

Report On

**Optimizing Property Preservation In The USA: A Strategic  
Blend of HRM and Marketing- A Report on Apex DMIT**

By

**Sakibul Hossain Shuhim**  
**ID: 19304120**

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  
February 2024

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## **Declaration**

It is hereby declared that

The internship report submitted is my/our own original work while completing degree at Brac University.

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.

The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

I have acknowledged all main sources of help.

### **Student's Full Name & Signature:**



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**Sakibul Hossain Shuhim**

19304120

### **Supervisor's Full Name & Signature:**



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**Feihan Ahsan**

Lecturer, Brac Business School

Brac University

## **Letter of Transmittal**

Feihan Ahsan  
Lecturer, Brac Business School  
Brac Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

### **Subject: Letter of Transmittal For Internship Report**

Dear Sir,

I am delighted to present the report of my work experience as an intern in the Business Development department at Apex DMIT Ltd.

Working with Apex DMIT Ltd, a highly renowned property preservation company has afforded me the chance to get significant insights into the professional world of a top-tier advertising, management and creative organization. It has greatly aided me in improving my marketing, human resource management, communication and many other capabilities. I would like to express my sincere appreciation to you for your generous assistance, oversight, and direction in effectively completing this report, despite certain constraints. I have successfully finished the entire curriculum with immense enthusiasm. I kindly request your assessment of this report and your subsequent assistance. If necessary, I am willing to offer further explanation on any pertinent subject.

This report, along with the corresponding investigation, was generated under your direct oversight. I hereby vow that I will not, under any circumstances, reproduce any part of it for any purpose, share it with any other individual, or upload it to any Internet website without obtaining your express approval. Moreover, I solemnly declare that this report has not been presented to any other faculties at BRAC University.

Sincerely yours,

---

Sakibul Hossain Shuhim

ID: 19304120

BRAC Business School

BRAC University

Date: December Day, 2023

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Apex DMIT Ltd. and the undersigned student at Brac University Sakibul Hossain Shuhim, ID: 19304120.

## **Acknowledgement**

I'm grateful to Allah and everyone who helped me do my job. Apex DMIT Ltd. and my on-site supervisor, Abdullah Al Nauman, for giving me the chance to work and aiding me in so many ways during the internship, making it a valuable learning experience that will help me establish a career. I was lucky to have a supportive workplace with appropriate safety precautions and coworkers who challenged and supported me.

I deeply appreciate my professors, parents, friends, and loved ones. I'd like to thank Apex DMIT Ltd. and its leaders for my internship.

My internship supervisor and esteemed teacher Feihan Ahsan deserves my gratitude for taking time out of his busy schedule to provide me advice that helped me.

I am also thankful to my managers and supervisors along with Feihan sir who took time out of their busy schedule to help me out with my internship report.

## **Executive Summary**

This executive summary entails my internship experience at Apex DMIT Ltd. a leading proptech company in Bangladesh based on the US property preservation market. As there are a lot of strict codes and laws that a property needs to maintain unlike any other countries, Apex maintains and preserves these properties with its spread out vendor base. The services that consist of small repairs, inspections, grass cut, snow removals to even renovating an entire house. The scale of services and products that Apex DMIT Ltd. is from to any small scale work to any large scale work. This report highlights and describes my journey as an intern in Apex DMIT Ltd. which included my responsibilities as an intern, business development, my contributions to the company and the difficulties I faced during my internship. It also describes how Apex operates and how property preservation works, the management practices, the technology they use, how to provide the best customer service and be reliable. SWOT analysis and Porter's five forces models are used to delve deeper and understand the company's difficulties, strategies, adaptiveness, operations and so on. Later on, this report also describes how I gathered and managed all the data that was needed to complete this report. Starting from the methodology, survey, and data collection every part of the process is mentioned.

**Keywords:** Preservation, Proptech, Leadership, Satisfaction, Insights, Eviction, Real-estate, Dynamics, Pioneer.

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# **Chapter 1**

## **Overview of Internship**

## **1.1 Student Information**

Student Name: Sakibul Hossain Shuhim

Student ID: 19304120

Department: BRAC Business School

Major: Human Resource Management

Minor: Marketing

## **1.2 Internship Information**

### **1.2.1 Company Details and Period**

Company Name: Apex DMIT Ltd.

Position: Business Analyst

Duration: October- December

Department: Business Development

Address: House #133, Road #12 Block - E, Banani Dhaka, 1213

### **1.2.2 Supervisor's Information**

Name: Joheb Iqbal Joy

Designation: Lead, Customer Experience

### **1.2.3 Job Scope**

#### **1.2.3.1 Job Description**

As an Intern in the Apex DMIT Ltd. I was in the business development team. There are many duties in this sector such as: processing and analyzing work orders. preparing bids for the clients, finding out the problems in a property, analyzing the invoice, finding new clients, communicating with vendors and clients. Also, we have to maintain transparency with our clients so that we build a good rapport with them and get more work. When interns do well in performing these tasks, they might be tasked with more complicated work such as handling insurances, onboarding new clients, finding new revenue streams, finding new vendors, expanding into new territory and so on. Moreover, interns have to find growth and improvement possibilities by analyzing markets and rivals. Apex DMIT Ltd.'s Business

Development team expands our customer base and develops new services to stay competitive.

### **1.2.3.2 The 4 Teams**

There are 4 teams in the business development section of Apex DMIT Ltd.

- The processing Team
- The Client Team
- The Vendor Management Team
- The Accounting Team

### **1.2.3.3 My Responsibilities**

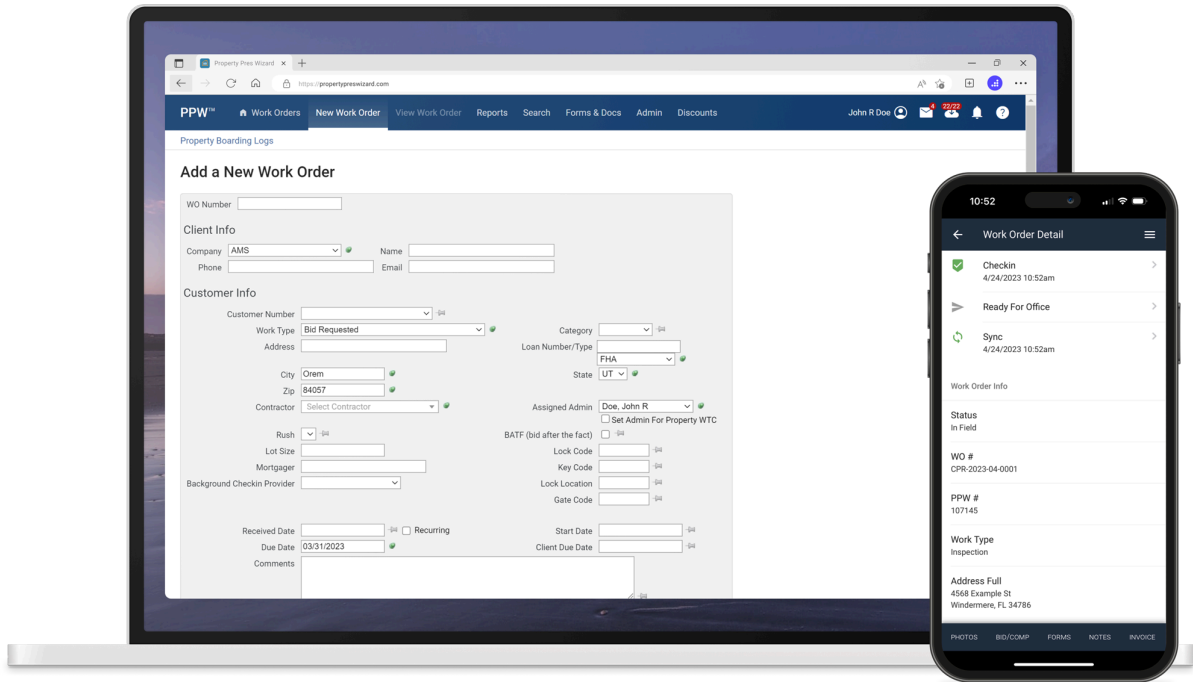
At first all new interns are assigned to the processing team where everyone processes and analyzes work orders and prepares bid files if necessary for the clients. Here, individuals can gain insight into the functioning of this industry, as well as its offerings and services. Similarly, I became a member of the processing crew. At this position, I handled work orders, conducted data analysis, arranged the information, and delivered it to the client. After acquiring proficiency in handling work orders, I eventually transitioned to the client team. The primary duty of the client team is to establish and maintain a positive relationship with both clients and vendors. It is also my duty to introduce new works and new clients. Consistently ensuring effective connection with clients and vendors through phone calls and email correspondence is a routine duty of mine. Upon receiving a work order from the client, I systematically arrange and revise the instructions, subsequently allocating specific work orders to designated vendors. Once the task is completed, I must allocate the work order to a processor in order to have it submitted to the client. That is my daily obligation in Apex DMIT.

## **1.3 Internship Outcome**

### **1.3.1 Student's contribution to the company**

**Improving Efficiency and Accuracy:** My proficiency in professional Management Information Systems (MIS) software, such as PPW, along with my familiarity with various

other software, has prepared me to make substantial contributions towards enhancing operational efficiency and ensuring precise data throughout the organization. Reviewing and correcting the errors in other people's work while performing quality control has been beneficial for me. I am able to engage in discussions with my coworkers regarding their faults in order to help them prevent such errors in the future.



*Figure 1- PPW Interface*

**Conducting meetings:** Apex DMIT holds a variety of gatherings, including town halls, quarterly talks, and more. I have successfully organized numerous events and meetings, enhancing my skills as a host and yielding significant benefits for the firm. The skills I have learned, such as planning, scheduling, and resource management, would be extremely beneficial in overseeing different meetings and activities within the organization.

**Training and Knowledge Sharing:** Given the complex and challenging nature of the property preservation sector, I proactively pursued comprehensive training. I was instantly assigned by the management to attend classes and instruct new employees in the company. Teaching emerged as the most effective method for me to acquire knowledge, and I delivered comprehensive instruction on Apex DMIT and the field, encompassing the utilization of crucial software and instruments. I also provided training to my coworkers to enhance their job performance. I also served as an invigilator during the administration of the entrance

examination. In addition, I also trained new recruits about the fundamentals of Apex DMIT Ltd. and how the company operates.

**Marketing our products and services:** Our marketing promotes Apex DMIT's US property preservation services. We wish to promote our brand to US clients and investors. I got a new customer with this marketing tactic. Apex also increases market importance, drawing new clients and investors interested in working with it.

**Client Relations and Business Development:** My customer engagement skills and property preservation sector understanding make me a significant asset to company growth projects. This includes finding new business opportunities, building customer connections, and tailoring services to their needs.

**Technical Proficiency:** Eviction processes, property security, grass upkeep, and winterization are technical components of property preservation that I must know well to do and manage. My experience lets me exploit any scenario in unfavorable conditions.

**Networking and Relationship Building:** The professional network I built during my internship can help Apex DMIT Ltd. generate company, form collaborations, and expand its clientele.

**Market and Regulatory Insight:** My knowledge of real estate law and market developments helps the organization stay legal and competitive.

### **1.3.2 Benefits to the student**

Throughout the internship in the Apex DMIT I have learned a lot of skill and knowledge. I will now mention some of the benefits I gained during my time at Apex DMIT Ltd.

**Understanding of property preservation processes:** I learned how the property preservation sector in the USA runs. I gained knowledge about inspections, repairs, and property upkeep for foreclosed or abandoned houses. My internship at Apex DMIT Ltd. gave me extensive property preservation knowledge:

**Eviction:** Eviction means kicking out a tenant when they violate the rules and regulations of the lease agreement and do not pay the mortgage on time. This is when the investor or bank removes the tenant from their home and takes control of the house. After that, the tenant is

given a window to pay the due amount. If they pay the due amount they will get the house back and if not the house will permanently go to the investor or the bank.

**Initial Secure:** Initial securing is securing the property when the tenant is evicted from the house and the house is unoccupied. This is when one of the locks are changed usually in the secondary door of the house and a lockbox is installed and the keys are stored in the lockbox for easy access to the property.

**Final Secure:** This refers to the step after foreclosure, when the national bank becomes the sole owner of the property. All locks will be replaced during this phase to prevent unauthorized access. If a customer expresses a desire to quickly make the house habitable, the processing team will prioritize addressing concerns that are typically not addressed during our preservation work, such as repairing wall paint or a broken door within a room.

**Re-Secure:** Following the first security measures, clients have the option to send their inspection team to verify the progress of the property. If any unfinished tasks are discovered, they will provide a report to the client. Furthermore, the client will issue a renewed order to ensure that the tasks are executed with utmost security and accuracy.

**Grass Cutting:** This is the fundamental and regular task that the organization undertakes. According to US legislation, it is required to maintain the height of the grass on one's land at a maximum of 2 inches. If the measurement exceeds 24 inches, it will become a violation, resulting in a fine for the property owner, specifically the bank in our situation. The grass needs cutting every fortnight. The contractor must furnish photographs documenting the progress of this task, including images that depict the height of the grass using a standardized measurement, capturing the work in progress using appropriate equipment, and providing conclusive evidence of completion by employing a standardized measurement. The payment for this work is determined using the Lawn size system for the contractor. On the client side, we employ the lot size mechanism.

**Snow Removal:** This is a regular task that occurs during the winter season. The contractor removes snow from the pathways and drives, if there are any. The maximum allowable snow height is 3 inches. The contractor often accomplishes this task by monitoring the weather prediction.



**Winterization:** Winterization is the process of preparing an unoccupied house for the winter season. The process usually consists of draining all the water from the property, do a pressure test to check the integrity of the plumbing lines of the property and finally pouring anti-freezing solutions.

**Miscellaneous:** Miscellaneous works can range from any small work to even big works. \

**Learning the curves of real estate regulations:** I learned a lot about real estate laws that affected the industry during my internship at Apex DMIT LTD. I learned about property sales, land use, environmental, air housing, tax, and other rules. I worked with property preservation experts throughout my internship who helped me negotiate these regulations. I also attended property preservation business events, conferences, and seminars to learn more. My internship experiences shaped my real estate law understanding.

**Project management skills:** My internship at Apex DMIT LTD gave me the opportunity to hone my skills in project management. A wide variety of skills, including the ability to plan and organize, manage resources, communicate effectively, manage time, and solve problems, were my acquisitions during my internship. I was able to elevate my professional profile and increase my ability to contribute to future initiatives in the real estate industry or any other area that involves project management by acquiring project management skills during my internship. I worked on project plans, allocated resources, constructed project plans and deadlines. During this period, I acquired expertise in recognizing and minimizing potential issues in projects, which involved evaluating project risks, formulating risk management tactics, and executing risk management schemes. Additionally, I acquired expertise in overseeing and supervising project teams, which involved establishing clear team positions and duties, effectively conveying project aims and objectives, and promoting team cooperation.

**Communication skills :** I improved my communication skills as a property limited company intern. Interpersonal, written, presentation, conflict resolution, and nonverbal communication skills were gained during my internship. As part of my job, I must communicate with US-based vendors and clients. This frequent communication has greatly improved my English and confidence. Daily challenges include understanding their needs and aligning them with others. My bargaining skills have improved greatly after this. My thoughts and

ideas are clear and precise. This is crucial in company situations where I must convey ideas and persuade others.

Employers value good communication abilities. Apex DMIT Ltd. seeks candidates who can communicate, interact, and establish client and colleague relationships. These communication skills I learned throughout my internship increased my professional profile and workplace communication.

**Enhancing my training abilities:** I underwent training sessions with the newly hired employees at the organization, thereby augmenting my proficiency in human resources. Given the distinct nature of this profession, instructing others despite my limited experience was quite advantageous as it enhanced my own learning process. In addition, I was required to deliver individualized instruction while my trainee closely followed and observed my daily activities. Apex DMIT offers a session called "Training of Trainers" (TOT) that teaches individuals how to become a skilled and certified trainer.

**Enhancing presentation skills:** Apex prioritizes the development of its staff and assigns monthly books for me to read. Subsequently, I delivered a presentation on the aforementioned book, emphasizing the essential insights. I also discussed practicable measures that I can incorporate into my life based on the content of that book. Consequently, I have significantly enhanced my presentation skills and have achieved proficiency as a public speaker.

**Promoting our products and services:** Within this market, there is a substantial client base in the USA. To acquire new clients, I utilized email and phone communication to publicize our offerings and onboard them. The process of onboarding a new client is contingent upon several aspects, including the vendor network, coverage, job quality, and turnaround time. Expanding the vendor network is vital as the absence of a sufficient number of vendors throughout the United States will result in a lack of business from clients. Acquiring new vendors can pose challenges, as they may exhibit insolence and prove challenging to oversee, primarily due to their lack of advanced education. When recruiting new vendors, I need to persuade them about the advantages of our brief payment cycle and procedures.

**Vendor and customer management:** Apex DMIT offers its goods and services in over 20 states in the United States. I was responsible for overseeing the operations of almost 5 states, including managing relationships with vendors and clients. Due to the extensive size of our

vendor network, I utilized my HR management skills to effectively communicate and train them solely through phone conversations and emails. Initially, the task of overseeing such a substantial staff was somewhat daunting. However, with time, I became proficient in managing it, which significantly enhanced my HRM skills beyond my expectations.

### **1.3.3 Difficulties faced during the internship period**

Throughout my internship at Apex DMIT Ltd., I faced a multitude of challenges and obstacles that are typical in professional environments. The obstacles encompassed a wide range of topics, including technical difficulties and interpersonal relationships. Here are few potential challenges or obstacles I encountered:

**Adapting to a Professional Environment:** I had a hard time adjusting to the working atmosphere after being in an academic one for so long. It may first seem overwhelming to put in the time and energy required to learn the ins and outs of the company's culture, procedures, and expectations.

**Learning New Software and Tools:** As property preservation is a very niche industry and only based on the USA the softwares and tools are unique too. At first it was quite difficult to learn these tools. However, eventually I got the hang of it and gained proficiency eventually. During my internship, I gained experience in utilizing advanced Management Information Systems (MIS) software such as PPW, Service Link, Guardian, Cyprexx, and others.

**Managing intricate tasks:** At first, I encountered a lot of obstacles since the property preservation sector is so distinct and because I had to learn all about the nuances of the American real estate market. I first lacked the industry-specific knowledge necessary to engage in the complex operations involved in property preservation processes and project management.

**Time Management and Deadlines:** Property preservation industry is very dynamic and I had to make decisions on the fly and meet deadlines at the same time which was quite challenging.

**Obstacles to Communication:** As I had to always communicate with the vendor and clients in English, sometimes it was quite difficult to understand them due to their heavy accent. our frequent communication.

**Developing Professional Relationships:** When I was just starting out as an intern at the

office, I had a hard time understanding the complexities of professional relationships and establishing a connection with both my coworkers and my clients.

**Navigating Organizational Hierarchy:** The process of comprehending the organizational structure and locating the relevant persons to handle certain problems proved to be difficult, particularly inside a huge firm that encompassed a number of divisions.

**Managing Feedback:** It took me a considerable amount of time to develop the skill of being able to accept criticism and properly respond to it, particularly when the input was of a critical character. This was a talent that I needed to acquire.

**Dealing with Pressure and Stress:** The weight of the responsibility of attaining exceptional performance and living up to the expectations of my superiors and colleagues was daunting, particularly when I was working on important projects or when I was up against tight deadlines.

Gaining comprehension and successfully surmounting these obstacles played a pivotal role in my career advancement and maturation inside Apex DMIT. The expertise I acquired in addressing these challenges is immeasurable for my prospective profession.

#### **1.3.4 Recommendations**

**Mentorship Program:** I suggest the allocation of a mentor or a buddy to every intern. This individual would have the responsibility of mentoring the intern, overseeing their day-to-day assignments, addressing inquiries, and offering assistance and constructive criticism. This was the original system in Apex; however, it underwent a transition where one of the managers was appointed as the head of training and development, and all individuals would be under his authority. This technique is effective for managing and instructing a large number of new recruits, but it does not possess the unity and effectiveness of individualized, hands-on training.

**Regular Feedback and Review Sessions:** It would be advantageous to arrange periodic check-ins or review meetings where interns such as myself may engage in conversations about our advancements, difficulties, and receive valuable feedback. This will assist us in maintaining our focus and immediately resolving any concerns that may arise.

**Practical involvement in projects:** Offering interns the chance to engage in a diverse range of projects would be immensely advantageous. By being exposed to this, we would get a

more comprehensive comprehension of the company's processes and cultivate a versatile skill set. Apex DMIT offers a distinct sector dedicated to rehabilitation and construction projects of significant magnitude. This would help the interns to gain hands- on experience and handle bigger projects in the future.

**Training Workshops:** Training seminars on project management, communication, and technical skills relevant to the company's activities would be advantageous. Attending Apex courses would give interns significant knowledge, especially because the property preservation profession is unconventional in our nation and work culture.

**Networking Opportunities:** It would be helpful to provide interns chances to network, both inside and outside of the company. This may include meeting with upper management, going to industry events, or simply just hanging out with colleagues.

By implementing these suggestions, Apex DMIT Ltd. can optimize the efficiency of its internship program, thereby increasing its benefits for both the firm and the interns, including me.

# **Chapter 2**

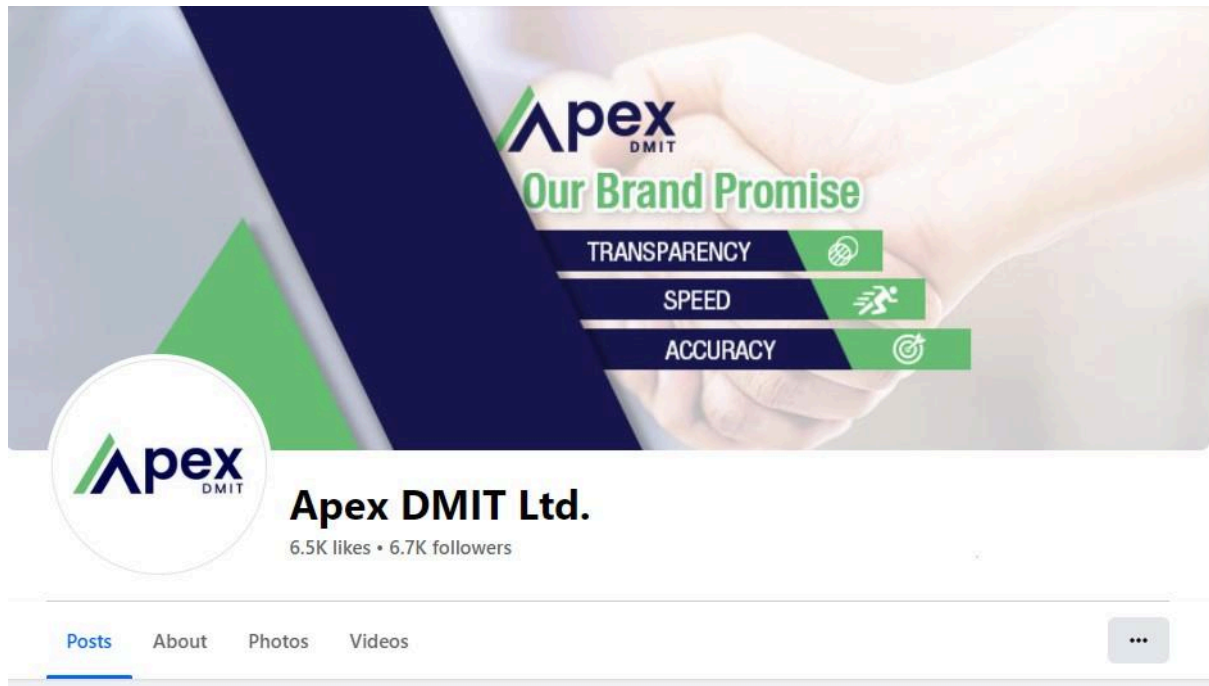
## **Organization Part**

## **2.1. Introduction**

This section of the report will provide an overview of Apex DMIT Ltd. as a company, including its objectives and the approach it employs to transform and execute strategic plans into reality. This will be accomplished in alignment with the organization's objectives, mission and vision.

## **2.2 Overview of Apex DMIT**

Apex DMIT Limited is a leading PropTech company in Bangladesh. Our company provides a wide range of real estate services, and our platform offers a user-friendly experience for property browsing, renting, and buying, simplifying the process for our customers. Apex Property Limited was first established as "Kazi IT" in 2009 and later rebranded as Apex DMIT Limited in 2013. The foundation of our success is on our proven history of dependability and customer-focused approach. Our primary objective is to surpass existing records and establish new benchmarks, while ensuring that we earn your trust as a reliable PropTech marketplace. Our objective is to have a beneficial influence on the lives of one million individuals by using contemporary technologies and enabling them to fulfill their potential. A significant population of Non-Resident Bangladeshis resides across the globe, although they consistently maintain a strong desire to remain linked with Bangladesh. The majority of Non-Resident Bangladeshis (NRBs) have the belief that the most effective method of maintaining a connection with their home country is through investing in real estate. However, regrettably, investing in real estate from overseas poses significant challenges.



*Figure 2- Apex DMIT Ltd. Facebook Page*

### **2.2.1 The founder**

Mike Kazi, is a Non-Resident Bangladeshi (NRB) who possesses firsthand knowledge of the challenges associated with purchasing real estate in Bangladesh. Hence, he conceived the notion of a PropTech marketplace with the aim of simplifying the process of property acquisition in Bangladesh for all non-resident Bangladeshis (NRBs). As the creator of Apex, he possesses more than two decades of experience in the home renovation and property management sector. He holds the prestigious title of being a platinum partner with Tony Ribbons and is also a highly skilled professional with a lean Six Sigma Black Belt certification. He is a member of EO and possesses more than 20 lucrative firms. Kazi IT Center Ltd. achieved rapid ascendance in the national information technology sector within a decade of its establishment. He is currently interested in implementing robotic process automation and artificial intelligence in his companies to enhance service delivery in terms of speed and accuracy. Fifteen

### **2.2.2 Introduction of Apex**

Apex operates under two distinct business models. The one, known as "Apex Property Ltd.," primarily operates in the real estate industry in Bangladesh. The second, called "Apex



DMIT," manages property preservation operations in the USA from its base in Bangladesh. Apex Property Ltd. often collaborates with real estate firms in Bangladesh, mostly focusing on locations in Dhaka such as Gulshan, Banani, Uttara, Dhanmondi, and others. Apex Property Ltd. in Bangladesh engages in a variety of projects, encompassing upscale residential developments and commercial assets. The organization prioritizes the development of sustainable communities that are both utilitarian and visually appealing. The firm uses eco-friendly building materials and technologies to reduce carbon emissions.

Apex DMIT Ltd. had three branches in Rajshahi, Chittagong, and Nikunja and Dhanmondi, Dhaka. After the Covid tragedy, the firm combined its branches under a Banani headquarters in 2023.

Banks, mortgage lenders, and investors in the US use Apex DMIT Ltd.'s property preservation services. The company provides property inspections, repairs, upkeep, landscaping, and cleaning. Apex DMIT Ltd. provides cheap and reliable property preservation services. A dynamic and innovative company, Apex DMIT Ltd. provides top-notch real estate services in Bangladesh and the US. The company's focus on sustainability, professionalism, and reliability has made it a regional leader in real estate.

## 2.2.3 Apex DMIT Ltd. Core Values

### CORE VALUES



#### HONESTY IN WORDS AND ACTION

"AT APEX, EACH OF US IS AN OPEN BOOK. OUR HONESTY TAKES PRIORITY WHEN WE INTERACT WITH EVERYONE. WE BELIEVE IN TRANSPARENCY AND TRUTHFULNESS."

#### WOW CUSTOMERS WITH OUTSTANDING SERVICE

"APEX THINKS ANYTHING WORTH DOING IS WORTH DOING WITH WOW. TO WOW, WE DIFFERENTIATE OURSELVES BY DOING THINGS IN AN UNCONVENTIONAL AND INNOVATIVE WAY. WE GO ABOVE AND BEYOND THE AVERAGE LEVEL OF SERVICE TO CREATE AN EMOTIONAL IMPACT ON THE RECEIVERS AND TO GIVE THEM A POSITIVE STORY THEY CAN TAKE WITH THEM THE REST OF THEIR LIVES."



#### EMBRACE NEW AND THRIVE FOR CHANGE

"NOT ONLY CAN WE HANDLE CONSTANT CHANGE BUT EXPECT AND EMBRACE IT WITH OPEN ARMS. WE NEVER ACCEPT OR BECOME COMFORTABLE WITH THE STATUS QUO. WE ARE ALWAYS THINKING OF WAYS TO CHANGE PROCESSES, PERSPECTIVES, AND OPINIONS, HOPEFULLY FOR THE BETTER. WITHOUT CHANGE, WE CAN'T CONTINUE TO PROVIDE THE SUPERIOR SERVICE THAT IS THE APEX FAMILY TRADEMARK."

#### PURSUE EVOLUTION AND LEARNING

"WE S-T-R-E-T-C-H OURSELVES BOTH PERSONALLY AND PROFESSIONALLY. WE NEVER FEEL STUCK IN A RUT, AS THERE ARE NO DEAD-END JOBS AT THE APEX FAMILY OF COMPANIES. WE KNOW THAT INSIDE OURSELVES AND EVERY APEX FAMILY EMPLOYEE IS MORE POTENTIAL THAN WE EVEN REALIZE. WE WORK TO CONSTANTLY UNLOCK THAT POTENTIAL, BOTH IN OURSELVES AND OUR CO-WORKERS. WE'LL NEVER "GET IT RIGHT," BUT THAT'S THE CHALLENGE WE GLADLY ACCEPT. THE ONLY WAY WE CAN SOLVE NEW PROBLEMS THAT ARISE IS BY LEARNING AND GROWING OURSELVES TO MEET THEM HEAD-ON."





**CONSTRUCT OPEN & CANDID INTERACTIONS BY ALWAYS OVER COMMUNICATING**

"WE ARE AN OPEN BOOK. OUR HONESTY WHEN INTERACTING WITH OTHERS LEADS TO STRONG RELATIONSHIPS BUILT ON TRUST AND FAITH. WE CAN USE THESE STRONG RELATIONSHIPS TO ACCOMPLISH SO MUCH MORE THAN WE COULD OTHERWISE. IT'S NOT EASY GETTING THERE! WE ALWAYS ACT WITH INTEGRITY, SHOW COMPASSION AND LOYALTY, AND ARE A GOOD LISTENER. WE ALWAYS OVER COMMUNICATE TO MAKE SURE YOUR MESSAGE GETS ACROSS. AT THE END OF THE DAY, IT'S NOT WHAT WE SAY OR DO, BUT HOW WE MAKE PEOPLE FEEL THAT MATTERS THE MOST. WE CARE ABOUT OTHERS, BOTH PERSONALLY AND PROFESSIONALLY."

**BUILD A PROGRESSIVE TEAM**

"WE, AS A MANAGER LEAD BY REMOVING OBSTACLES AND ENABLING OUR DIRECT REPORTS TO SUCCEED. THE BEST DECISIONS AND IDEAS ARE MADE FROM THE BOTTOM UP, AND WE WANT TO FOSTER THAT ON OUR TEAMS. AS A TEAM MEMBER, WE TAKE INITIATIVE WHEN WE NOTICE ISSUES AND COLLABORATE WITH OUR TEAM TO ADDRESS THEM. BEYOND THAT, WE WATCH OUT FOR EACH OTHER AND CARE FOR EACH OTHER. WE WORK TOGETHER AND PLAY TOGETHER BECAUSE OUR BONDS GO BEYOND THE TYPICAL CO-WORKER RELATIONSHIP."



*Figure 3 - Core Values of Apex DMIT Ltd.*

#### **2.2.4 Vision of Apex Property Ltd.**

Apex strives to be the best real estate and property preservation firm in town by offering unique services. The company's aims are to establish a great real estate and property preservation reputation and deliver new and effective solutions to clients' evolving demands.

- Build customer loyalty through excellent service.
- Promote professionalism, integrity, and collaboration among staff.
- Continuously improve operations and services for competitiveness.
- Expand into new markets while maintaining quality and client satisfaction.

Apex DMIT Ltd. wants to be a trusted real estate and property preservation leader known for quality, innovation, and customer happiness.

#### **2.2.5 Mission of Apex Property Ltd.**

Apex Property Ltd. delivers exemplary real estate and property preservation services with honesty and client satisfaction. The firm seeks to:

- Offer customized real estate and property preservation services.
- Hire knowledgeable specialists who give exceptional service.
- Adopt modern technology for effective solutions.
- Uphold ethical standards, honesty, openness, and responsibility.

### **2.3 Management Practices**

#### **2.3.1 Leadership Style of Apex DMIT Ltd.**

During my internship at Apex Property Ltd., participatory leadership was common. The management encourages team members, including interns like me, to contribute ideas and participate in decision-making. This method fostered teamwork and gave me self-confidence. This leadership approach helped the organization achieve its goals, upon closer inspection. The project gave employees a sense of ownership, which increased productivity and creativity. Free communication allowed for the free flow of ideas, which often led to creative solutions to complex problems. Company success was greatly facilitated by the participative nature, which fostered a robust team dynamic.

|                                      |
|--------------------------------------|
| Mike Kazi - CEO                      |
| Md. Sadiq- Managing Director         |
| Golam Salek- Vice President          |
| Md. Arik- Head of HR                 |
| Md. Nazmul Islam Khan- Manager       |
| Peter Gomes- Assistant Manager       |
| Hasan Yakut- Lead Vendor Coordinator |
| Sharif Mehedi- Lead Accountant       |

*Table 1 - Organogram of the Company*

### **2.3.2 HRM Planning Process**

The human resource planning process refers to the systematic approach used to forecast and manage an organization's workforce needs.

**Process of recruiting and selecting candidates:** The recruitment process of Apex DMIT Ltd. is very methodical and thorough. At first, the HRM sorts and skim through the submitted CVs and short lists them. Then the candidates are called for a written test. If they pass the written test then they have to give an online presentation on an audio book selected by the company. After that, the candidates are called for a 3 day assessment session followed by a final presentation and a final interview with the top brass and the CEO himself.

**Compensation System:** Its purpose was to allure and keep skilled individuals. Salaries were compared to industry norms, and there were well-defined systems for determining pay raises and advancements. The remuneration scheme at Apex DMIT Ltd. was both competitive and equitable. The incentive system is created according to the total gross profit attained. Every employee is assigned a quarterly objective, and if they achieve it, they will receive a performance-based bonus ranging from 3% to 4% of their salary. The bonus increases proportionally with the higher aim. This strategy encourages employees to embrace greater risks rather than remaining stagnant.

**Training and Development Initiatives:** The organization prioritized training and development. Employee abilities were improved through the implementation of frequent

workshops and training sessions. As an intern, I had the opportunity to participate in a range of training programs that significantly contributed to my professional development. These initiatives enhanced our skills and ensured that we were up-to-date with the newest industry trends. Apex DMIT prioritized the promotion of audiobook consumption. I have completed reading a total of 4 to 5 books, delivered presentations on their content, and identified 5 practical actions from each book that may be used in our daily lives. I participated in a "Training of Trainers" program that enhanced my skills as a trainer, enabling me to become an exceptional trainer.



Figure 4 - "Training of Trainers" Certificate

**Performance Appraisal System:** In addition to the incentive scheme, the performance rating system at Apex DMIT Ltd. was thorough and easily understood. The process included periodic feedback meetings and quarterly evaluations. At the conclusion of every quarter, all employees convene for quarterly meetings with management to establish objectives for the forthcoming quarter. The appraisal method operates based on a predetermined scale. This slab is contingent upon the gross profit objective. Upon achieving the objective for two consecutive quarters, an employee will be promoted, and the subsequent target will be raised to reach the next level. Upon receiving a promotion, both the base wage and the incentive % will also increase.

Ultimately, the management approaches employed by Apex DMIT Ltd., including its participatory leadership approach and systematic human resource planning, significantly improved the company's operational effectiveness and fostered a favorable and industrious workplace atmosphere. These activities had a crucial role in facilitating my learning and development throughout the internship.

## **2.4 Marketing Practices**

As the customer base of Apex DMIT Ltd. is in the USA there is no certain marketing strategy the company follows. Most of the marketing is done directly through employees by reaching out to the clients. In the property preservation industry the marketing is mostly based from Word-of-Mouth of the people that avail the service. Websites like Quora are an usual place where people talk and discuss preservation. People get reviews about preservation companies and decide whether to work with or not. So, we try to maintain an excellent profile as clients and potential customers will get a review from Quora.

Apex provides all the products and services related to property preservation from grass cuts to evictions. Furthermore, Apex also provides occupied maintenance services or tenant requests. Some examples of occupied maintenance are: plumbing, electrical work, pest extermination, flooring work and so on. Apex also does big renovation projects where a property gets sold and clients want that property refurbished and renovated from inside out.

As this industry is unique in the perspective of Bangladesh and the customers are in the USA there is no local marketing and most of the marketing happens over the phone or email.

## **2.5 Financial Performance and Accounting Practices**

Apex DMIT has a lot of sectors and people are divided and in charge of certain clients and vendors. Moreover, certain teams cover specific states in the USA. These teams are each given a quarterly target that they need to achieve. Before every quarter all the teams sit for a meeting and set a target based on the previous trends and future predictions.

The accounting team oversees all the invoices and transactions and dispatches the money to the vendor. Our payment cycle is 14 days.

We also work with 3rd parties when our crew is not available. For 3rd party payment we usually pay them instantly after the work is done.

- Financial statements documenting quarterly revenue and expenses
- Management of assets, encompassing funds and investments
- Preparation of financial statements on a weekly, monthly, and quarterly basis.
- Compilation of tax papers and analysis of tax matters
- Payment for tax-related paperwork

## **2.6 Operations Management and Information System Practices**

Apex DMIT Ltd, a real estate and property preservation company, implements multiple policies to govern its operations and maintain the utmost levels of professionalism, integrity, and client happiness. Apex Property Ltd's major policies may encompass:

Apex DMIT Ltd has established a code of conduct which sets forth company expectations regarding employee conduct, encompassing principles of ethics, professionalism, and the treatment of clients and colleagues with respect.

**Customer Service Policy:** Apex DMIT Ltd has implemented a customer service policy that prioritizes the delivery of outstanding customer care to its clients. This policy includes a commitment to timely response times, effective communication, and tailored solutions.

**Quality Control Policy:** Apex DMIT Ltd has a team in the USA that supervises the work of the vendors. After any big project an inspector will visit the property and QC each and every work that was done. This is why clients rely and trust the work of Apex DMIT Ltd.

**Health and Safety Policy:** Apex DMIT Ltd also cares for its vendors and inspection crews . If a work is hazardous Apex tends to avoid it. If it is unavoidable then there are precautions that vendors and crew have to follow for health and safety issues. For example, black molds are harmful and before treating them they have to wear gas masks and gloves.

**Environmental Policy:** Apex DMIT Ltd prioritizes the eco-friendly materials that aligns with environmental policy that shows dedication to sustainability and the reduction of its environmental footprint. Measures to reduce trash, save energy, and use greener goods and materials are all part of this.



Apex DMIT Ltd. has established standards that prioritize integrity, professionalism, and client happiness. Additionally, the company places a great emphasis on employee safety and limiting its environmental footprint.

## **2.7 Industry and Competitive Analysis**

### **2.7.1 SWOT Analysis of Apex DMIT Ltd.**

Here, I conducted a SWOT analysis on Apex DMIT Ltd. in order to assess and compare its operations and performance with those of its rivals. Apex DMIT Ltd. is a well-known firm in the real estate and property preservation sector and this analysis will show its Strengths, weakness, opportunities and threats compared to its competitors and in the preservation industry.

#### **Strength of Apex DMIT Ltd.**

Apex DMIT Ltd. has many market advantages that assure its longevity. Advantages of Apex DMIT Ltd.

- Apex DMIT Ltd. likely understands US property preservation laws and best practices. The company can provide clients high-quality preservation services because of its experience.
- Property preservation includes security, landscaping care, cleaning and repairs, and hazardous materials management. Apex DMIT Ltd. has the resources and expertise to offer a comprehensive range of preservation services, meeting their clients' diverse needs.
- Property preservation companies often need to act quickly to meet client needs, especially for foreclosed houses or urgent upkeep. Apex DMIT Ltd. may have processes to quickly meet client needs and provide excellent service on schedule.
- A company with a good reputation for property preservation can benefit. Apex DMIT Ltd. will gain more customers if they are known for their reliable preservation services.
- Property preservation companies need strong client connections. Apex Property Ltd. prioritizes effective communication, frequent updates, and individualized care to build trust and loyalty with clients.

### **Weakness of Apex DMIT Ltd.**

A company or brand may have weaknesses that can be improved. Apex DMIT Ltd. has such issues as well.

- Economic conditions, legislative changes, and natural disasters can affect property preservation organizations. These factors may affect preservation service demand or cause unexpected costs, putting the organization at risk.
- Property preservation organizations depend on clients for revenue, thus a client shortage might be dangerous. DMIT Ltd. may require effective marketing, strong client relationships, and a good reputation to attract new business.
- Property preservation can be complicated due to operational issues including staff, education, machinery, and logistics. These difficulties may lower the company's service quality, a drawback.
- Property preservation businesses must follow safety, environmental, and property upkeep laws. Noncompliance may result in financial penalties or legal action, putting the firm at risk. Apex DMIT Ltd. should provide resources to legal and regulatory compliance to meet commitments and avoid legal and financial penalties.

### **Opportunities of Apex DMIT Ltd**

Companies can focus on opportunities to enhance results, sales, and profit margins. Apex DMIT Ltd. has these following advantages and opportunities:

- As foreclosures and distressed homes proliferate in the US, property preservation services may be in demand. Apex DMIT Ltd. might benefit from this chance by expanding their services or advertising their expertise.
- New tools and procedures improve property preservation efficiency. Apex DMIT Ltd. may stay ahead by investing in cutting-edge technologies or partnering with tech companies to improve services and operations.
- Apex DMIT Ltd. can form beneficial agreements with other real estate companies to expand their market presence and consumer base. They can partner with real estate agents, property management organizations, and home improvement companies to offer additional services.
- As the property preservation industry grows, Apex DMIT Ltd. may be able to expand geographically. They might explore unexplored locations and regions that need property preservation services or have a high demand.
- Apex DMIT Ltd. can offer suitable services beyond property preservation. They can offer more services to their clients by diversifying into property management, real estate investing, or building.

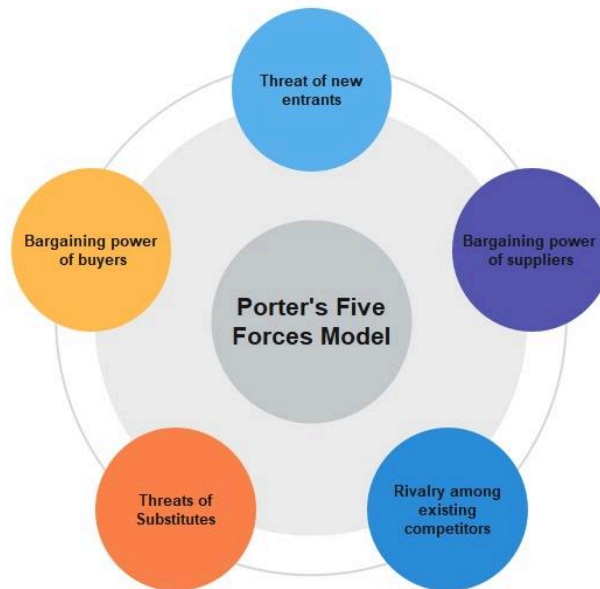
### **Threats of Apex DMIT Ltd.**

Several internal and external factors may slow the company's growth, with environmental issues being the biggest. Apex DMIT Ltd. faces these threats:

- Economic downturns can hurt the real estate industry, reducing property preservation services. Apex DMIT Ltd. relies on clients for revenue, hence this is a major risk.
- The property preservation industry is very competitive, and Apex DMIT Ltd. may face competition from organizations that provide lower prices, better services, or more brand awareness. This can significantly impact market share and profitability.
- Property preservation firms may face high liability risks for property damage, human injury, and environmental hazards. Apex DMIT Ltd. may need significant insurance to reduce these risks, which can be costly and hurt profitability.
- Apex DMIT Ltd. may struggle to stay up with property preservation technology. Failure to adopt new technology or methods might reduce operational efficiency and market competitiveness.

### 2.7.2 Porter's Five Forces analysis of Apex DMIT Ltd.

Here is Porter's Five Forces Analysis for Apex DMIT Ltd. where some of the key factors that influence an organization's competitive environment are analyzed.



*Figure 5 - Porter's 5 Forces Analysis*

#### **Threat of New Entrants:**

The property preservation sector demands expensive equipment, technology, and skilled labor. Building reputation and client trust, especially in a competitive market like the US, may be challenging for newcomers. The well-established reputation and client ties of Apex DMIT Ltd. dissuade new businesses. There may be rigorous environmental, safety, and property regulations in the sector. Newcomers might be overwhelmed by these many intricacies without prior knowledge and resources. Due to its experience and compliance history, Apex DMIT Ltd. has an edge over new rivals. Despite these obstacles, several entrepreneurs are starting preservation companies.

**Bargaining Power of Suppliers:**

There are many suppliers within the property preservation industry and they sell almost similar types of products and services related to this industry. This bargaining power of suppliers reduces when there are a lot of suppliers providing indistinguishable products and services. Nevertheless, if Apex DMIT Ltd. depends on specialist suppliers possessing distinctive expertise or resources, these suppliers can wield greater influence. The majority of suppliers provide comparable products and services, resulting in relatively limited negotiating power for most offerings, with the exception of certain specialist ones as previously noted. For instance, in the United States, the primary water supply comes from a well pump. To replace a well pump in my house, I must engage the services of a specialized plumber, as not all individuals possess the expertise to perform this task. In this scenario, the supplier's bargaining power would be greater due to the scarcity of specialized and certified plumbers.

If the process of changing suppliers results in substantial expenses or disturbances for Apex DMIT Ltd., the negotiating leverage of current suppliers becomes stronger. There are several possible reasons for this, including specialized training, unusual materials, or long-term contracts.

**Bargaining Power of Buyers:**

Apex collaborates with a majority of prominent companies in the United States and maintains a diversified client base. Apex possesses the capacity to negotiate with its clients. Another contributing aspect is the extent of coverage, and Apex provides services across numerous states in the United States. Apex offers services in remote cities where finding a vendor is particularly challenging. Due to the extensive vendor network of Apex, the company possesses a considerably better bargaining power compared to its competitors.

In highly crowded markets, customers have a wider range of options and can choose from various alternative companies. This strengthens their negotiating power in these areas. If clients have easy access to comparable services at competitive costs, they may engage in more aggressive negotiations with Apex DMIT Ltd.

**Threat of Substitute Products or Services:**

Potential alternatives in property preservation may arise from technological improvements, such as automated maintenance systems, or alternative business models, such as all-inclusive real estate management firms. The level of threat posed by these alternatives is influenced by the ease of transitioning to them.

The presence of distinctive features of Apex DMIT Ltd.'s services, such as advanced technology, great customer service, or broad coverage, diminishes the likelihood of substitute products or services. Clients are less inclined to transfer when there are distinctive selling points and exceptional service standards.

**Rivalry Among Existing Competitors:**

Intense competition can arise when a market is populated by numerous competitors or a small number of highly capable ones. Factors such as intense competition over prices, creative improvements in services, and effective marketing tactics have a substantial impact in this context. Similar to Bangladesh, India has numerous prominent conservation organizations. These companies are gaining popularity in Asia because to the relatively lower labor costs compared to the USA. Occasionally, local vendors in the USA engage in direct collaboration with clients.

In a burgeoning market, corporations have the opportunity to expand their operations without directly infringing on the market share of their competitors, hence diminishing competition. Nevertheless, in a static or contracting market, the level of rivalry intensifies as competitors vie for the limited existing business, perhaps resulting in assertive pricing tactics and heightened marketing endeavors.

By having a better understanding of these forces, Apex DMIT Ltd. is better equipped to make strategic decisions and negotiate the highly competitive property preservation market.

## **2.8 Summary and Conclusions**

Apex DMIT Ltd. is the pioneer of property preservation in Bangladesh and a leading example. The company's distinctive business approach, which serves both local real estate demands and international property conservation, gives it a unique position in the market.

Participative leadership at Apex DMIT Ltd. encourages creativity and involvement. In the organization Apex always emphasizes on core things and employee betterment such as: Strategic hiring, competitive remuneration, comprehensive training and workshops, and a structured performance review system to enhance productivity and morale.

As Apex DMIT Ltd. mostly relies on word-of-mouth marketing to increase its outreach there is no structured marketing system in the company. This is because of the nature of the preservation industry.

The company's accounting team makes sure that it is maintaining financial standards and tracks each and every transaction for transparency and discipline. Competitive quarterly targets, effective invoice handling quality assurance, and strategic asset management help Apex DMIT Ltd. to stay on top of the market chain.

Apex DMIT Ltd.'s industry and competitive analysis indicates property preservation expertise and a wide range of services. Competition and foreign dependence plague it. Long-term success depends on the company's ability to handle complicated and shifting issues.

## **2.9 Recommendations**

As this industry is heavily reliant on technological advancements Apex DMIT Ltd. should focus its resources towards adopting cutting-edge technology. This way the process will be more efficient.

Apex DMIT Ltd. already covers a lot of states in the USA but they should also allocate resources on research to see where property preservation is more demanding and there is a market for Apex to enter.



On top of the products and services that Apex provides they can also expand into other sectors. For example: real estate investment advising and consultation, how to maintain a property, tap into the construction services and many more.

Apex DMIT might benefit from a more coordinated marketing approach, which would prioritize digital channels to reach a bigger US target group. Despite relying on word-of-mouth marketing, this would benefit the organization.

Investing in personnel training and development, especially in areas related to technology and market trends, can help the team stay ahead of industry trends.

Given the current focus on environmental accountability, Apex DMIT Ltd. must remain committed to ecologically responsible business practices in all parts of its operations.

Develop a thorough risk management plan to decrease your firm's exposure to economic downturns and regulatory changes.

In order to decrease reliance on a restricted number of clients, Apex DMIT Ltd. should strive to broaden its client base, possibly by focusing on smaller banks and private real estate investors.

By applying these suggestions, Apex DMIT Ltd. can enhance its market position, exploit fresh prospects, and guarantee enduring growth and triumph in the dynamic PropTech business.

# **Chapter 3**

## **Project Part**

## **3.1 Introduction**

In this chapter I am going to go over how I completed my internship report and the type of methodology I used, the motive behind this study and report along with findings, summary and conclusion and wrapping everything up with recommendations.

### **3.1.1 Background of the Study**

This report was put up to satisfy the criteria after the internship was successfully completed during the Fall 2023 semester. During a three-month internship at Apex DMIT Ltd, the data in this report was collected. After the selection process and set of interviews, I was given the job as an intern in Apex's business development division. In the final four years of my undergraduate degree, I have not only learned valuable lessons about strategic planning, but I have also been able to use the theoretical information I have acquired from my studies at BRAC University.

### **3.1.2 An overview of the Property Preservation and Real Estate Industry**

The real estate and property preservation industries are very important to the world economy because they handle many different tasks related to managing, maintaining, selling, and renting out properties. In the past few years, these industries have gone through big changes because of new technologies, changing rules, and higher market expectations. Companies that work in these areas face unique issues and opportunities, which require a deep understanding of how industries work.

### **3.1.3 Relevance of the Study**

The company Apex DMIT Ltd., which is a key player in the Property Technology (PropTech) industry in Bangladesh, is the primary focus of this investigation. Furthermore, the company is involved in the property preservation industry in the United States of America with operations. The organization's intercontinental service provider status makes this analysis valuable. It illuminates the problems and techniques of offshore property preservation service administration. Understanding Apex DMIT Ltd.'s operations and plans gives significant

insights into the company's business strategy and global property preservation and real estate trends.

#### **3.1.4 Objective(s)**

I wrote my internship report to provide the employer constructive comments and describe my experience at Apex DMIT Ltd. as an intern. The objective is to discuss my internship duties at Apex DMIT Ltd. This review determines if the internship program offers adequate assistance, training, and mentoring to the intern also to evaluate the intern's educational journey and its impact on personal and professional progress. This is to stimulate ideas to enhance Apex DMIT Ltd.'s operations and internship program based on the intern's direct experiences.

**Broad Objective:** The broad objective is to assess Apex DMIT Ltd.'s internship program and operational strategies by analyzing firsthand internship experience and organizational dynamics.

**Specific Objective:** The specific objective is to find out the internship program's impact on personal and professional growth and Apex DMIT Ltd.'s organizational structure, management practices, financial performance, marketing strategies, property preservation industry, and real estate industry of the USA.

#### **3.1.5 Significance of this Report**

The significance of this report lies in the fact that it analyzes the internship program of Apex DMIT Ltd. and its operational strategies. It also offers insights into the real estate and property preservation industry and how it works in the USA. Moreover, it also highlights the journey as an intern in Apex and how I got to experience many things first hand which will help in my professional life and future endeavors. As this industry is very dynamic I tried to portray how I had to make decisions on the fly which eventually made me better at solving problems and figuring out complicated situations faster and with more efficiency.

## **3.2 Methodology**

### **3.2.1 Research Design**

This study adopts and merges both qualitative and quantitative data to highlight the entire picture of my internship experience in Apex DMIT Ltd. For qualitative research the experience I gained during my internship and the interaction between colleagues is considered. For quantitative purposes I went through previous market trends, financial performance and other corporate data.

### **3.2.2 Data Collection**

In order to collect the necessary information for my report, I decided to use the following methodologies:

**Primary Data:** Primary data consists of things like direct observations, hands-on experience, and other internship duties and so on. A survey will also be conducted to gain more primary data about Apex DMIT Ltd.

**Secondary Data:** Reports from the firm, papers from within the company, and publications from the industry that are relevant to Apex DMIT Ltd. and the property preservation industry are examples of secondary data.

**Surveys and interviews:** The purpose of conducting interviews and surveys is to get a more in-depth understanding of the operations and plans of the organization through both casual talks and organized interviews with coworkers, bosses, and customers.

### **3.2.3 Data Analysis**

The following approaches were utilized in order to analyze the data that was collected:

**Descriptive analysis:** Descriptive analysis is a method that comprises the narrative of events and observations made throughout the internship period, with a particular emphasis on qualitative data. Management practices, work ethics, and operational procedures are part of this process.

Statistical analysis: In this analysis a scale is used for the surveys to determine how well Apex is doing as a company and how satisfied/dissatisfied its employees are in different scenarios.

Comparative Analysis: In this analysis the practices of Apex DMIT Ltd. is compared to other competitors and best market trends and practices to find out the position of Apex in the current market.

### 3.2.4 Analysis of the questionnaire

A number of employees at various levels, including both general and mid-level positions, participated in questionnaires to gain further insights. I sought further clarification by posing numerous inquiries to select colleagues. The interviews provided me with valuable insights into the internal and external dynamics of the organization. The analysis differs based on the nature of the question:

**Sample size:** I got the chance to survey a total of 45 employees in Apex DMIT Ltd. A total of 10 questions were asked to each one of them and they rated each of their answers based on a scale.

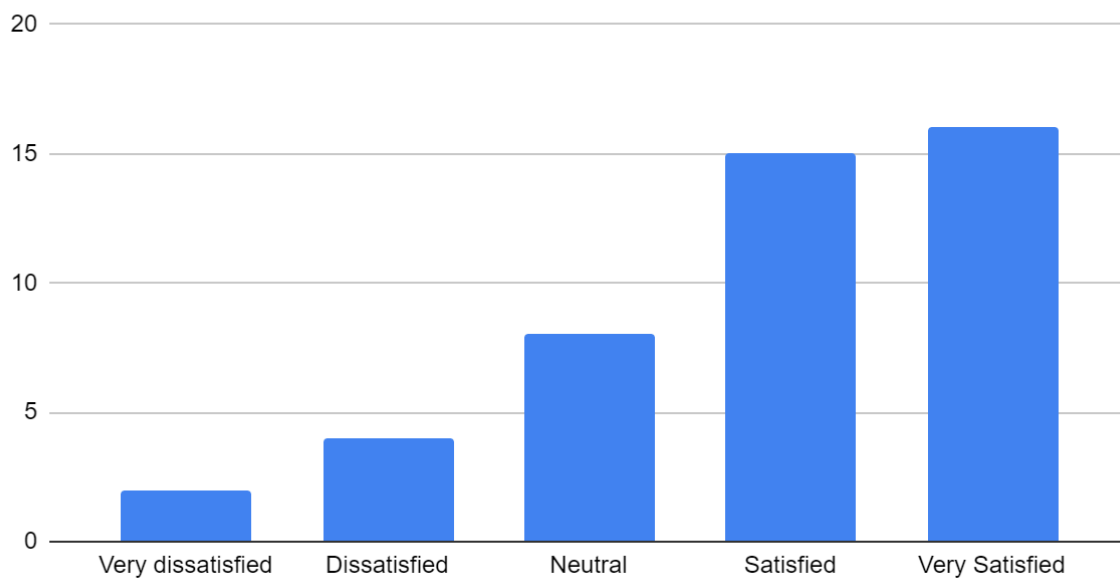
The Scale:

|                   |              |         |           |                |
|-------------------|--------------|---------|-----------|----------------|
| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|

Q1. How satisfied are you with the clarity of communication regarding company objectives and goals?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
| 2                 | 4            | 8       | 15        | 16             |

Q1. How satisfied are you with the clarity of communication regarding company objectives and goals?



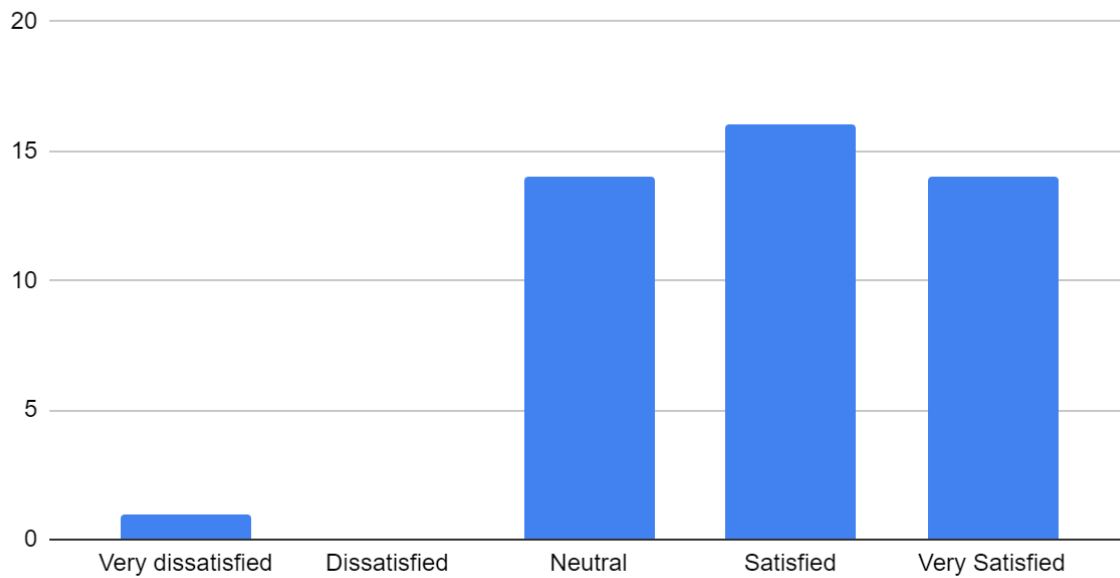
*Figure 6 : Q1 Survey*

As we can see from the graph it has an upward trend. Only 6 employees are dissatisfied with the clarity of communication. 8 employees are neutral and the majority of the sample is satisfied with the clarity of communication which is 31. It shows that Apex DMIT Ltd. emphasizes on relaying the clear message and try to maintain transparent communication with its employees.

Q2. How satisfied are you with the level of support provided by your immediate supervisor?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
| 1                 | 0            | 14      | 16        | 14             |

Q2. How satisfied are you with the level of support provided by your immediate supervisor?



*Figure 7 : Q2 Survey*

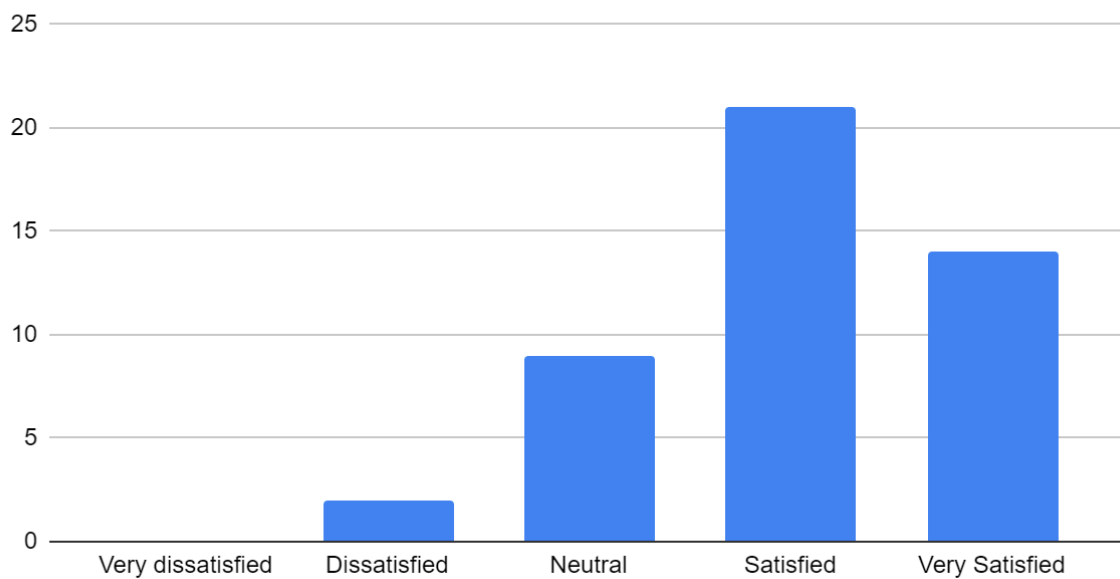
Overall, very few to none are dissatisfied with their immediate supervisor. Only 1 person is very dissatisfied with his/her supervisor. Among the rest 14 people are neutral about this fact. The rest of employees are satisfied with their supervisors. So, we can deduce that supervisors in Apex DMIT Ltd. are very supportive.



Q3. How satisfied are you with the opportunities for professional growth and development within the company?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
| 0                 | 2            | 9       | 21        | 14             |

Q3. How satisfied are you with the opportunities for professional growth and development within the company?



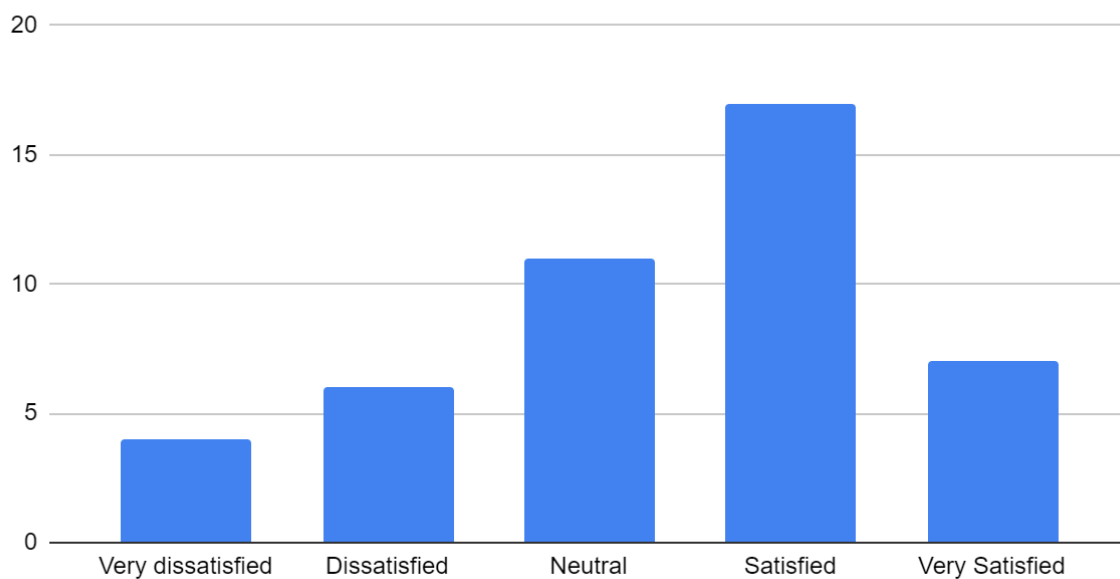
*Figure 8: Q3 Survey*

From the graph we can see that 0 employees are very dissatisfied and only 2 people are dissatisfied with the opportunities for professional growth and development within the company. Around 9 people are neutral about this fact and rest of them are satisfied. 21 employees are satisfied with the growth and development and 14 of them are very satisfied.

Q4. How satisfied are you with the transparency of decision-making processes within the organization?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
| 4                 | 6            | 11      | 17        | 7              |

Q4. How satisfied are you with the transparency of decision-making processes within the organization?



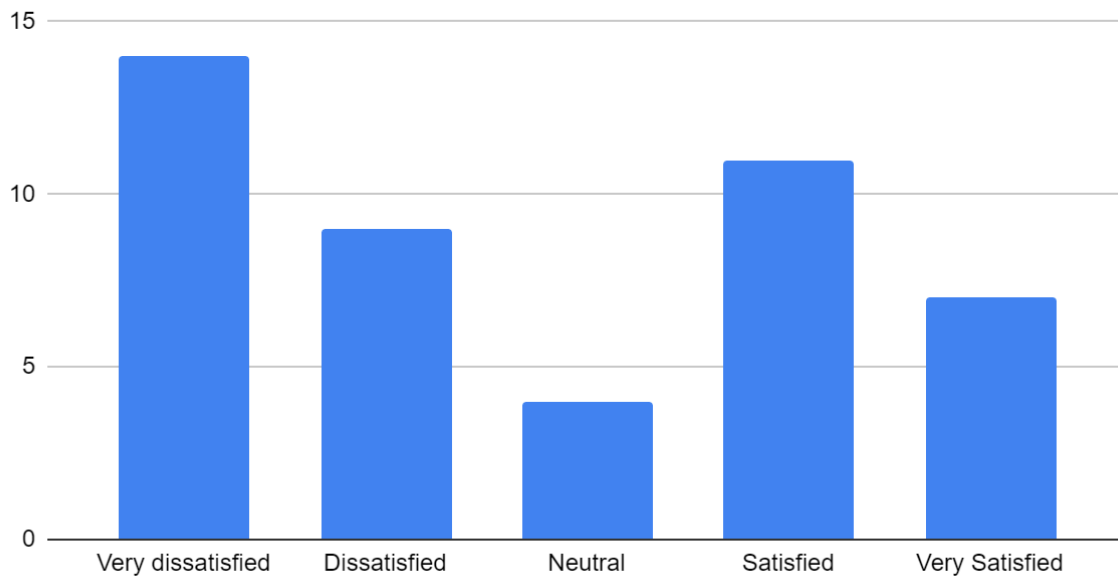
*Figure 9 : Q4 Survey*

From the graph it is clear that 4 employees are very dissatisfied and 6 employees are dissatisfied with the transparency of decision-making processes within the organization. 11 people chose to be neutral. However, the trend goes up again with 17 employees being satisfied before going to 7 employees being very satisfied.

Q5. How satisfied are you with the work-life balance offered by the company?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
| 14                | 9            | 4       | 11        | 7              |

Q5. How satisfied are you with the work-life balance offered by the company?



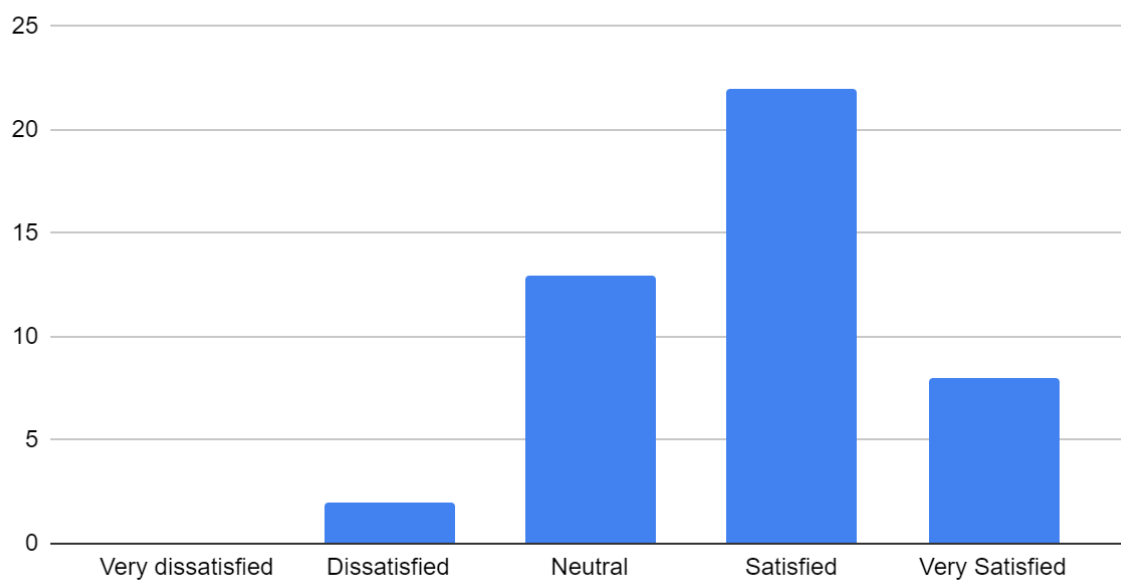
*Figure 10 : Q5 Survey*

It is crystal clear that most of the employees are very dissatisfied with the work life balance offered by Apex DMIT Ltd. 14 people are very dissatisfied and 9 people are dissatisfied. 4 employees are neutral about it. Among the rest 11 employees are satisfied with and 7 employees are very satisfied with the work life balance. The main reason for the high dissatisfaction rate is the fact that the job is night shift.

Q6. How satisfied are you with the availability of resources and tools to perform your job effectively?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
| 0                 | 2            | 13      | 22        | 8              |

Q6. How satisfied are you with the availability of resources and tools to perform your job effectively?



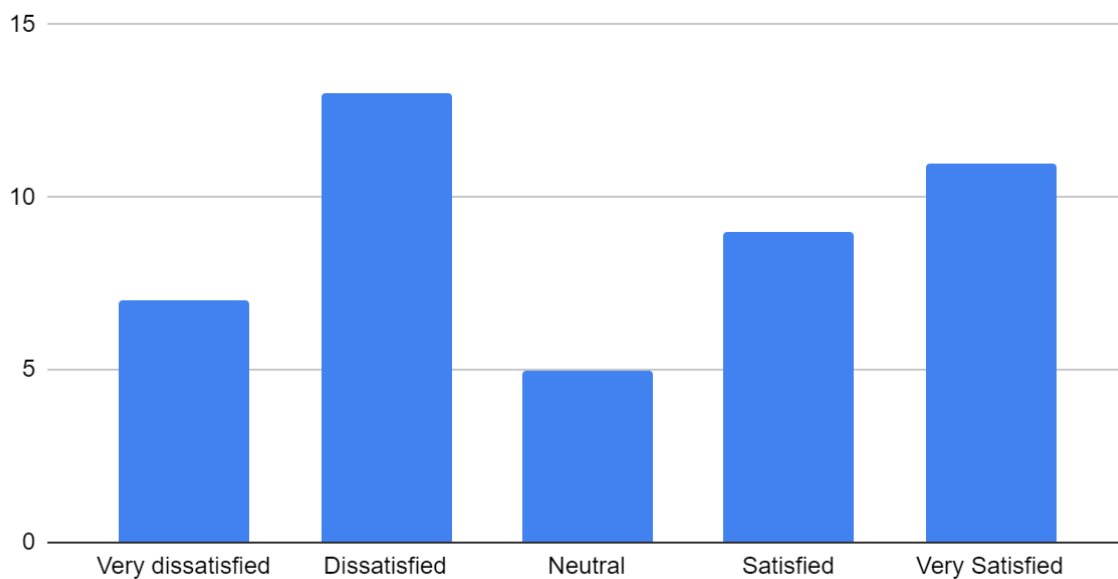
*Figure 11 : Q6 Survey*

Only 2 people are dissatisfied with the availability of resources and tools to perform their jobs. 13 people are neutral about this. The majority of them are satisfied. Among them 22 employees are satisfied and 8 employees are very satisfied.

Q7. How satisfied are you with the level of job security provided by the company?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
| 7                 | 13           | 5       | 9         | 11             |

Q7. How satisfied are you with the level of job security provided by the company?



*Figure 12 : Q7 Survey*

The trend here is fluctuating a lot. 7 employees seem to be very dissatisfied and 13 of them are dissatisfied with the job security. 5 of them are neutral about it. However, after that it starts rising again and 9 employees are satisfied and 11 of them are very satisfied with the job security.

Q8. How satisfied are you with the work culture of Apex DMIT Ltd.?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
| 0                 | 1            | 2       | 20        | 22             |

Q8. How satisfied are you with the work culture of Apex DMIT Ltd.?

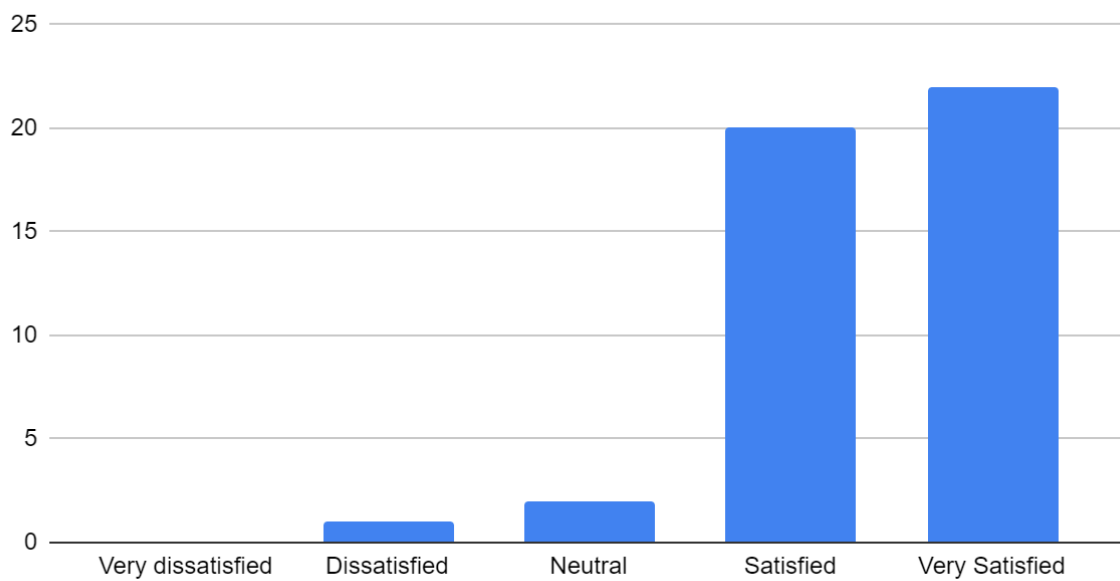


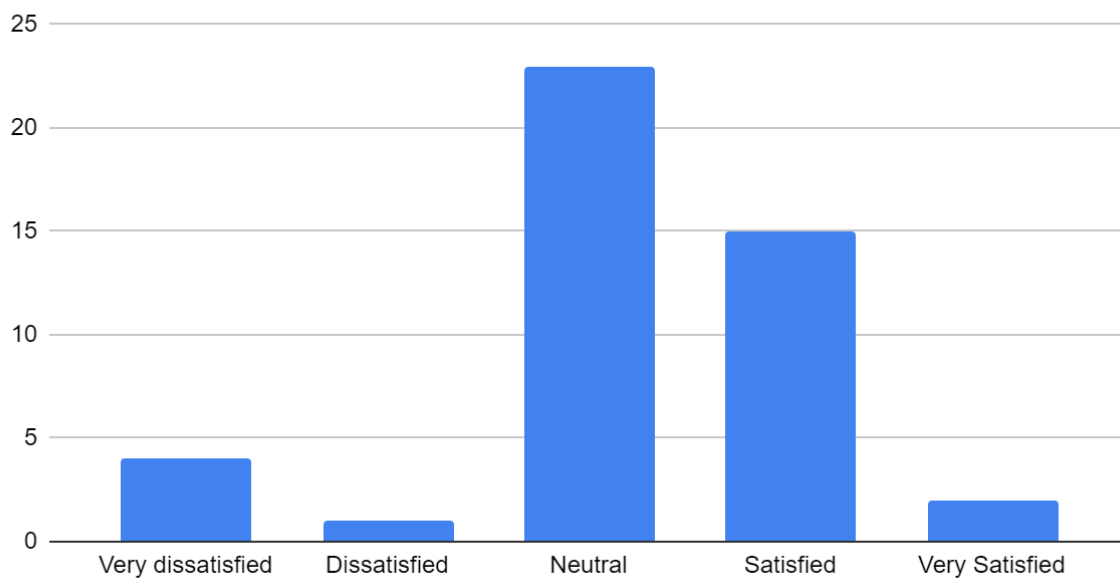
Figure 13 : Q8 Survey

Very few employees are dissatisfied with the culture of Apex DMIT Ltd. due to the friendly and fun environment in the office. Only 1 employee is dissatisfied and 2 of them are neutral about the culture of Apex. The majority of them are very satisfied with the culture which is in total 42 employees.

Q9. How satisfied are you with the company's efforts in fostering employee morale and engagement?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
| 4                 | 1            | 23      | 15        | 2              |

Q9. How satisfied are you with the company's efforts in fostering employee morale and engagement?



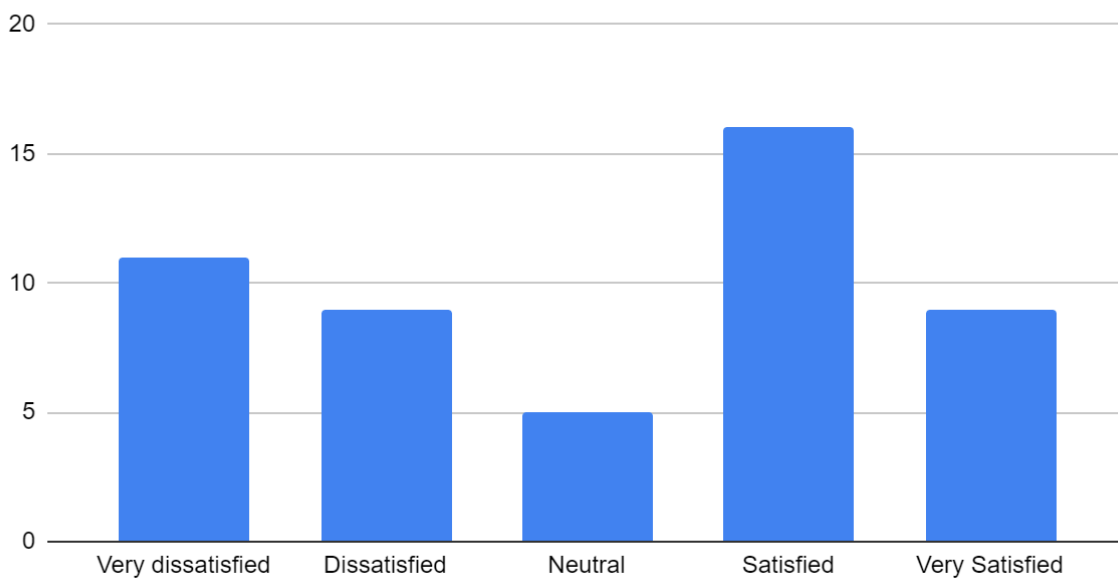
*Figure 14 : Q9 Survey*

Overall, the majority of the employees are on the neutral side of the company's efforts in fostering employee morale and engagement and the number is 23. As for the total dissatisfied employees, 5 of them are dissatisfied with this fact. The rest of the 17 employees are satisfied with this fact.

Q10. How satisfied are you with the overall job satisfaction and fulfillment you experience at Apex DMIT Ltd.?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
| 11                | 9            | 5       | 16        | 9              |

Q10. How satisfied are you with the overall job satisfaction and fulfillment you experience at Apex DMIT Ltd.?



*Figure 15 : Q10 Survey*

From the graph we can see that the trend is not steady. 11 of the employees are very dissatisfied and 9 of them are dissatisfied with the overall job satisfaction and fulfillment you experience at Apex DMIT Ltd. 5 of them are neutral about it. Among the rest of them 16 employees are satisfied and 9 of them are very satisfied with their career at Apex.



### **3.2.5 Limitations**

During the process of data collection and analysis, I encountered a few challenges that I had to overcome. An example of this might be the limited access to particular firm data that is a result of confidentiality agreements, the short term of the internship, or the inherent biases that are present in personal observations. Due to the fact that the dollar is the transaction currency used by Apex DMIT Ltd., it was not an easy task to display the quantitative data that was pertinent to Bangladesh.

### **3.2.6 Ethical Considerations**

Apex DMIT Ltd.'s principles on privacy and confidentiality were adhered to throughout the entirety of the study process, which was carried out in compliance with criteria for ethical conduct. Throughout my internship any or all personal observations, interviews, and surveys were conducted with the consent of individuals and management.

## **3.3 Findings and Analysis**

During my internship at Apex DMIT Ltd. I observed a company deeply dedicated to delivering top-quality property preservation services. Apex is very dedicated to employee involvement and happiness and always striving for excellence. Apex always encourages teamwork and clear communication and collaboration which is very beneficial to the company in the long run and also the bonding between employees gets increasingly stronger. The human resource management of the company has a robust system which ensures well-structured performance review and incentive system. The work culture is very friendly in Apex for example: weekly programs are organized in the office where each team performs each week for entertainment purposes. Despite engaging in minimal traditional marketing efforts, Apex DMIT Ltd. has a solid footing in the preservation industry in the USA as they were the pioneer of this industry in Bangladesh and is ahead of all its competitors. Their consistent sales growth and adherence to accounting principles reflected competent financial management. Apex DMIT Ltd. always tries to integrate cutting-edge technology to increase the efficiency of the and boost company performance. Initially it was difficult to adapt to this industry and to its technologies but eventually I got the hang of it and was able to excel in it.

Apex DMIT Ltd.'s vast service range and excellent client connections gave them a competitive edge. Even though Apex is doing very well, there is always room for growth and marketing is one of the sectors as I have mentioned before. Also, according to the survey there will always be dissatisfied employees in every organization. It is not possible for a company to please its every single employee. However, Apex tries its best to boost morality and keep it fun and friendly around the company. The internship period at Apex DMIT Ltd. was a crucial point in my personal and professional growth because it gave me invaluable hands-on experience in the real estate and property preservation businesses which is a very niche industry in Bangladesh.

### **3.4 Summary and Conclusions**

This internship report focuses on Apex DMIT Ltd.'s cross-border operations in Bangladesh and the United States, as a leading company in the field of PropTech and property preservation. The company's objectives and activities are enhanced by its focus on both local real estate services and global property preservation, which gives it a unique perspective.

During my time at Apex DMIT, participatory leadership fostered a working environment that was both collaborative and inclusive. The implementation of a strict recruitment procedure and the implementation of intensive development programs resulted in a significant improvement in operational efficiency and worker morale.

Apex DMIT's marketing approach for US clients focuses on direct outreach and word-of-mouth promotion. Effective client communication and relationship management are crucial in specialized sectors. The company's consistent growth and rigorous accounting practices indicate meticulous financial and strategic foresight.

Apex DMIT excels in technology, quality, customer service, and sustainability, making it a leader in the market. According to the examination of the competitive environment, the firm may expand its business by using more assertive digital marketing strategies and broadening its range of products or services to increase its market presence and get a competitive edge.

My internship at Apex DMIT Ltd. changed my life. I learned how to manage complicated multinational operations in different locations and improve my project management and communication skills. I understand real estate and property preservation, including operational and strategic issues. It prepared me for a job not only in this sector but other

sectors as well because I was able to gain the raw corporate knowledge and culture from Apex DMIT Ltd. The organization may flourish in property preservation and real estate due to its robust infrastructure and unique techniques.

### **3.5 Recommendations**

One of the main weaknesses that needs to be addressed in the marketing side of things at Apex DMIT Ltd. They can create a centralized website where they will advertise all their products and services along with coverage area. They can also promote in social media to gain more recognition. To take it even further, SEO and content marketing is some other marketing strategies that Apex can explore,

Apex DMIT Ltd. already offers a lot of products and services throughout many states in the USA. However, they can explore the idea of providing real estate investment consultation for more diversification. Offering property preservation services to unmet needs in new locations to expand the company's market reach and client base.

Innovative thinking and technology integration are essential for competitiveness. Artificial intelligence and machine learning simplify operations by predicting maintenance and advising clients. IT systems and software must be updated for operational efficiency and market leadership.

HR development is crucial. Training and developing people is crucial for introducing new technology. Mentorship initiatives help interns and new hires build their skills, benefiting the company.

A solid company concept requires transparency and financial management. Apex DMIT Ltd. must be open and accounting-compliant. Regular financial audits can reveal cost optimisation opportunities, improving efficiency and profitability.

Operations effectiveness affects quality and compliance. Quality and regulatory compliance are maintained by operational process reviews and adjustments. Lean management may minimize waste and raise output, making the organization more sustainable and efficient.

Risk management and compliance require a comprehensive plan due to changing economic and regulatory situations. Compliance with laws and environmental rules is essential to the company's reputation.

Sustainability initiatives are gaining popularity. Environmental sustainability in operations, property preservation, and real estate management may boost the company's CSR.

Finally, learning requires networking with industry specialists. Attending industry events, seminars, and forums may boost your networking and market knowledge. Apex DMIT Ltd. may be proactive and collaborative by partnering with other real estate businesses. Partnerships may boost growth and information exchange.

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Apex DMIT Ltd. Website: <https://www.apexdmit.com/>

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## Appendix A.

Questionnaire for employees for Apex DMIT Ltd. This is an anonymous survey.

This is a survey to gather some primary information for internshipship purposes. All the information will be incorporated in the report and will be kept confidential.

Age: \_\_\_\_\_

Designation: \_\_\_\_\_

Please respond to the following question based on the scale of satisfaction and dissatisfaction.

Check the box from the following 5 options.

Q1. How satisfied are you with the clarity of communication regarding company objectives and goals?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
|                   |              |         |           |                |

Q2. How satisfied are you with the level of support provided by your immediate supervisor?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
|                   |              |         |           |                |

Q3. How satisfied are you with the opportunities for professional growth and development within the company?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
|                   |              |         |           |                |

Q4. How satisfied are you with the transparency of decision-making processes within the organization?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
|                   |              |         |           |                |

Q5. How satisfied are you with the work-life balance offered by the company?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
|                   |              |         |           |                |

Q6. How satisfied are you with the availability of resources and tools to perform your job effectively?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
|                   |              |         |           |                |

Q7. How satisfied are you with the level of job security provided by the company?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
|                   |              |         |           |                |

Q8. How satisfied are you with the work culture of Apex DMIT Ltd.?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
|                   |              |         |           |                |

Q9. How satisfied are you with the company's efforts in fostering employee morale and engagement?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
|                   |              |         |           |                |

Q10. How satisfied are you with the overall job satisfaction and fulfillment you experience at Apex DMIT Ltd.?

| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
|                   |              |         |           |                |