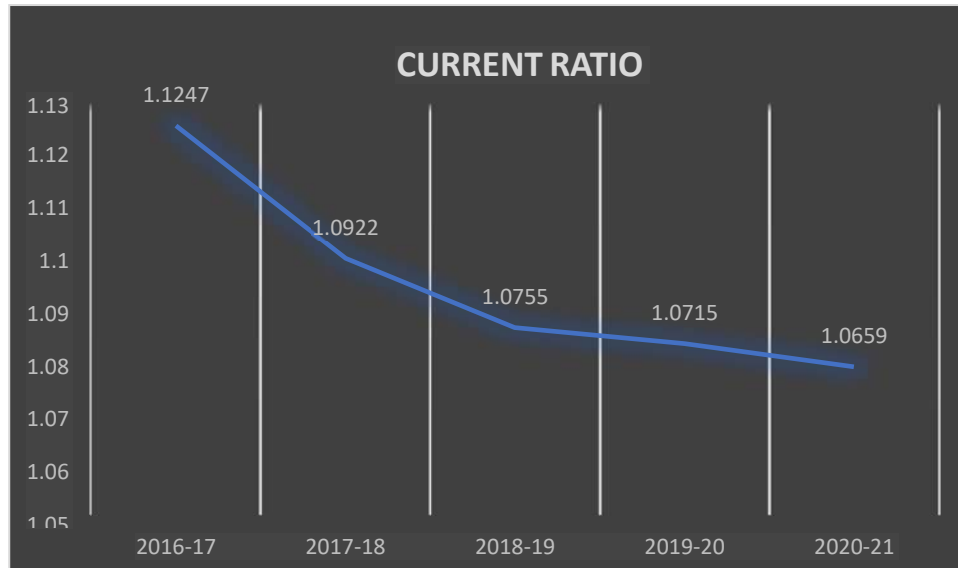
3.1.1. Case of Aporupa Homes Limited

Financial performance analysis in Covid period:

I was given access to the financial data during my: before the covid era, during the covid year, and after the covid year. I'll utilize the ratios in the sections that

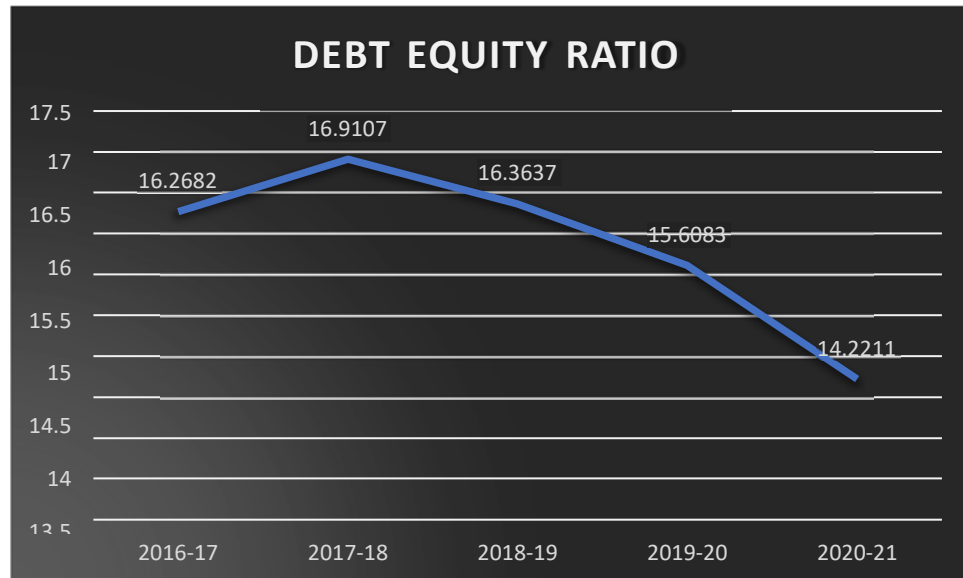
follow to shed light on the situation of the Bangladeshi company, from which we may infer the state of other real estate businesses both in the past and in the present.

Current Ratio: A company's ability to pay off its short-term financial pledge that are due within the next year may be evaluated using the Current Ratio. It is also referred to as the liquidity ratio on occasion. Because of the company's low Current Ratio, it is less probable that they will be able to repay the loan. The standard range for a healthy current ratio is 1.5:1 to 2:1, but this may vary based on the specifics of your business. Using a current ratio, a business can see if it has enough money on hand to meet its short-term financial commitments and obligations. In 2017, it was 1.12, which was quite excellent for paying debts; but, in 2018, it falls and becomes 1.09, which is unsafe for paying debt; and in 2019, it falls once again and becomes 1.075. Paying off debts becomes a riskier proposition with each passing day. In 2020, during the covid era, it dropped significantly less than in 2019, and it became 1.072. During that cloudy time, it was quite dangerous for them to pay back their loan. It dropped once again in 2021, reaching a value of 1.066, making it unfeasible to operate a corporation. They are unable to escape the effects of the covid19 pandemic.

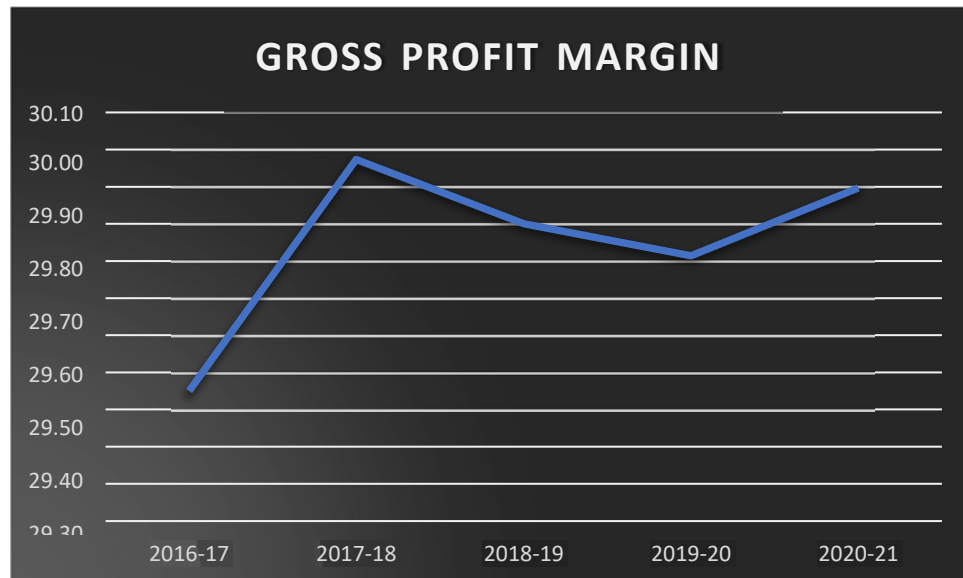


Debt-Equity Ratio: When calculating what amount of financial debt a company has, the Debt-Equity ratio is an important tool to employ. To calculate this ratio, just divide the total liabilities of a firm by the shareholder equity that the company has. In most cases, a debt ratio of between 1 and 1.5 is considered to be healthy. However, the appropriate debt ratio will differ from sector to industry due to the fact that certain businesses rely more heavily than others on debt funding. Industries that require a significant amount of capital, such as the industrial and banking sectors, typically have higher ratios, which can be larger than 2. In the event that there is a downturn in the organization, it demonstrates the amount of investor equity that may be used to clear off all obligations. It was 16.26 in the year 2017. That was a fairly solid performance. In contrast, it reached an all-time high of 16.91 in the year 2018. Because they have such a large amount of debt, they are unable to provide financing for their own asset. In the year 2019, it went down and reached 16.36. It improved to a certain extent. In 2020, it dropped by 15.61 once again, and it also turned out to be a viable option for financing their own asset throughout the covid time. It helped them present a positive picture to

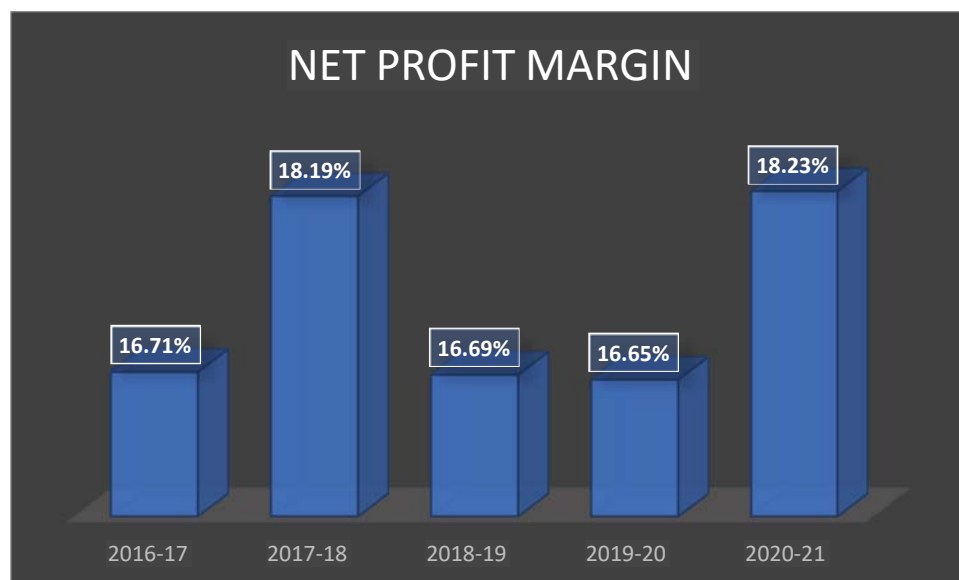
others. In the year 2021, it decreased once more and reached a new low of 14.22, which was beneficial for them in this rapidly approaching period.



Gross Profit Margin: Researchers can determine the industry's financial health by calculating the gross profit margin and deducting the expense of products sold from total industry sales (COGS). Gross profit margin, sometimes called the gross margin ratio, is the percentage of revenue that is retained as profit before subtracting from COGS. In 2017, the ratio of the gross profit to the revenue was 29.32. That wasn't really up to par. However, in 2018, it dramatically increased, and by the end of the year it had reached 29.97. That was excellent for any kind of business. It went down very slightly in 2019, reaching a new low of 29.79. And in the year 2020, during the covid era, it dropped once more, to 29.70. It was discouraging for the business overall. However, in 2021, to everyone's surprise, they were able to contain the covid epidemic and increase their gross profit from 29.70 to 29.90.



Net Profit Margin: Net margin refers to the profits which comes from sales. A higher profit margin is excellent for a business since it means it is making more money from its sales. However, profit margins might be quite different from one industry to the next. The profit margins of growth firms are likely to be larger than those of companies; but, major retailers more than make up for their small margins with bigger sales volumes. In 2017, the rate was 16.71%, which was a bit on the low side. However, in 2018, they had a net profit that was 18.19% more than the previous year. That worked out well for them. In 2019, they had a drop in its net profit large concentration, which ultimately settled at 16.69%. It was a miserable experience. Once more in the year 2020, the covid era, it decreased. It reached a value of 16.65%. This real estate business cannot support such a cheap price. But they made it until 2021 and raised their profits by a significant amount, reaching 18.23%.



3.4 Summary

Bangladeshi real estate-related items currently satisfy a justifiable market demand, assisting in the socioeconomic growth of the nation. The industry directly impacts the GDP by repurposing unused land, promoting the expansion of other enterprises, luring in local and foreign investment, and creating jobs. Throughout history, the industry has grown as a result of the high population density, the lack of available land, and the lack of social protection. The sector has grown to include 524 REHAB-linked member enterprises as of April 2009, with many more operating on a more informal basis, since the industry's founding in the 1970s and the start of its boom in the 1990s. However, just a few of organizations control the vast majority of the industry, and just 10 to 15 businesses account for about 95% of the market. The main goal of this study is to evaluate how the sector contributes to the expansion of the industry. The empirical data were submitted by 240 clients, 15 real estate experts, and 20 property market specialists from the Dhaka region. A staggering 87% of respondents agreed that government engagement was required to create an effective regulatory framework for the business, even if only 29% of respondents said they were completely satisfied with the quality of the real estate items they had acquired. The government of Bangladesh launched a series of lockdowns in March 2020 to

try to limit the spread of the coronavirus, which led to the total and utter collapse of the Bangladeshi economy. The real estate industry was also hit hard by the lockdowns. The whole market froze throughout the first two quarters of 2020. Laws that simplified the process of investing tax-free cash, reduced interest rates, and eliminated fees all contributed to a rapid recovery of the property market during this time. The combined effect of these variables was to reduce the overall operating costs within the sector. Even though the property market took a hit from the worldwide pandemic and its economic ramifications, it has since recovered well thanks to a number of factors. It won't be long until the real estate market in Bangladesh is back to where it was before, since GDP growth is forecast to average 6.8% annually between 2021 and 2025. The fortunes of many other businesses that are intertwined with the real estate market have also showed extraordinary improvement this year. In 2022, it is projected that the Bangladeshi real estate market would see growth and a return to health. The real estate business contributes significantly to the national economy. Direct contributors to the GDP include the construction of residential and commercial infrastructures, the development of vacant and underutilized land, the facilitation of the expansion of other industries, the solicitation of both domestic and international investments, and the creation of employment. Since its inception, the real estate business has experienced constant growth. It is acceptable to assert that the nation's real estate companies are expanding their activities in the direction of socioeconomic growth. Thanks to the real estate business, which has supplied houses and/or employment possibilities to millions of people around the country, optimism has been renewed. This industry is a sign of our nation's growth. If the current pace of market growth can be sustained, there is a bright future ahead not just for our sector, but also for our entire nation.

3.5 Conclusion

The amount of property in our country is insufficient to support the population it contains. People are really interested in buying a piece of land that will clear their housing problem. Aporupa Homes Limited The business provides individuals a different range of homes options. Aporupa Homes Limited also play its role to

support the economy of its home country. Good clients service is Aporupa Homes Limited's main objective. All real estate company, including Aporupa Homes Limited, has had internal issues. It is initially exceedingly challenging to locate a sizable tract of empty space in Dhaka. In addition, both governmental and non-governmental organizations constantly produce political forces.

3.6 Recommendations

There are some areas of improvement for Aporupa Homes limited found from genuine sincere observation:

- Aporupa Homes Limited have to come up with a new creative marketing plan to attract more clients. This change will benefits the company as it opens an opportunity to improve sales.
- The corporate branch of Aporupa Homes Limited believes that in order to improve the quality of the service, company officers need ongoing training. Today, computer training is essential for enhancing both individual and organizational performance.
- The majority of clients want a fair price, so it is important to carefully determine the pricing per plot. All morden facility are equally deliver in every part of the socioeconomic classes.
- The administrative restriction should to be eliminated so that financial assistance programs like Desa, Tista, Wasa, T&T may be enhanced and uappliance can be connected quickly.
- Renovating the office and improve the environment at the office so that employees and clients feel more connected.
- Customer need should get more attention.

- The comfort of the customer will come first.
- The customer database needs to be arranged better.
- must be more conscious of customer rights.

Reference

- [1] Access capital (2012), investing in Ethiopia, Macroeconomic handbook, 2011/2012
- [2] Access capital (2010), sector report-real estate, from Access capital SC, website:
<http://www.acescapitalsc.com>
- [3] Addis Ababa city Administration land administration and construction permit authority, 2010 Real estate firm's performance assessment survey report
- [4] Addis Fortune, (2016) Real estate in Ethiopia, Available at:
<http://www.addisfortune.net/content/fortune-news> (Accessed: December 2017).
- [5] Al-Nahdi T.S., Ghazzawi O.H. and Bakar A.H.A. (2015), Could Behavioral Factors Affect Purchaser's Behavior of Real Estate in Jeddah, International Journal of Business and Management, 10 (10), p.87
- [6] Araya E. (2012, November 4), Regulatory eyes zoom in on faulty real estate firms, from fortune newspaper, website: <http://addisfortune.net/articles>

- [7] Araya E. (2013, march 24), Real estate firms support stricter bill, from fortune newspaper, website: <http://addisfortune.net/articles>
- [8] Araya E. (2013, march 24), Pressure mounts on Access, from fortune newspaper, website: <http://addisfortune.net/articles>.
- [9] Berhanu W. (2004), Real estate development and the housing supply issue in Ethiopia- case studies from Addis Ababa.
- [10] Byron Osing and Stanley J. Paliwod, 2001, In the Orientation Triangle: Marketing Business, Journal of marketing
- [11] Emergent global Ethiopia, The Dynamics of the real estate industry in Ethiopia, from the emergent global website: <http://www.emergentlogistics.com>
- [12] Eshete, Z.S. and Teshome, K.W., 2015. Performance, Challenges and Prospects of Real Estate Financing in Addis Ababa: Micro-and Macro Economic Implications. Management, 1 (1), pp.1-9
- [13] Ethiopian Business Review, 2016 Pick 'n Pay: The Evolving Real Estate Business in Ethiopia. [Online] Available at: <http://ethiopianbusinessreview.net/index.php/investment/item/447> – [Accessed December 2017].
- [14] Ihtiyar A., Durdyev S. and Ismail S. (2011), Factors having impact on marketing and improvement measures in the Real estate sector of Turkey, world academy of Science, engineering & technology, website://www.waset.org/journals/waste/v60/v60-101.pdf
- [15] James A. Kahn, 2008, What Drives Housing Prices? Federal Reserve Bank of New York Staff Reports, no. 345, JEL classification: E22, E32, O41, O51

- [16] Kiros Aqubamichael, June, 2009, Factors affecting the real estate marketing; the case of Addis Ababa city by unpublished project paper, Addis Ababa University
- [17] Knirsch B. (2000), Real estate marketing, from GRIN publishing, Website: <http://www.grin.com/de/e-book/97383/real-estate-marketing>
- [18] Kotler P. and Armstrong G. (2010), Principles of marketing, 3rd ed., New Jersey, N.J: Pearson Prentice Hall.
- [19] Kotler P. and Keller K. L. (2006), Marketing Management, 12th ed., Pearson Prentice Hall
- [20] New land lease policy, Federal negarit gazeta of the federal democratic republic of Ethiopia, Addis Ababa, November, 28, 2011
- [21] Rassmann, A. (2000), Real estate marketing, from GRIN publishing, Website: <http://www.grin.com/de/e-book/97383/real-estate-marketing>
- [22] Seyoum A. (April 2013), Real estate to gain direct regulatory, from the reporter newspaper, website: <http://www.thereporterethiopia.com/>
- [23] Tadeos Anteneh, 2012. Ethiopia: How buying a real estate home in Addis can be a nightmare you could do without. [Online Available at: <http://nazret.com/blog/index.php/ethiopia-how-buying-a-real-estate-in-addis-can-be-a-nightmare-you-could-do-without?blog=15> [Accessed 12 December 2015]
- [24] Thomsett and Thomsett, (1994), getting started in real estate investing
- [25] UN-HABITAT (2007), situational analysis of informal settlements in Addis Ababa

- [26] Vera, L. (2011), a methodology to assess the competitiveness of real estate developers in China, website: <http://www.eprints.qut.edu.au>
- [27] Yannis Arvanitis, 2013, African Housing Dynamics: Lessons from the Kenyan Market,
- [28] Yusuf B, Sileshi T, Admit Z, land lease policy in Addis Ababa, Addis Ababa chamber of commerce and Sectorial association's private sector development