

Report on
**Determining the satisfaction level of clients of
Climax Holdings Ltd in BD**

By

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ID-17304110

An internship report submitted to the BRAC BUSINESS SCHOOL in
partial fulfilment of the requirements for the degree of
Bachelor of Business Administration

BRAC BUSINESS SCHOOL

BRAC University

09th March,2024

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Declaration

It is hereby declared that:

1. The internship report submitted is my/our own original work while completing 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 reference.
3. The report does not contain material which 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:

Afsana Sadia

17304110

Supervisor's Full Name & Signature:

Mr. Saif Hossain

Assistant Professor, BBS

BRAC University

Letter of Transmittal

To,

Mr. Saif Hossain

Assistant Professor,

BRAC BUSINESS SCHOOL

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on Climax Holdings Ltd.

Dear Sir,

With due respect, it gives me great pleasure to present the internship report on a real-estate company. I began my internship at Climax Holdings Ltd.'s main office in DOHS MOHAKHALI. I was required to gain experience and information during my internship because it will help me in my professional career. Even though we are still learning, this report has provided us with a good overview of a real estate organization.

I have made this report as comprehensive as possible within this extension. For this, I did my best to provide the most important information and recommendations here. Without your guidance, I could not finish on time. I hope this report clarifies and enlightens you. Thank you.

Sincerely yours,

Afsana Sadia

Student ID: 17304110

BRAC Business School

BRAC University

Date: 09th March 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Climax Holdings Ltd. and Afsana Sadia, the undersigned student at BRAC University to execute the internship project described in this report, under the condition that no confidential information regarding the organization will be shared without approval from the company.

Afsana Sadia

ID- 17304110

BRAC BUSINESS SCHOOL

BRAC University

Acknowledgment

First and foremost, I want to express my heartfelt gratitude to Mr. Saif Hossain, an Assistant Professor at BRAC University, for his constant supervision and follow-up during the writing of the report. He assisted me in choosing the report topic and led me through the process. His encouraging words and appreciated reviews always motivated me to work harder and be more enthusiastic. In addition, I will never forget the flexibility, guidance, and consideration he offered me. The person to recognize is Shajahan Alam, Chairman of Marketing Department, who serves as my Official Supervisor at Climax Holdings Ltd. He was a fantastic moderator for the topic selection and for the discussion that followed, offering his ideas, observations, and resources for learning while also involving me in his workspace. Additionally, his guidance, advice, and leadership always motivated me to give the organization all of me. He helped me out and kept an eye on things throughout this course, and I appreciate that. I should also express my gratitude to all the other Climax Holdings Ltd. employees with whom I interacted during my internship for their advice. Moreover, they were my go-to people for help and guidance at this time. Lastly, every single one of them has been incredibly friendly and open with me, and they have always assisted me to make my first work trip special and unforgettable.

Executive Summary

While discovering myself and exploring my talent during my 3 months long experience as a Marketing intern of Climax Holdings Ltd, I have gained valuable knowledge in market research, property listings, social media management, facing challenges in work, software-based works etc. from October 1 to December 31, 2022 and mainly focused on the activities which are beneficial to increase the level of clients satisfaction in every possible way.

The objective of this report is to identify the elements that influence clients' decisions to purchase from Climax Holdings Ltd., measure client satisfaction levels, and investigate the causes of any client dissatisfaction in order to develop techniques for increasing client contentment. The report is compiled using both primary and secondary data. The source of primary data is my personal interview with the marketing manager and Branch manager and also, customers interview with questionnaire Survey. Rest of the data is extracted from secondary sources such as Research report, Articles, Website, Facebook page etc.

The report's findings reflect the positive client perception of Climax Holdings Ltd. Customers were satisfied with factors such as client interaction, online offerings, and service quality. However, satisfaction levels differed between these places. There was a moderate association between quick service delivery and decreased service expenses. Furthermore, it provides vital insights that will help the organization establish targeted initiatives to improve client happiness and boost its position in the Bangladeshi real estate industry.

Keywords: Client Satisfaction, Market Research, Property Listings, Social Media Management, Client Satisfaction techniques, Positive Client Perception, Client Interaction, Targeted initiative.

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List of Acronyms

CH	Climax Holdings
CHL	Climax Holdings Limited
CHP	Climax Property Holdings
CIS	Climax Investment Services

CLD	Climax Land Development
CLI	Climax Investments Limited
CLRE	Climax Real Estate
COA	Customer-Oriented Approach
CPM	Climax Property Management
CSAT	Customer Satisfaction
CSFE	Customer Satisfaction Feedback Evaluation
CSI	Customer Satisfaction Index
CSIT	Customer Satisfaction Improvement Team
NPS	Net Promoter Score

CHAPTER 01
OVERVIEW OF INTERNSHIP AT
CLIMAX HOLDINGS LTD

1.1 Student Information

Student Name: Afsana Sadia

Student ID: 17304110

Program: Bachelor of Business Administration

Department/ School: BRAC Business School

Major: Marketing, CIM (Double Major)

1.2 Internship Information

1.2.1 Company Information:

Company Name: CLIMAX HOLDINGS LIMITED

Department: Marketing

Address: House # 413 (4th Floor), Road # 13, Mohakhali DOHS, Dhaka-1206.

Website: <https://www.climaxholdingsltd.com/>

Internship Period: From 1st October 2022 to 31st December 2023

1.2.2 Company Supervisor's Information:

Supervisor's Name: Shajahan Alam

Designation: Managing Director

Email address: chairman@chlgrouppbd.com , info@chlgrouppbd.com

Cell: +88 01844630450

1.2.3 Job Scope:

Job Title: Intern, Content Marketing & Market research

Job Summary: During the course of the 12-week program, the student will remain a part of his assigned division and help his assigned supervisor with his official duties. The student will acquire professionalism, work ethics, and office culture during this on-the-job training procedure, which will equip them for when they are a recent graduate looking to begin their profession as a corporate officer.

Duties & Responsibilities:

- ✓ Updated corporate logo, brochure, calendar, and other materials.
- ✓ Provide informative and engaging material for target audience through the creation of blog posts, articles, social media content, and email newsletters and also, for particular real estate markets.
- ✓ Updating and maintaining Climax Holdings' social media accounts and website, as well as distributing content through a variety of platforms.
- ✓ Keep an eye on trade journals and news sites for pertinent details.
- ✓ Investigate the preferences, pain points, demographics and needs of target audience.
- ✓ Examine activities of competitors to determine their advantages and disadvantages so that you may make improvements.
- ✓ Gather information from a range of sources, including web analytics tools, market reports, surveys, and customer reviews.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company:

During my internship, I improved the company's online presence and engagement on social media platforms by increasing brand awareness and generating leads. The tasks and responsibilities I completed were a regular part of the department's daily work routine. I made a contribution to the same work process by applying my software expertise and scholarly knowledge. In-depth market research is also required in order to determine target markets, evaluate market trends that are pertinent to Climax Holdings Ltd., and examine competition strategies. I was able to increase its efficiency by achieving the intended outcomes in the allotted period. I've also helped with

assignments that involve research. I performed data collection, analysis, and queries per the direction of my supervisor and superiors. In-depth market research is also required in order to determine target markets, evaluate market trends that are pertinent to Climax Holdings Ltd., and examine competition strategies. I was able to increase its efficiency by achieving the intended outcomes in the allotted period. I've also helped with assignments that involve research. I performed data collection, analysis, and queries per the direction of my supervisor and superiors. Following analysis, I informed the relevant parties of the findings. Both my supervisors and colleagues have complimented me on my work, and I've gotten good feedback on it.

1.3.2 Benefit to the Student:

During my 12-week internship with the organization, I was paid Tk. 10,000/- every month. During the same time period, I, like other employees of the company, had daily access to lunch and snacks. The employer has also granted me transportation privileges. Aside from the obvious advantages, I received vital job experience that will help me become a more effective employee and build a successful career.

1.3.3 Difficulties faced during the internship:

My internship provided valuable opportunities for personal and professional development! While adjusting to a new work environment, I faced difficulties with communication and software skills. However, I took a proactive approach, seeking solutions and dedicating myself to learning new abilities. This allowed me to quickly adapt and collaborate effectively with colleagues, despite occasional communication challenges. My commitment to learning helped me consistently meet or exceed expectations, even under pressure. Following my supervisor's guidance on data collection, analysis, and interpretation, I gained important insights that benefited not only my assigned project but also other ongoing initiatives. This experience increased my enthusiasm for learning even more, a trait that would be crucial in my transition to a permanent role where I eagerly embraced new competencies to deepen my understanding of the organization.

1.3.4 Recommendations:

To be logical, I learned a lot throughout my internship at Climax Holdings ltd. I had hands-on experience with workplace ethics, cultures, and etiquette. I also earned basic pay as well as benefits such as snacks, lunch, and transportation. Climax Holdings Ltd ensured my comfort and an

outstanding work atmosphere for the entire 12 weeks. The difficulties I outlined in the previous section were the only ones I encountered during my tenure at the company.

So, I just have two recommendations for the company, which are listed below:

- It will be better if they provide more information about the company through websites, social media etc. to increase the involvement of the target audience.
- It will be better if they hire more skilled & experienced employees to face any challenges and make it done within time by them.

CHAPTER 02

ORGANIZATION PROFILE

2.1 Introduction:

Climax Holdings Ltd., established in 2021, is a hastily growing actual property developer making waves in the dynamic Dhaka market. Their task is to redefine living spaces through premium properties even exceeding customer expectations with superb carrier. Driven via innovation and integrity, they attention on crafting not just houses, however legacies that stand the test of time.

Moreover, Climax Holdings Ltd. Is poised for in addition enlargement, with plans to open new branches and discover international ventures. Their willpower to excellence, innovation, and moral practices positions them as a promising player in the ever-evolving Dhaka actual property scene. In that case, Quality and Sustainability, Diverse Portfolio, Strategic Locations, Customer-Centric Approach & involvement in communities makes them different from others.

2.2 Overview of the Company:

2.2.1 Company Logo, Slogan & Symbolic identity:



Figure 1: Company Logo

Here, our company named “**CLIMAX HOLDINGS LTD**” starts with the line (**CREATING DIFFERENT & VALUABLE**) which means Climax Holdings Ltd. does more than just build houses; they mold aspirations, leave legacies, and redefine lifestyles. They are a pioneering real estate company that integrates innovation, quality, and sustainability in every project we undertake, with the goal of raising living standards. They are real estate industry leaders because of their established track record and persistent dedication to excellence.

From the start of our first project to the present, they have been tireless about the pursuit of perfection. It has revolutionized the landscape of living spaces with a devoted team of architects, designers, and professionals. The collection they have is a monument to the craft of building, with each structure telling a tale of workmanship and aspiration.

Some of Our Company's Slogan for the target audiences are:

- **COMMITMENT TO EXCELLENCE-** Home for absolute living
- **TURNING DREAMS TO REALITY-** Limited edition of luxury residences
- **AN EXPLORATION OF PERFECT LIVING –** Refreshment in lifestyle
- **WEAVING WELLNESS & MINDFULNESS-** Conceived by elegance
- **DRAWING INSPIRATION FROM THE CONTEMPORARY-** A signature of custom artistry

Also, CLIMAX has its own explanation about our Company as-

- **C = Creativity;** Creativity is at the heart of Climax Holdings Ltd. We envision, design, and construct with innovative imagination. Every structure is a canvas where creativity takes shape, breathing life into spaces that inspire, surprise, and delight our commitment to creative excellence results in homes that resonate with distinct character and uniqueness.
- **L= Legacy;** Legacy is the foundation on which Climax Holdings Ltd. stands. With each project, we craft not just homes, but legacies that stand the test of time. Every building tells a story of enduring craftsmanship and commitment to quality, ensuring that generations to come will find comfort and inspiration in the spaces we create.
- **I= Integrity;** Integrity is the cornerstone, as we uphold the highest ethical standards that foster trust and transparency in all our endeavors. From design to completion, our unwavering integrity ensures that every promise we make is kept, and every project is executed with honesty and accountability.
- **M= Mindfulness;** Mindfulness guides us to make decisions, from architectural details to sustainable practices, that are imbued with thoughtfulness and consideration. We take great care to create spaces that promote well-being and a harmonious balance between residents and their environment.
- **A= Aspiration;** Aspiration fuels our journey to making beautiful landmarks. We aim not just to build structures, but to shape aspirations. We believe in fostering dreams and

creating homes where individuals and families can aspire for a better future. Our projects are a testament to the power of ambition and the joy of achievement.

- **X = Excellence;** excellence is the pinnacle of Climax Holdings Ltd, as we set the bar high for ourselves. Striving for an unmatched quality of perfection in all our endeavors. With an unwavering pursuit of excellence, we create homes that not only meet but exceed the highest standards of design and construction.

Symbolic identity of our company:

✓ Service

Trust, transparency, and personalized attention define climax holding's customer-centric approach, exceeding expectations with a seamless experience.

✓ Structure

Clear communication, defined roles, and streamlined processes enable climax holdings; efficient project management, and timely delivery.

✓ Quality

With skilled professionals, stringent standards, and attention to detail, Climax Holdings Ltd provide properties of uncompromising excellence and customer satisfaction.

2.2.2 Company History:

Climax Holdings Ltd always ensures to provide quality services that exceed the expectations of our company. So, the company started their journey in 2021. They started with a few individuals with whom they have started growing continuously till now. And it is proven that it remains an active player in the Dhaka real estate market, with ongoing projects and a commitment to providing quality living and working spaces for its clients for which they hand over their Residential & Commercial projects in different locations like- Mohakhali, Bashundhara, Jhenaidah, Hatirpool etc.

“Climax Holdings Ltd at a Glance”

Basic Information:

Name of the Company:	Climax Holdings Limited
Founded on	2021
Managing Director:	Shajahan Alam
Director:	Mst Shahanaz
Location:	Head Office, House # 213 (4th Floor), Road # 13, Mohakhali DOHS, Dhaka-1206.
Products:	Luxurious apartments, Duplexes, Office spaces, parking lot etc.
Contact Info:	Cell +01329 633 624, +01329 633 623, +01329 633 622
Telephone	88 02 48812032
Email:	info@climaxholdingsltd.com
Website:	http://www.climaxholdingsltd.com/

2.2.3 Company's Network (National/ International):

Climax Holdings Ltd is a local development firm that operates on a local level. As a result, it has a strong brand image and a robust business network throughout the country. Climax outsources design and consulting for its buildings, both inside and out. However, they do not begin working outside the country until later. However, they have plans to work internationally and globally in the future.

2.2.4 Company Size:

Climax Holdings Ltd is a medium-sized real estate company that focuses on smaller scale luxury projects according to a client's needs & choice. They only have 2 branches now in total.

Additionally, they started their journey with 11-50 employees who play great roles in this company to reach the target audience & achieve their goal. Also, more employees are getting hired to manage the company in a more proper way. Their main office is situated in Mohakhali DOHS, Dhaka. In future, they are planning to have 1 or 2 more branches in strategic locations within Dhaka.

2.2.5 Location Map:

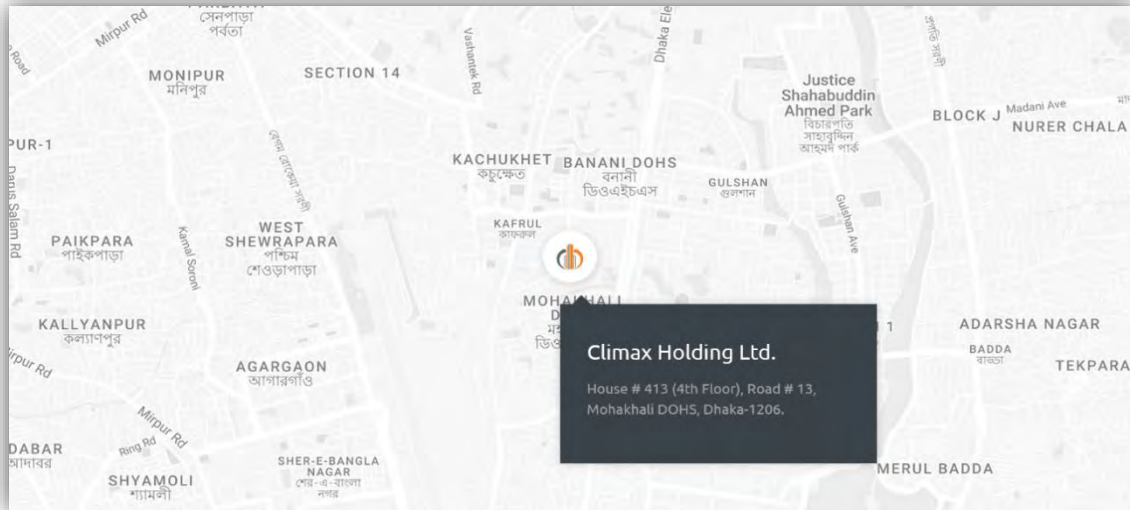


Figure 2: Location map

Recently, Climax Holdings Ltd has changed the location of its main office, which is situated in Mohakhali, DOHS. Also, it's another branch is in Avenue Road & Road#03, Block-L, Basundhara R/A, Dhaka. Their locations are chosen according to their target audience so that clients can reach them easily.

2.2.6 Mission & Vision of the Company

The company's mission & vision is taken from their company's official website following which they always try their best to fulfill their goals focusing on customer satisfaction.

Company Vision:



Figure 3: Vision

Climax Holdings Ltd. Company's vision is to revolutionize living through premium houses and exceed expectations for their loyal clients with exceptional services. They want to stay united by excellence and trust.

Company Mission:

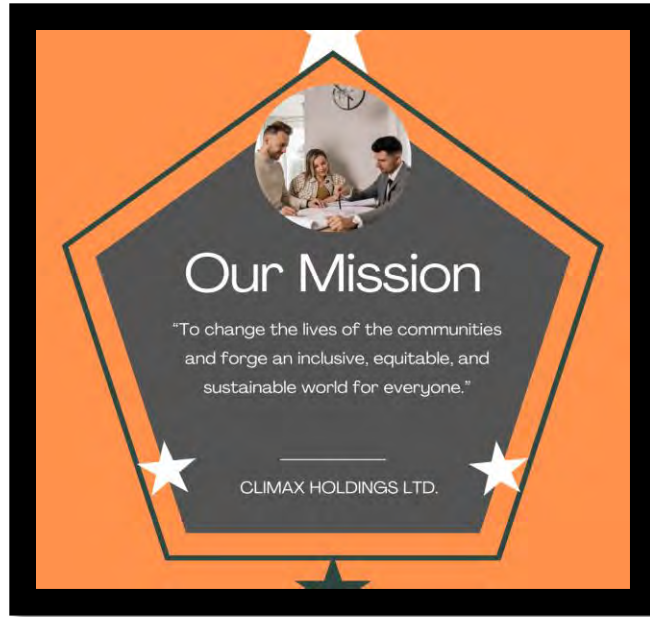


Figure 4: Mission

The company Climax Holdings Ltd.'s mission is to improve people's lives by transforming communities and creating a more equitable, sustainable, and inclusive world for all.

2.2.7 Company's performance level rather than other competitive real estate companies of BD

Climax Holdings Ltd is keeping up good performance levels as they exhibit promise as a younger player within the Dhaka actual estate market, they boast extraordinary projects, strategic places, and a dedication to ethical practices and community engagement. Additionally, their democratic management style fosters collaboration and innovation rather than other competitive real estate companies like- Bti, Amin Mohammad group, Navana real estate, Bashundhara group etc.

2.2.8 Company Values:

- Authenticity
- Quality
- Innovation
- Client service

2.2.9 Company Division:

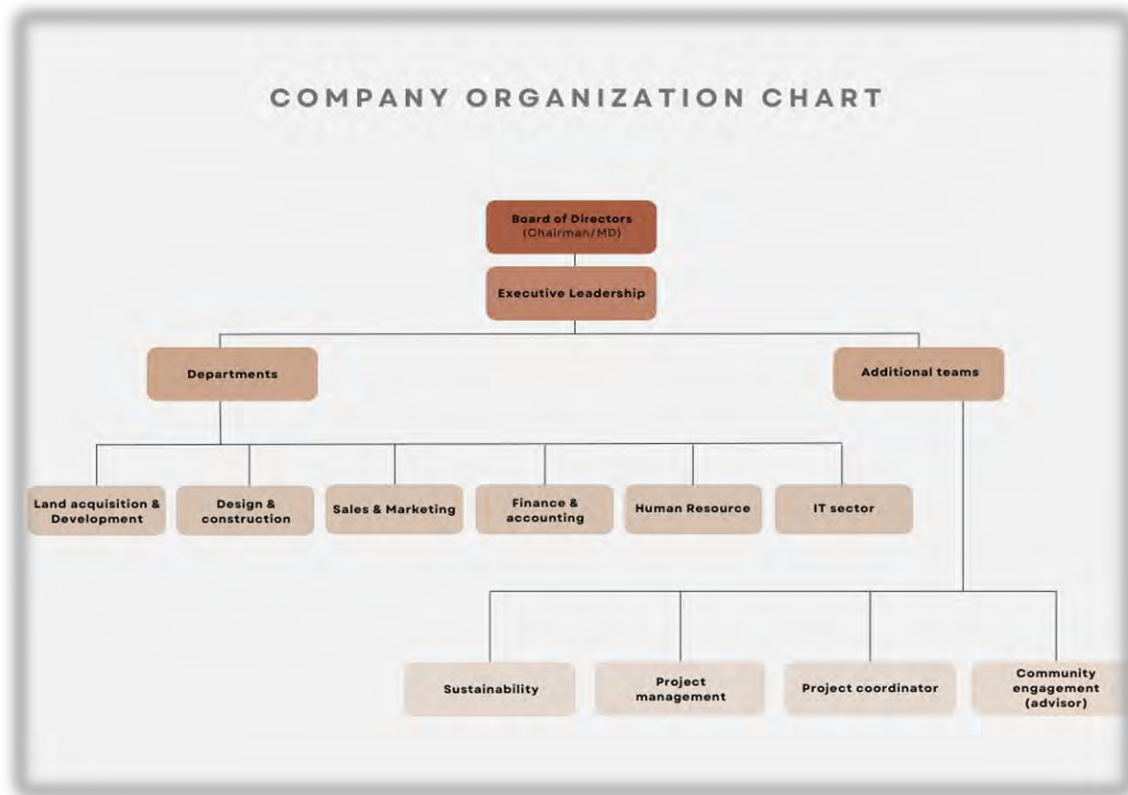


Figure 5: Organizational Chart

❑ Board of Directors:

Director, Managing Director or Chairman plays the role of this position.

❑ Executive Leadership:

Executive leadership position is also maintained by the Board of directors. Also, Chief Operating Officer (COO) & Chief Marketing Officer (CMO) play great roles as leaders.

❑ Departments:

- **Land Acquisition and Development:** Identifies land, obtains approvals, and manages land development projects.
- **Design and Construction:** In charge of architectural design, engineering, and project construction.

- **Sales and marketing:** They are in charge of generating leads, marketing properties, and overseeing sales transactions.
- **Finance and accounting:** In charge of financial reporting, planning, and cash flow management.
- **Human Resource:** In charge of employee recruiting, training, and relations.
- **IT sector:** IT infrastructure, software systems, and data management are all the responsibility of information technology.

❑ **Additional Teams:**

- **Sustainability:** In charge of putting eco-friendly practices and initiatives into action.
- **Property Management:** In charge of overseeing rental properties and preserving tenant relations.
- **Project Coordinator:** In charge of organizing, carrying out, and overseeing specific development projects.
- **Community Engagement (Advisor):** In charge of cultivating positive relationships with nearby communities.

2.3 Management Practices:

2.3.1 Corporate Governance:

Beyond its impressive portfolio, **Climax Holdings Ltd.** stands out in the growing Dhaka residential real estate market mostly for its dedication to sound corporate governance. A varied board of directors, specifically selected for their backgrounds in building, law, and finance, is in charge. In addition, independent experts routinely analyze the business's accounts to guarantee accountability and transparency. Regular communication with clients and investors, keeping them updated on developments, obstacles, and strategic choices, enhances transparency even more. Furthermore, ethical behavior is critical and is captured in a transparent code of ethics that is adhered to by every employee. Weekly training sessions guarantee that all participants are aware of their roles and follow recommended procedures. The organization is deeply committed to sustainability, emphasizing the use of environmentally friendly building supplies and energy-efficient design. The corporation places a high priority on community involvement and funds regional initiatives and development projects. Furthermore, by fostering trust and loyalty among

stakeholders, this all-encompassing approach to corporate governance positions the company as an example of good business in the competitive Dhaka real estate market.

Leadership Style:

As Climax Holdings Ltd follows Democratic management fashion, it improves firm success with the aid of encouraging worker collaboration, innovation, and a strong feeling of dedication. By utilizing the benefits of a democratic technique, the organization is much more likely to foster surroundings beneficial to accomplishing its desires and objectives as it follows-

1. **Employee Involvement in Decision-Making:** Climax holdings ltd encourage employees to take part in choice-making techniques. **For example:** When planning a new actual property development venture, democratic leaders at Climax Holdings Ltd may additionally organize brainstorming classes where mission managers, architects, and different team contributors actively take part in selection-making. This inclusivity ensures that numerous views are considered in deciding on the assignment's layout, functions, and goal marketplace.
2. **Enhanced Employee Engagement:** Democratic leaders at Climax Holdings Ltd involve employees in selections associated with their working procedures. **For example-** employees can also have a say in figuring out the most efficient workflow for a particular construction section. This involvement empowers employees, mostly to various process pleasure and a stronger commitment to the success of the task.
3. **Increased Creativity and Innovation:** The open and collaborative nature of democratic management encourages a way of life of creativity and innovation. Team contributors are more likely to percentage ideas and explore new processes, which can be instrumental in addressing demanding situations and using the corporation towards its goals. Example: In a democratic management putting, personnel are recommended to proportion creative thoughts. For a real estate organization, this might involve encouraging architects and architects to endorse revolutionary capabilities or sustainable layout factors for brand new belongings. The collaborative and open surroundings create a way of life of continuous development and innovation.
4. **Improved Communication and Team Dynamics:** Democratic leaders prioritize transparent communication and open communication. This helps in building sturdy crew dynamics, fostering a culture of belief, and making sure that everyone is aligned with the employer's imaginative and prescient and goals. Example: Democratic leaders at Climax Holdings Ltd prioritize transparent conversation in team meetings. They make certain that assignment updates, challenges, and strategic selections are communicated

efficiently. This transparency fosters trust, strengthens group dynamics, and guarantees that everyone is at the same web page concerning the project's path.

5. **Adaptability to Change:** The democratic management style promotes adaptability as personnel are concerned in decision-making processes. This inclusive technique makes it less difficult for the organization to navigate adjustments and challenges, as personnel are much more likely to embrace and aid vital changes. Example: In a rapidly changing real estate market, democratic leaders contain employees in discussions about market developments and rising opportunities. This inclusivity makes the team more adaptable, inclined to embrace modifications in techniques or task plans to live aggressive and responsive to marketplace dynamics.

6. **Development of Leadership Skills:** Regarding personnel in decision-making, democratic management provides possibilities for people to develop management abilities. This no longer handiest strengthens the general skill set inside the corporation however also contributes to the long-term fulfillment of leadership improvement initiatives. Example: Climax Holdings Ltd might also put into effect mentorship applications where experienced group participants mentor junior staff. In democratic surroundings, these mentoring relationships provide opportunities for management improvement as junior members actively participate in decision-making discussions and examine from skilled leaders.

7. **Alignment with Organizational Values:** The democratic management fashion, with its emphasis on equity and transparency, aligns properly with organizational values. This alignment facilitates in growing a high-quality organizational tradition, reinforcing shared values, and fostering a feel of motive amongst employees. Example: Democratic leaders emphasize fairness and transparency in organizational rules. For instance, when deciding on task assignments or promotions, leaders ensure that the choice-making method aligns with the organization's values of meritocracy and identical possibilities, reinforcing a tremendous organizational culture.

8. **Employee Well-Being:** Democratic leaders frequently prioritize the nicely-being of their crew contributors. This problem of employee welfare can result in superb work surroundings, lowering turnover and contributing to the overall achievement of the agency. Example: Democratic leaders at Climax Holdings Ltd can also behavior regular check-ins with employees to recognize their well-being and work-related issues. This proactive method to employee well-being contributes to superb working surroundings, reduces turnover, and ensures that employees are stimulated and engaged in their roles.

2.3.2 Management Hierarchy Process:

Climax Holdings Ltd follows-

1. Top-Level Management (Board of Directors):

The Board of Directors sets the overall direction and strategy for Climax Holdings Ltd. Also, they oversee and make high-level decisions impacting the entire organization.

2. Executive Leadership:

The COO and CMO, as part of the govt management, paints carefully with the Board to implement strategic initiatives. They may also have direct reviews from numerous departments and play a vital position in aligning operational functions with the organization's goals.

3. Department Heads:

Heads of different departments (Land Acquisition and Development, Design and Construction, Sales and Marketing, Finance and Accounting, Human Resource, IT) report to the executive leadership who are responsible for managing and executing functions within their respective departments.

4. Additional Teams:

Teams like Sustainability, Property Management, Project Coordinator, and Community Engagement (Advisor) have specific focuses and report to relevant department heads or directly to executive leadership.

2.3.3 Chain of Command Process:

This chain of command method helps make certain green conversation, clean strains of authority, and a systematic approach to selection-making inside the actual estate corporation. It also allows responsibility and helps maintain order inside the company's day by day operations. Keep in thoughts that the unique structure and processes can also range based on the dimensions, shape, and practices of the person real estate company in Bangladesh.

- ✓ **Communication Flow:** Instructions and facts go with the flow from the top control down through the layers of the business enterprise. **For example**, the CEO might also communicate the employer's strategic desires to the executive group, who, in flip, bring specific goals to their respective departments.

- ✓ **Decision-Making:** Major choices and strategic choices are generally made at the govt and pinnacle management stages. **For instance**, decisions approximately new actual property improvement projects, advertising techniques, or monetary allocations can also contain enter from the executive group.

- ✓ **Problem Resolution:** If problems or demanding situations arise, they're generally addressed to the extent to which they occur or by using the instant manager. **For instance**, if a actual estate agent encounters trouble at some stage in a transaction, they'll document it to their team leader or manager for a decision.

- ✓ **Performance Evaluation:** Performance critiques and feedback are frequently carried out via immediate supervisors or managers. Real property dealers may additionally acquire performance remarks and dreams from their team leader, who, in turn, receives comments from higher stages of management.

- ✓ **Collaboration:** Collaboration across departments may additionally arise as needed for tasks or tasks. **For example**, the marketing department may additionally collaborate with the income group to create promotional substances for a brand-new actual property project.

- ✓ **Escalation of Issues:** If a trouble can't be resolved at decrease tiers, it could be escalated up the chain of command. **For example**, if a complex criminal difficulty arises in a property transaction, it is able to be escalated to the criminal department or pinnacle management for guidance.

2.3.4 Human Resource Planning Process at Climax Holdings Ltd:

- **Recruitment and Selection Process:** Identification of Needs: HR collaborates with department heads to identify staffing needs. For example, the Design and Construction department might need additional architects for a new project.

- **Job Posting and Advertising:** HR designs job descriptions and posts vacancies on relevant platforms. An example could be advertising for a Project Coordinator role on industry job boards.

- **Application Screening:** HR screens received applications to shortlist candidates meeting the criteria for the Sales and Marketing team.

- **Interviews and Assessment:** Shortlisted candidates go through interviews and assessments. For instance, potential Land Acquisition and Development team members may be assessed for negotiation skills.
- **Selection and Offer:** HR, in consultation with the hiring manager, selects the best candidate for the role. An offer is extended, and negotiations may take place.

Compensation System:

- ✓ **Salary Structure:** HR establishes an aggressive salary shape based on industry standards and inner equity. For instance, they may conduct profits surveys to ensure that reimbursement for Sales and Marketing positions aligns with marketplace prices.
- ✓ **Benefits Packages:** Climax Holdings Ltd offers comprehensive benefits packages. For instance, the Finance and Accounting department may enjoy additional financial perks such as bonuses tied to project performance.
- ✓ **Performance-Linked Compensation:** To motivate high performance, HR designs compensation models linked to individual and team achievements. This could apply to the Land Acquisition and Development team, where success in obtaining approvals may trigger performance bonuses.

Training and Development Initiatives:

- ✓ **Training Needs Analysis:** HR conducts an intensive analysis of skill gaps and improvement wishes throughout departments. For example, the IT branch would possibly want cybersecurity schooling because of evolving threats.
- ✓ **Training Programs:** Customized schooling applications are designed. The Design and Construction crew might go through specialized training at the trendy architectural software.
- ✓ **Leadership Development:** HR identifies excessive-potential personnel for leadership roles. The COO may take part in a leadership improvement program to enhance strategic management abilities.

- ✓ **Continuous Learning Opportunities:** Climax Holdings Ltd presents access to non-stop getting to know possibilities. The Sales and Marketing crew might attend workshops on the contemporary traits in actual property advertising.

Performance Appraisal System:

- ✓ **Goal Setting:** At the beginning of the year, employees, inclusive of those in Sustainability and Property Management, set SMART (Specific, Measurable, Achievable, Relevant, Time-sure) goals aligned with organizational targets.
- ✓ **Regular Check-ins:** HR helps with normal check-ins between employees and bosses to discuss development and challenges. For instance, a Project Coordinator would possibly speak about project milestones with their manager.
- ✓ **Performance Reviews:** Annual performance evaluations are performed. The Finance and Accounting team should have their monetary reporting accuracy and performance assessed.
- ✓ **Feedback and Development Plans:** Feedback is furnished, and improvement plans are created. An IT specialist might get hold of comments on improving information management talents and accept a plan for improvement.

In summary, Climax Holdings Ltd.'s human useful resource planning process incorporates a strategic approach to recruitment, a properly based compensation device, centered education and development tasks, and a performance appraisal device that fosters non-stop improvement throughout various departments and teams.

2.4 Marketing Practices:

- ❑ **Brand Positioning:** Example: Climax Holdings Ltd should consciousness on positioning itself as a top-class actual estate developer with a dedication to nice and sustainability. This may involve showcasing signature initiatives, emphasizing green practices, and highlighting specific design elements.

- ❑ **Target Market Segmentation:** Example: Identifying and targeting specific market segments, which include luxurious homebuyers, first-time consumers, or buyers. Tailoring advertising and marketing messages and channels to resonate with the wishes and possibilities of each phase.

- ❑ **Online Presence:** Example: Utilizing a strong on-line presence with a person-pleasant internet site showcasing to be had houses, virtual property excursions, and informative content material. Active engagement on social media systems to connect with ability customers and create a network.

- ❑ **Content Marketing:** Example: Creating precious and attractive content material, which includes weblog posts, articles, and films, to showcase enterprise understanding, marketplace traits, and spotlight the precise capabilities of Climax Holdings Ltd's homes.

- ❑ **Digital Advertising:** Example: Implementing targeted digital advertising campaigns on platforms like Google Ads and social media to reach specific demographics. This could consist of visually attractive advertisements offering high-quality pictures and digital tours.

- ❑ **Customer Relationship Management (CRM):** Example: Implementing a CRM system to control consumer interactions, song leads, and customize verbal exchange. This ensures timely follow-ups, addressing client inquiries, and retaining relationships for potential repeat enterprise.

- ❑ **Events and Sponsorships:** Example: Participating in or hosting actual estate events, exchange shows, or sponsoring community events. This could increase logo visibility and foster connections with capability customers and companions.

- ❑ **Partnerships and Collaborations:** Example: Forming partnerships with different groups or influencers in real property and related industries. Collaborative efforts can enhance credibility and reach a broader target audience.

- ❑ **Green and Sustainable Initiatives:** Example: Emphasizing sustainability practices in advertising materials to appeal to environmentally aware buyers. Highlighting

inexperienced building certifications, power-efficient capabilities, and eco-friendly landscaping.

- ❑ **Customer Testimonials and Reviews:** Example: Showcasing effective purchaser testimonials and opinions at the employer website and in marketing materials. These buildings accept as true with and offer social evidence of the great and pleasure of Climax Holdings Ltd.'s clients.

- ❑ **Geo-Targeted Marketing:** Example: Implementing geo-centered marketing campaigns to raise awareness of precise areas or neighborhoods in which Climax Holdings Ltd has active projects. Tailoring messages to address the specific needs and options of citizens in one's areas. It's essential for Climax Holdings Ltd to determine the effectiveness of its advertising strategies, adapting and refining them based totally on market dynamics and patron comments. The real method could rely on factors which include the business enterprise's goals, audience, and the competitive panorama in which it operates.

2.4.1 Marketing Channels:

- ❑ **Online Channels:**
 - **Website:** This might be Climax Holdings' important online net web page, showcasing their merchandise, offerings and communicational statistics.
 - **Search Engine Optimization (SEO):** Optimizing their internet website online and content for relevant key phrases to improve natural search visibility.
 - **Pay-Per-Click (PPC) Advertising:** Targeted advertising on search engines like google and yahoo and one-of-a-kind platforms to attain capacity buyers and tenants.
 - **Social Media Marketing:** Engagement, advertising and brand information with functionality customers on systems which encompass Facebook, Instagram and LinkedIn.

Find a perfect **Home** for your family!

LOCATION
HOUSE# 139, ROAD# 29
NEW DOHS MOHAKHALI, DHAKA,
BANGLADESH

STARTING PRICE
BDT. 16k/sqft.
Floors Available
5th, 6th & 7th

BOOK NOW

+88 01844 630454
+88 01844 630451

CLIMAX HOLDINGS LTD.
creating different & valuable

FEATURE

- 2700 sqft.
- South Facing
- 4 Bedrooms
- 4 Balconies
- 4 Bathrooms
- Security System

The image shows a modern living room with a green textured wall, a fireplace, and bookshelves. The room is well-lit and furnished with a sofa, armchair, and coffee table.

Figure 6: Promotional Facebook post

- **Email Marketing:** Sending emails like- thanking customers for getting houses and so on.
- ❑ **Offline Channels:**
 - **Print advertising and marketing:** Utilizing community newspapers, magazines, brochures to reach their target audience.
 - **Outdoor advertising:** Billboards, bus stop commercials, and yard signs and symptoms and signs can generate emblem focus and direct functionality clients to their net web page or properties.
 - **Open homes and property tours:** Showcasing their houses firsthand and interacting with capability customers in person.



Figure 7: Billboard of Climax Shanti Neer Project

- **Networking and events:** Attending and sponsoring industry activities, taking components with one of a kind real estate expert, and building relationships with ability customers.



Figure 8: Progressive Ceremony of “Climax Shanti Neer”



Figure 9: Plot handover ceremony of “Climax Padma Nil”



Figure 10: Visiting “Walton Industrial Park” for Collaboration

- **Open houses and assets tours:** Showcasing their homes firsthand and interacting with potential buyers in character.

2.4.2 Branding activities:

For branding purpose of the organization, Climax Holdings Ltd follows some branding sports which can be-

1. Develop a robust emblem identification:

- ✓ **Logo and tagline:** it represents a memorable emblem and tagline that represents the corporation's values and target audience.



Figure 11: Logo and tagline

- ✓ **Brand shades and fonts:** it refers to a consistent coloration palette and font style this is used at some stage in all of the advertising and marketing substances. For example- Climax Holdings Ltd uses Orange with ashy themed eye-catching font style.

2. Creating a compelling website:

- ✓ This company's internet site is visually attractive, smooth to navigate, and provides all of the data ability customers or renters want.
- ✓ Includes great pix of homes, digital excursions, floor plans and CSR activities.
- ✓ Smooth for users to contact the organization or timetable a showing.

3. Staying lively on social media:

- ✓ Shares listings, promotes activities, and engages with capacity customers on platforms like Facebook, Instagram, and LinkedIn.
- ✓ Using social media advertising to attain a much broader target market.

4. Runs targeted advertising campaigns:

- ✓ It consists of on-line advertising, print advertising and marketing, and email advertising and marketing to attain capability customers who're interested in the varieties of houses the corporation gives.
- ✓ Partnering with other agencies, such as mortgage creditors or home improvement organizations, to go-sell every other's offering.

5. Get worried inside the community:

- ✓ Sponsoring local occasions, donating to charities, and participating in community outreach packages.
- ✓ Focuses to construct goodwill and logo focus amongst ability customers.

2.4.3 Advertising Strategy:

In a piece of writing, its miles stated that the time-examined seven Ps of the marketing mix principle are a useful device for organizing your efforts (Jackson, 2023). In this example, Climax Holdings ltd follows 7ps of marketing blend principle as it targets to showcase Climax Holdings Ltd as a good real property business enterprise supplying numerous residential residences in strategic locations, with a focal point on transparency, first-class, and client pleasure which are given under-

❑ Completed Projects:



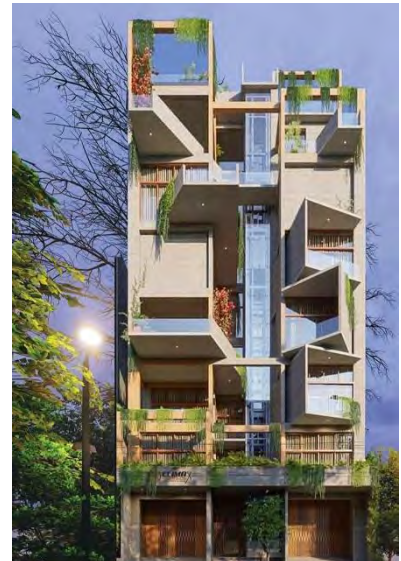
Climax Aziz Plaza

Residential, JhenaDah



Climax Shajahan Palace

Residential, Jhenaidah



Climax Gazi Palace

Residential, Kushtia

Ongoing Projects:



Climax Iconic House

Residential, Mohakhali



Climax Shanti Neer

Residential, Bashundhara



Climax Kazi Palace

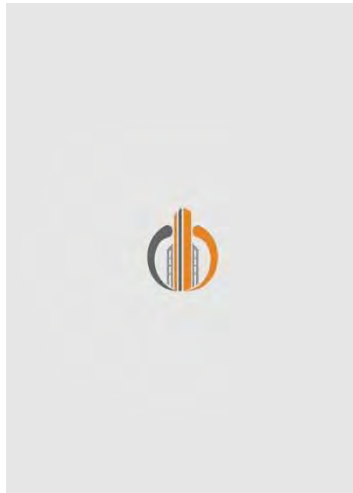
Residential, Mohakhali DOHS

Upcoming Projects:



Climax Orchid Lodge

Residential, Hatirpool



Climax Sea Pearl

Residential, Mohakhali DOHS



Climax Mayuk

Residential, Mohakhali DOHS

7Ps marketing mix for Climax Holdings Ltd are-

1. Product:

- Climax Aziz Plaza, Climax Shajahan Palace, Climax Gazi Palace, Climax Shanti Neer, Climax Kazi Palace, Climax Iconic House, Climax Moyukh, Climax Orchid Lodge, Climax Sea Pearl which contains Highlight the opulent layout, spacious gadgets and top-class services with provide renovation help, concierge offerings, and network occasions to enhance resident revel in.
- Ensures Residential houses with varying unit sizes, services, and architectural designs.
- Provides Completed, Ongoing, and Upcoming projects.

2. Price:

- Competitive pricing based totally on property length, place, and functions.
- Premium pricing aligned with the luxury positioning and target audience.
- Transparency in pricing with certain breakdowns for each asset.
- Flexible price plans and financing alternatives.

3. Place:

- Focusing on desirable neighborhoods with appropriate get entry to to amenities
- Strategic locations in Jhenaidah, Kustia, Mohakhali DOHS, and Bashundhara for finished tasks.
- Ongoing challenge in Mohakhali DOHS.
- Upcoming tasks in Hatirpool and Mohakhali DOHS.

4. Promotion:

- Online and offline advertising channels for merchandising.
- Focusing to increase a strong emblem identification that evokes luxurious, consolation, and exclusivity.
- Project brochures and videos for each finished and ongoing project.
- Social media presence to exhibit finished tasks, events, and news.

5. People:

- Professional and skilled architects, along with Architect Md. Mamunur Rahman.
- Skilled in construction and venture control teams.
- Customer carrier representatives to assist buyers in the course of the technique.

6. Process:

- Clear and green task improvement approaches from planning to handover.
- Streamlined shopping techniques with transparent documentation.
- Regular assignment updates for ongoing projects.
- Hassle-free and customer-friendly after-sales service.

7. Physical Evidence:

- High-first rate and aesthetically attractive finished projects.
- Project maps, floor plans, and galleries are to be had on the website.
- News and occasion insurance as proof of business enterprise activities.
- Groundbreaking and signing ceremony activities as physical evidence of milestones.

2.4.4 Critical gaps of climax holdings comparing to different aggressive actual estate businesses:

1. Branding and Messaging:

- ✓ **Lack of differentiation:** Climax might lack a clean and unique brand identity as compared to set up gamers like BTI or Amin Mohammad Group. They might need to emphasize their specific fee proposition and what units them aside from the opposition.
- ✓ **Weak on-line presence:** Their internet site or social media presence won't be as visually attractive, consumer-pleasant, or informative as their competitors. This can affect brand belief and lead clients to not forget other options.

2. Marketing and Promotion:

- ✓ **Limited content advertising and marketing:** Compared to competitors who might be developing engaging blog posts, videos, or infographics, Climax might lack in this place. This can restrict their attainment and engagement with capacity buyers.

- ✓ **Underutilized online channels:** While they have on-line marketing channels like social media and e-mail, they won't be using them to their full ability. They could explore centered commercials, influencer marketing, or partnerships with other platforms to reach a much wider target market.

- ✓ **Traditional attention:** While conventional advertising like print or billboards can still be powerful, depending solely on these channels won't be enough in modern day digital landscape. Climax ought to make more investment in online marketing strategies for better attain and engagement.

- 3. Customer Experience:**
 - ✓ **Lack of online evaluations and testimonials:** Compared to competitors who would possibly have severe high quality on-line evaluations and testimonials, Climax may lack in this area. This can create doubt and hesitation among capacity consumers.

 - ✓ **Less obvious sales technique:** Their sales process might not be as obvious or efficient as their competitors. This can result in frustration and dissatisfaction among capability consumers.

2.5 Financial Performance & Accounting Practices:

2.5.1 FINANCIAL STATEMENT ANALYSIS

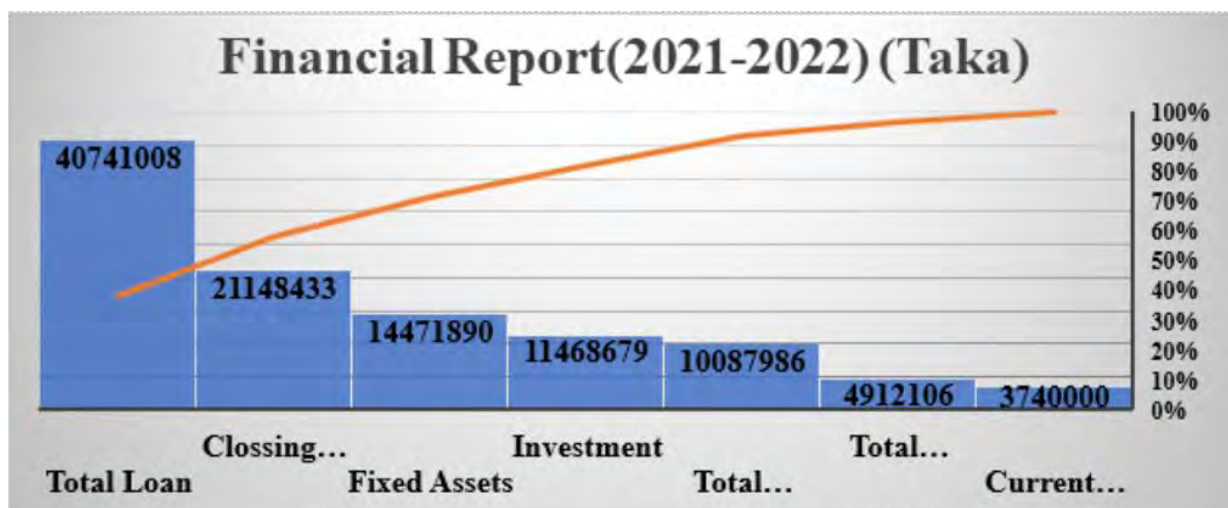


Figure 12: Financial performance of Climax Holdings Ltd

2.5.2 Current Ratio:

Current Ratio=Current Assets/Total Loan

Current Ratio= Total Loan/Current Assets

The current ratio measures the company's ability to cover its short-term liabilities with its short-term assets. A ratio above 1 indicates a good liquidity position.

Current Ratio

=3,740,000/40,741,008

≈0.092

The current ratio is less than 1, suggesting potential liquidity challenges, and the company may face difficulty in meeting its short-term obligations with the available current assets.

2.5.3 Fixed Assets to Total Assets Ratio:

Fixed Assets to Total Assets Ratio=Fixed Assets/Closing Balance

Fixed Assets to Total Assets Ratio= Closing Balance/Fixed Assets

This ratio indicates the proportion of total assets invested in fixed assets, giving insights into the asset structure.

Fixed Assets to Total Assets Ratio=14,471,890/21,148,433

≈0.683

Fixed Assets to Total Assets Ratio= 21,148,433/14,471,890

≈0.683

Approximately 68.3% of the company's total assets are invested in fixed assets.

2.5.4 Surplus Ratio:

Surplus Ratio=Total Surplus/Total Expenditure

Surplus Ratio= Total Expenditure/Total Surplus

The surplus ratio measures profitability relative to total expenditure.

Surplus Ratio=10,087,986/4,912,106

≈2.06

Surplus Ratio= 4,912,106/10,087,986

≈2.06

The surplus ratio of approximately 2.06 indicates that the company has surplus funds after covering its total expenditure.

2.5.5 Debt to Equity Ratio:

Debt to Equity Ratio=Total Loan/Total Surplus

Debt to Equity Ratio= Total Surplus/Total Loan

The debt-to-equity ratio assesses the company's leverage, indicating the proportion of debt to equity.

Debt to Equity Ratio= $40,741,008/10,087,986$

≈ 4.04

Debt to Equity Ratio= $10,087,986/40,741,008$

≈ 4.04

A debt-to-equity ratio of 4.04 suggests that the company relies more on debt financing than equity.

2.5.6 Return on Investment (ROI):

ROI=Total Surplus/Investment

ROI= Investment/Total Surplus

ROI measures the return generated on the company's investments.

ROI= $10,087,986/11,468,679$

≈ 0.88

ROI= $11,468,679/10,087,986$

≈ 0.88

An ROI of 0.88 indicates that for every unit of investment, the company generated a return of 0.88 units.

It's important to note that financial analysis should consider industry benchmarks, historical performance, and qualitative factors to provide a comprehensive understanding of a company's financial position and performance. Additionally, interpretations may vary based on industry norms and specific company strategies.

2.5.7 ACCOUNTING PRACTICES:

According to an article, it is stated that Proper accounting processes are essential for making informed judgments, optimizing, and guaranteeing regulatory compliance (Tom, 2023). So, it seems that without right accounting ideas, actual property companies can't undergo a structured way to attain achievement.

2.5.8 Core accounting ideas:

- **Accrual accounting:** Balance sheet of Climax holdings ltd consists of gadgets like receivables (quantities owed to the organization) and payables (quantities the company owes), indicating revenue and fees are probable identified based on accrual, no longer coins receipts or bills which seems like it follows center accounting standards like matching and accrual.
- **Going concern assumption:** it implies the agency intends to retain working inside the foreseeable destiny.

2.5.9 Method of accounting:

- **Accrual accounting:** Based at the presence of receivables and payables, accrual accounting is the most probable method to be used. Cash basis accounting is less common for companies like Climax Holdings Ltd due to the complexity of real estate transactions and the need for accurate economic reporting.

2.5.10 Accounting Cycle:

Climax Holdings Ltd follows the cycle of a series of steps from recording transactions to making ready financial statements. Key steps within the cycle consist of journalizing transactions, posting to the ledger, getting ready a trial stability, adjusting entries, preparing financial statements, and remaining entries to make sure accurate economic reporting.

2.5.11 Depreciation Methods:

Climax Holdings Ltd regularly use the straight-line approach for depreciating their constant belongings, which includes homes and enhancements which allocates a same amount of depreciation expense every year over the asset's useful existence.

2.5.12 Accounting Disclosures:

- **Revenue Recognition:** to discover how and while the business enterprise acknowledges revenue from assets sales or lease agreements.
- **Depreciation Policy:** to understand how the depreciation methods are used and the estimated useful lives of belongings, plant, and equipment.
- **Lease Accounting:** it requires widespread lease agreements, information about rent terms, bills, and other applicable facts.
- **Fair Value Measurements:** use for the disclosure of honest value measurements for funding homes.

2.6 Operations Management and Information System Practices:

The fulfillment of Bangladeshi actual estate developer Climax Holdings Limited is probably attributed to several critical factors. Thus, a few of their possible valuable objects are:

2.6.1 Material sources:

- ✓ **Land Holdings:** A remarkable asset for any developer is prime land in rather sought-after regions of Dhaka or other big cities. Climax Holdings can also very own a portfolio of land that could be used for combined-use, residential, or industrial trends.
- ✓ **Developed Properties:** Completed structures that upload to destiny resale value and condominium revenue include residences, office buildings, retail centers, or even unmarried homes.
- ✓ **Construction Equipment:** Having machinery along with selling off vans, cranes, and excavators allows you to manipulate undertaking schedules and keep cash.

2.6.2 Non-tangible Resources:

- ✓ **Reputation and Brand Image:** Investors and consumers are drawn to a corporation with a strong recognition for awesome building, prompt shipping, and happy clients. Climax Holdings can also have advanced a favorable brand recognition due to its previous accomplishments.
- ✓ **Skilled Staff:** For a mission to be successful, certified personnel with backgrounds in sales, engineering, structure, and creation management are vital. With them, Climax Holdings likely assembles an impressive team.
- ✓ **Financial Resources:** The enterprise can embark on larger tasks and take care of market swings because it has the right of entry into finance via partnerships, financial institution loans, and inner reserves.
- ✓ **Network and Relationships:** Having ties to contractors, providers of building substances, government organizations, and prospective consumers can assist in negotiations, approvals, and ultimate deals.

2.6.3 Other Key belongings:

Moreover, Climax Holdings might also possess additional property linked to:

- ✓ **Technology:** Project management, layout, and communicate gear can beautify productiveness and teamwork.
- ✓ **Sustainability Practices:** Using eco-friendly components and materials can decrease working expenses while drawing in customers who care approximately the surroundings.
- ✓ **Community Engagement:** Fostering sturdy ties with close by groups can increase venture acceptability and upload price over time.

2.7 Industry & Competitive Analysis

2.7.1 SWOT Analysis:

In an article, the author stated that SWOT analysis identifies opportunities you may not have considered, and when combined with market strategy, can help you develop adaptive tactics to preserve your success (Park, 2024). Following this, SWOT analysis of Climax Holdings Ltd is given below-

Table 1: SWOT Analysis

Strengths:	Weaknesses:
<ul style="list-style-type: none">• Climax Holdings Ltd has an established reputation in the industry, which may positively influence client satisfaction.• The company offers a diverse range of services, providing clients with a one-stop solution for their needs.• A team of experienced professionals contributes to the expertise and reliability of the services provided.• Strong communication channels facilitate interactions with clients, ensuring clarity and understanding.	<ul style="list-style-type: none">• Limited market presence or visibility might hinder the ability to reach a broader client base.• inconsistencies in service delivery may lead to varying levels of client satisfaction.• limited resources, both financial and human, may impact the company's ability to meet client expectations consistently.• Over-reliance on a few key clients could pose a risk if relationships are strained or if those clients experience issues.

<p>Threats:</p> <ul style="list-style-type: none"> • Intense competition within the industry may put pressure on client retention and satisfaction. • Economic uncertainties or downturns could affect clients' financial capacities and, consequently, their satisfaction levels. • Changes in regulatory frameworks may require adjustments that could impact service delivery and client satisfaction. • Dependency on technology introduces the risk of disruptions or cybersecurity threats, potentially affecting client satisfaction. 	<p>Opportunities:</p> <ul style="list-style-type: none"> • Exploring new markets or segments could open up opportunities for growth and increased client satisfaction. • Embracing technological advancements may enhance service efficiency and overall client experience. • Actively using client feedback to make improvements can strengthen client relationships and satisfaction. • Forming strategic partnerships may provide access to new resources and clientele, positively impacting satisfaction levels.
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2.7.2 Porter's Five Forces analysis:

Porter's Five Forces model is a competitive analysis method that is used as a macro tool in business analytics. Porter's Five Forces model can help you identify where your organization fits in the industry environment (**Martin, 2023**).



Figure 13: Porter’s Five Forces analysis

2.8 Summary & Conclusion:

Climax Holdings Ltd. stands out with its commitment to quality, sustainability, and community. While facing market challenges & having critical gaps rather than other competitive Real Estate Companies like- (Bti, Amin Mohammad group), their strong foundation, strategic vision, and

willingness to adapt position them for continued success. But fortunately, as they navigate the competitive landscape, embracing technology, exploring new markets, and building strategic partnerships can propel them to become a leading force in Bangladesh's real estate sector.

2.9 Recommendations:

Climax Holdings Ltd need to **focus on strengthening their brand, expanding their market reach, and embracing technology to enhance their efficiency and customer experience.** While they have a strong foundation with quality projects and a diverse portfolio, their limited market presence and potential inconsistencies in service delivery pose risks. Following this, Climax Holdings Ltd. can attract a broader client base, solidify their brand reputation, and achieve sustainable growth in the dynamic Dhaka real estate market-

- ✓ **Invest in targeted marketing campaigns** that emphasize their commitment to excellence, sustainability, and exceeding client expectations.
- ✓ **Utilize digital platforms effectively** with a user-friendly website, engaging content, and personalized communication with potential buyers.
- ✓ **Explore new market segments** beyond luxury projects to cater to a wider range of customers and diversify their revenue streams.
- ✓ **Implement technology solutions** to streamline operations, manage projects efficiently, and improve customer service responsiveness.
- ✓ **Prioritize consistency in service delivery** by establishing clear quality standards and implementing training programs for staff.

CHAPTER 03

Determining the satisfaction level of clients of Climax Holdings Ltd in BD

3.1 Introduction

3.1.1 Literature Review

According to (Hartl et al., 2006) consumer conduct is unpredictable due to how sophisticated and discriminating their options have emerge as. Their requirements for centers, techniques, and sensorial houses became greater numerous. Consumption conducts are greatly prompted through culture. First, there is the way of life, and 2nd, there may be the social elegance.

(Asif Perwez, 2019) depicted Customer expectations and perceptions of carrier exceptional are inspired via necessity and phrase of mouth, which affects both overall consumer pride and dissatisfaction. A client is prompted to buy by way of a need, whereas word of mouth has the power to alter the client's belief and expectations of the service. Negative carrier overall performance, the strongest determinant of whether a purchaser will maintain (repurchase aim) or quit (switch purpose) their courting with a selected provider company is word of mouth.

(Guido G, 2015) Customer pride is characterized as a submit-buy mental nation that expresses an evaluation of the product/provider's usage revel in. Therefore, it relies upon on how a lot and in what course there is a distinction among the notion of overall performance and the benchmark for contrast.

(Hill, Roche & Allen 2007) Customer retention, repeat purchases, and customer satisfaction are all important aspects of business strategy. Companies need to sell ideas and strategies by completing all the necessary paperwork to maximize customer satisfaction.

(Hill, Brierley & MacDougall 2003) Consumers tend to seek value throughout the experience, which requires coordination among departments responsible for various supply chains, such as the core product (goods or services), special deliverables, cards of special items Only useful items should be done, according to some views. As a result, businesses now need to know their customers better than ever before. To gain customer feedback, the business must first be able to build trust with the customer. This is an example of how to develop a customer-centric product or service.

3.1.2 Objectives of the study:

1. To discover the factors that influence clients to buy from Climax Holdings Ltd.

2. To access the level of client satisfaction.
3. To understand the reasons for any client dissatisfaction.
4. To look for ways to improve client satisfaction.

3.1.3 Significance or Scope of the study:

The study examines Bangladeshi Climax Holdings Ltd. customer satisfaction. It's used to assess the real estate company's services and customer satisfaction. Study examines what makes customers happy or unhappy. These include the atmosphere, staff helpfulness, client relations, service speed, costs, online services, and more. This study uses many polls and graphs to gauge client sentiment. It shows what works and what needs improvement. Part of the task is to generate actionable ideas based on outcomes. Goals include better communication, service, noise reduction, more service options, and simpler pricing. Climax Holdings Ltd. uses this study to develop their business, establish friends, and satisfy clients in the Bangladeshi real estate industry.

3.2 Methodology

3.2.1 Selection of the Topic:

The respected supervisor proposed the topic for the study and provided necessary recommendations and suggestions for making the internship report well-organized and perfect.

3.2.2 Methodology:

Different types of methods have been used to determine the level of Clients satisfaction of the company such as- had taken **interviews with some of our loyal clients** to have clear idea about the factors to enhance the availability of more clients for our holdings company that can be found out through the interview process, **provided questionnaire to clients** for collecting data to identify the satisfaction level of the clients which can be found out through the responses of the Questionnaire survey. Moreover, interviews with some of our loyal clients make it specific about the products or services that dissatisfy the clients through the interview process. Also, the use of social media analytics method had been applied to get enough feedback or opinion of the clients to improve satisfaction level of clients through the Analysis in social media platform.

3.2.3 Data Collection Method:

Data have collected from both Primary & Secondary sources.

Primary Source: Personal interviewing with marketing manager and Branch manager. Customers interview with questionnaire Survey.

Secondary Source:

- Research report
- Articles,
- Website,
- Facebook page
- Social media analytics etc.

3.3 Findings & Analysis

The factors that influence clients to buy from Climax Holdings Ltd.

3.3.1 Environment of Climax Holdings Ltd:

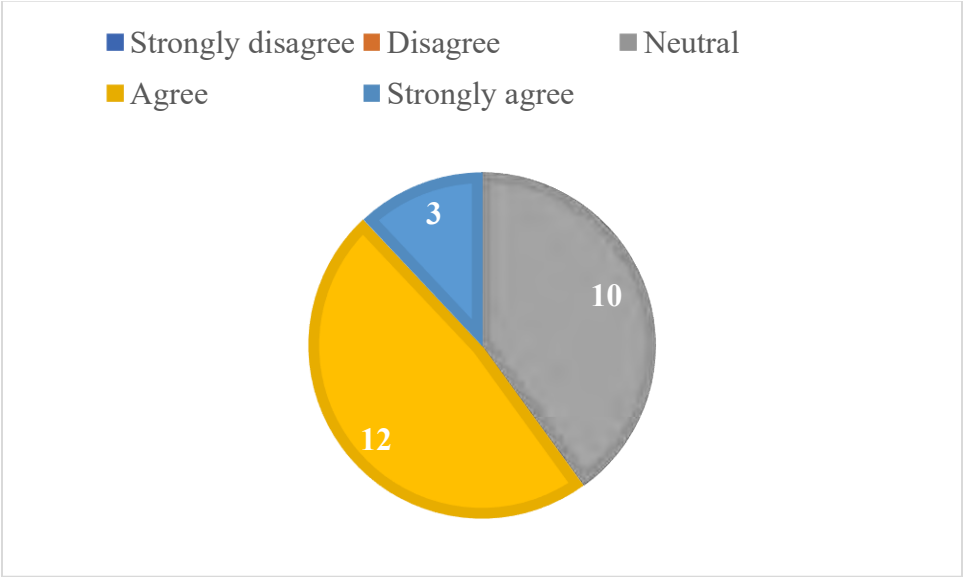


Figure 14: Environment of Climax Holdings Ltd:

Analysis: According to the above table and graph, just 12% of respondents strongly agreed with this truth, whereas 48% agreed. In the meantime, the percentage of responders who strongly disagree with this fact is 0%. And 40% of respondents maintained their neutrality.

3.3.2 Helpful Staffs and Employees of Climax Holdings Ltd:

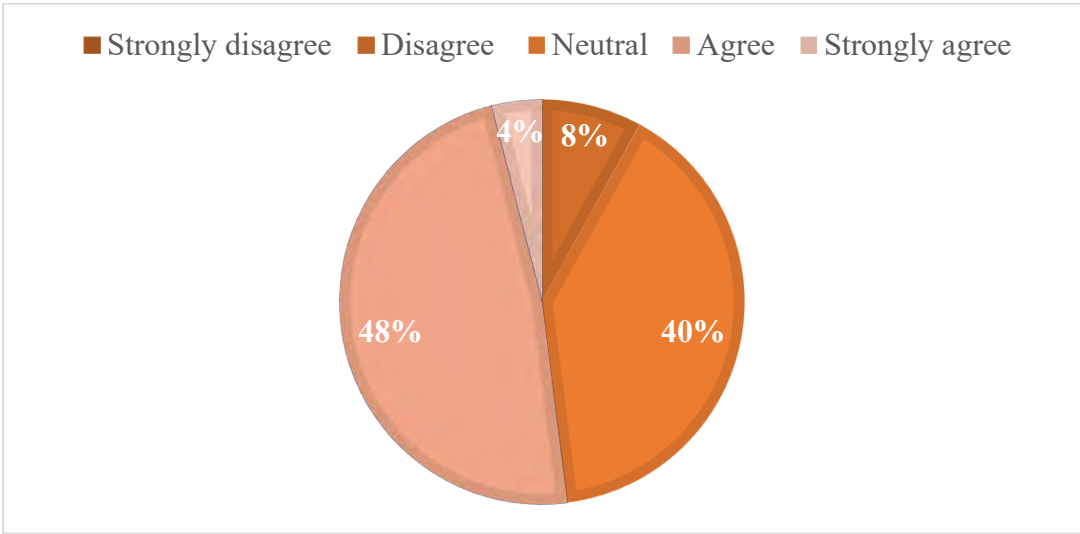


Figure 15: Helpful Staffs and Employees of Climax Holdings Ltd

Analysis:

Based on the preceding table and figure, we may conclude that just 4% of respondents firmly agreed with this truth, whereas 48% agreed. The number of replies was 8% who agreed firmly and 0% who disagreed, with 40% remaining neutral.

3.3.3 Relationship with customers of Climax Holdings Ltd:

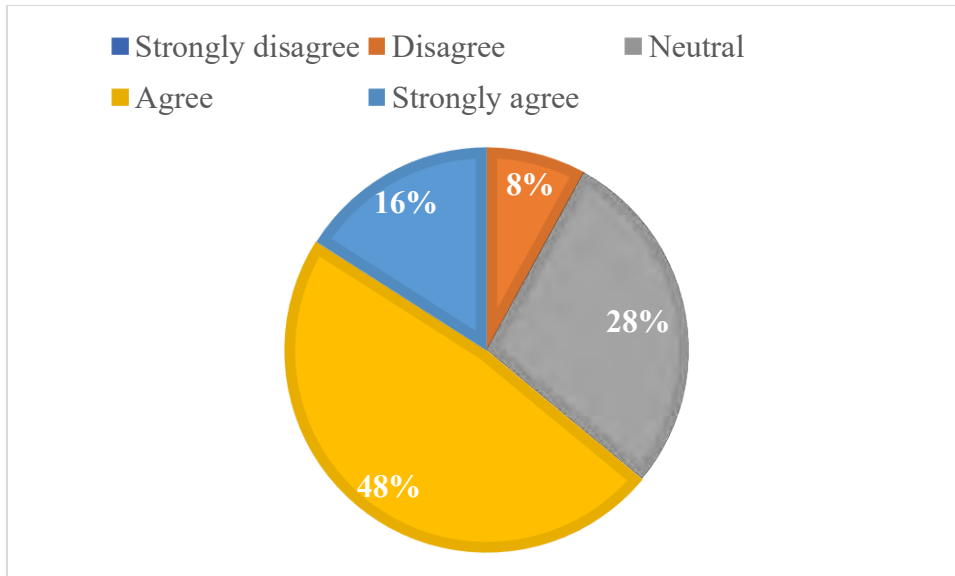


Figure 16: Relationship with customers of Climax Holdings Ltd

Analysis:

Every firm must maintain a positive customer relationship. In answer to the question, the data said that 64% of customers responded positively, 48% agreed, and 16% strongly agreed. The percentage of respondents who disagreed with this fact was 8%, while 28% remained indifferent.

- To access the level of Clients satisfaction:**

3.3.4 Quick service delivery:

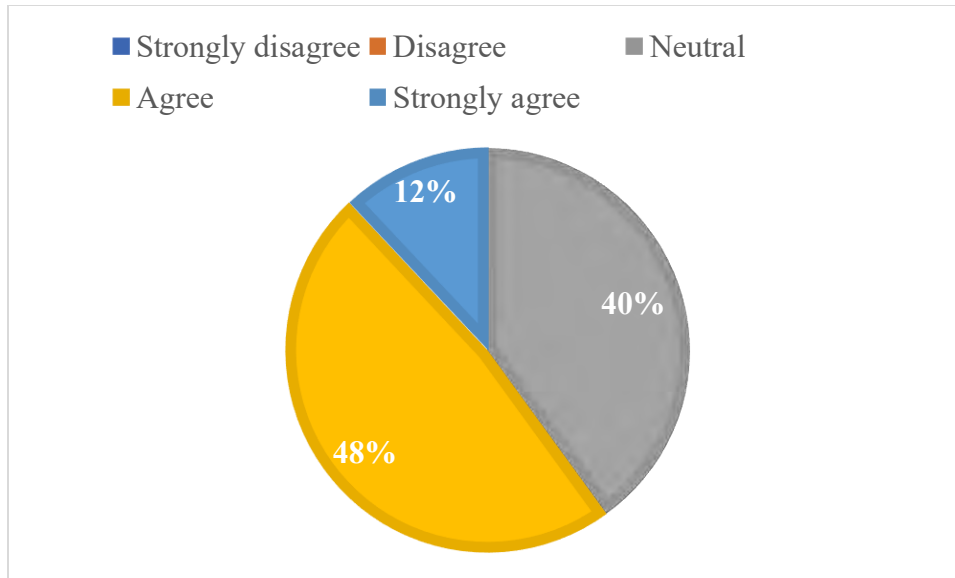


Figure 17: Quick service delivery

Analysis:

According to the above table and graph, just 12% of respondents strongly agreed with this truth, whereas 48% agreed. In the meantime, the percentage of responders who strongly disagree with this fact is 0%. And 40% of respondents maintained their neutrality.

3.3.5 Online Services:

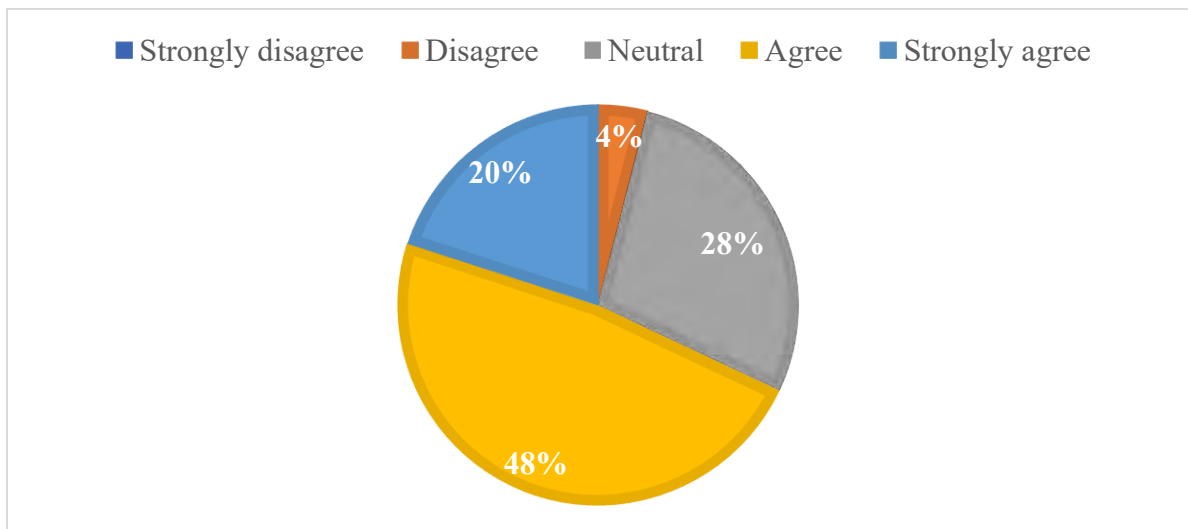


Figure 18: Online Services

Analysis:

Only 20% of respondents highly agreed with Climax Holdings Ltd 's online service, while 48% agreed and 0% strongly objected, according to the table and graph. 4% of respondents said that they disagreed with this statement, while 28% of respondents maintained their neutral stance.

3.3.6 Low service charge:

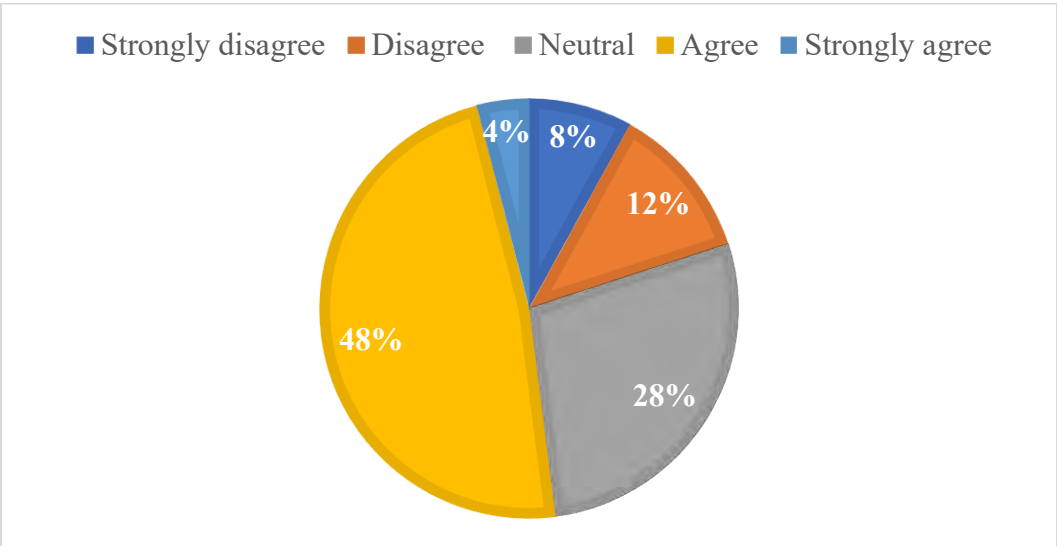


Figure 19: Low service charge

Analysis:

According to the above table, just 4% of respondents strongly agree with this statement, while 48% do. 8% of respondents, on the other hand, strongly disagreed with this statement. Additionally, 12% of respondents said that they disagreed with the low service price, while 28% of respondents declared themselves to be indifferent.

3.3.7 What services did you use from our company?

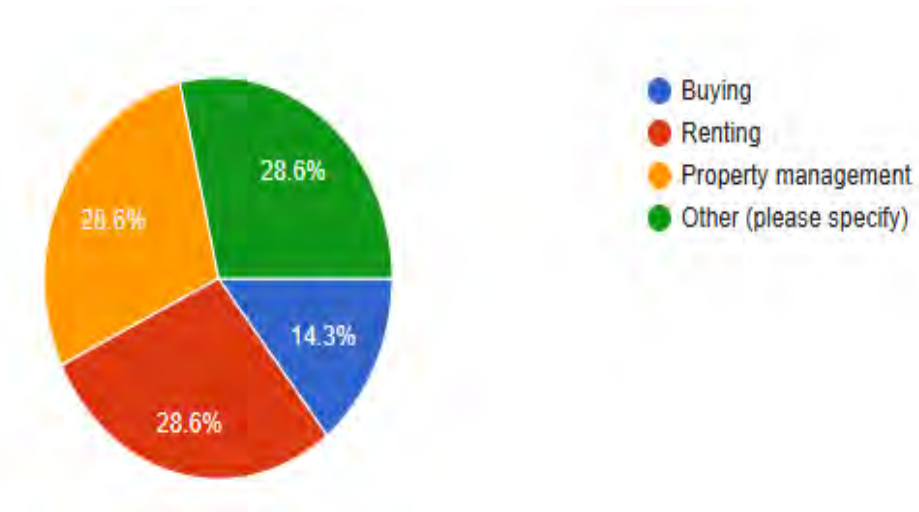


Figure 20: What services did you use from our company

Analysis:

Thus, roughly 28.6% of the services were utilized for renting, 28.6% for buying, and 28.6% for property management also 14.3% responds to others, according to the statistics provided.

3.3.8 How long have you been a client of Climax Holdings Ltd.?

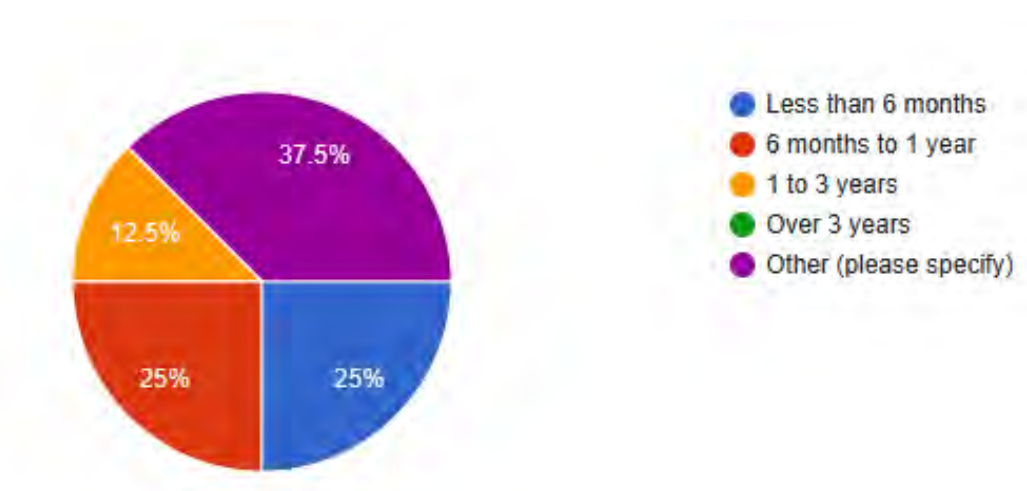


Figure 21: How long have you been a client of Climax Holdings Ltd.?

Analysis:

According to the information provided, roughly 25% of the clients have only been with Climax Holdings Ltd. for six months, 12.5% for one year, and 25% for less than 6 months.

❑ Looking for ways to improve client satisfaction

3.3.9 How satisfied are you with the landscaping and maintenance of the common areas?

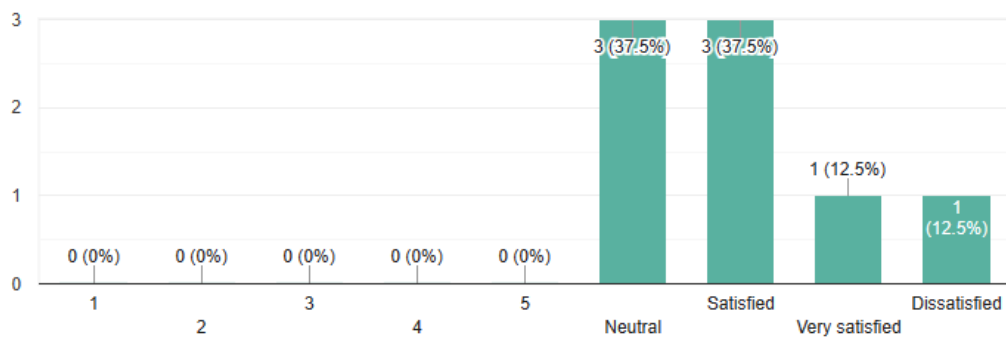


Figure 22: How satisfied are you with the landscaping and maintenance of the common areas?

Analysis:

According to the data provided, around 12.5% of respondents are extremely happy, 37.5% are ambivalent, 12.5% are unhappy, and 37.5% are content with the landscaping and upkeep of the common areas.

3.3.10 How satisfied are you with the parking facilities provided by Climax Holdings Ltd.?

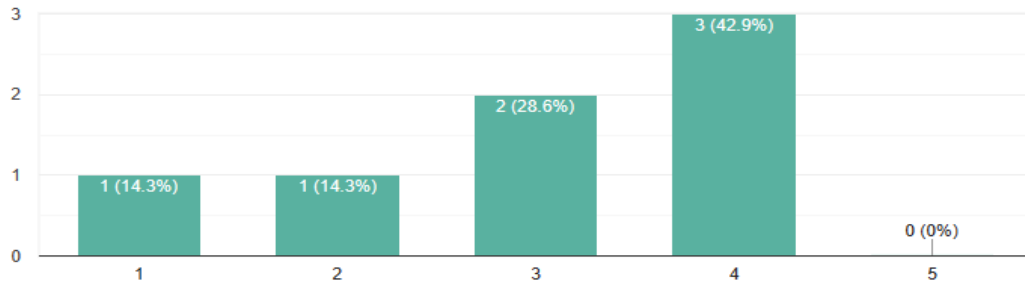


Figure 23: How satisfied are you with the parking facilities provided by Climax Holdings Ltd.?

Analysis:

Clients prefer to display the results as a percentage, I do so by converting the average score to a % using a scale (for example, 1 to 5). Here, I presume it's out of 5 as the scale isn't stated specifically. So, the average satisfaction score is 70%, which is 3 out of 5.

3.3.11 How satisfied are you with the noise levels in your property and the surrounding area?

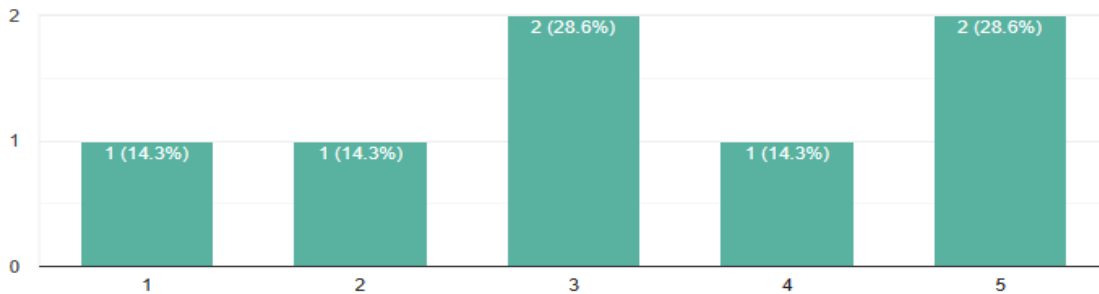


Figure 24: How satisfied are you with the noise levels in your property and the surrounding area?

Analysis:

Clients prefer to display the results as a percentage, I do so by converting the average score to a % using a scale (for example, 1 to 5). Here, I presume it's out of 5 as the scale isn't stated specifically. With a mean satisfaction score of 3.29 out of 5, we can say that our customers are generally satisfied.

3.3.12 What aspects of Climax Holdings Ltd.'s services did you find most satisfactory?

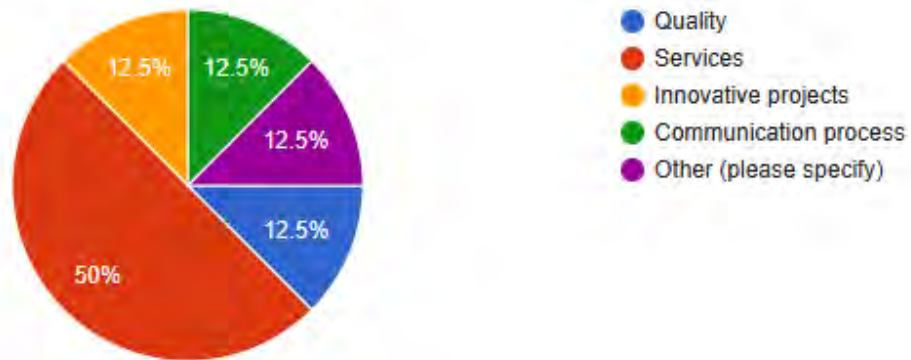


Figure 25: What aspects of Climax Holdings Ltd.'s services did you find most satisfactory?

Analysis:

According to the data provided, around 25% of respondents were satisfied with all the defined criteria, including quality and creative ideas. Although 12.5% expressed happiness with the communication procedure, 50% were satisfied with the services overall.

3.3.13 What would encourage you to use Climax Holdings Ltd. more frequently?

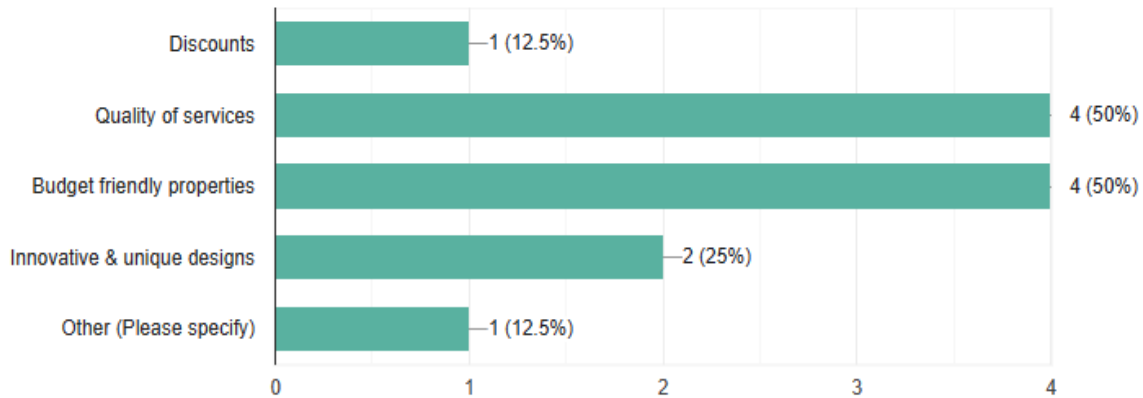


Figure 26: What would encourage you to use Climax Holdings Ltd. more frequently?

Analysis:

The data presented shows that affordable homes drive approximately 37.5% of respondents, service quality about 50%, other factors about 12.5%, innovative and original designs about 25%, and discounts about 12.5%.

3.3.14 Would you recommend "Climax Holdings Ltd" to others in future?

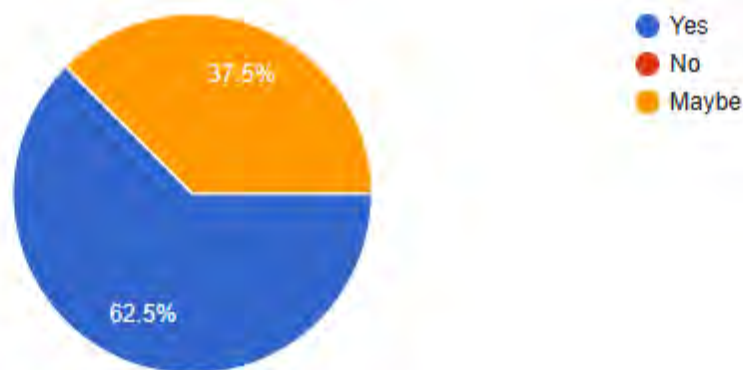


Figure 27: Would you recommend "Climax Holdings Ltd" to others in future?

Analysis:

Based on the information provided, it can be concluded that around half of the respondents 62.5% will suggest Climax Holdings Ltd to other people, while the other less than half (37.5%) are uncertain ("Maybe").

3.3.15 Major Findings:

- i. Most members maintain a good opinion of Climax Holdings Ltd.
- ii. Customer interactions, on-line offerings, and provider nice all receive normally high evaluations; but pride ranges range depending on the component.
- iii. There is a slight degree of agreement between setting off transport service and coffee provider fees.
- iv. Client ties with Climax Holdings Ltd. Variety in period, with a great percentage inclusive of tremendously new customers.
- v. There is a combined reaction approximately landscaping and protection, with a full-size percent expressing neutrality.
- vi. Most respondents are willing to endorse Climax Holdings Ltd. To others, that's a favorable advice.

3.4 Summary & Conclusions

Climax Holdings Ltd conducted a thorough survey focusing on customer satisfaction and retention in Bangladesh. The goals were to identify factors influencing purchases, measure satisfaction levels, understand reasons for dissatisfaction, and create strategies to enhance customer happiness.

Results show a positive overall perception of the company, with clients particularly pleased with customer interaction, online services, and service quality. However, satisfaction levels vary, indicating areas for improvement. A correlation was found between prompt service and lower costs, showing a value proposition valued by customers.

The study also reveals customer demographics, with many being new clients and varying lengths of time with the company. Mixed opinions on landscaping and maintenance suggest a need for improvements in these areas, including physical updates based on feedback, emphasizing customer relationship skills for staff, enhancing online platforms, addressing customer concerns, and implementing plans to improve landscaping and maintenance in common areas. Many respondents are willing to give guidance to Climax Holdings Limited and have shown positive sentiment among customers. This supports the company's goals of improving communication, better services and increasing customer satisfaction. By catering to customers' needs, Climax Holdings Limited can maintain its position as the market leader in the Bangladeshi real estate industry and ensure long-term customer loyalty.

3.5 Recommendations:

Based on overall activities of Climax Holdings Ltd, the recommendations for the company are-

- i. Improve communication to keep clients informed and allow them to voice problems.
- ii. To meet or exceed client expectations, prioritize service quality improvement.
- iii. Address noise issues proactively to improve client living.
- iv. Explore ways to expand services and add new features to meet client needs.
- v. Make pricing transparent and offer discounts or loyalty programs to boost customer satisfaction.

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<https://www.facebook.com/2016climaxHL>

<https://www.linkedin.com/company/chl-climax-holdings-limited/mycompany/>

<https://www.youtube.com/@climaxhl2646>

Appendix A.

CLIMAX HOLDINGS LIMITED

Creating different & valuable


Building-337(2nd floor), Road-23, DOHS, Mohakhali, Dhaka-1206

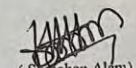
Phone # +88 0248812032, E-mail: info@climaxhbd.com, Web: www.climaxhbd.com.

Financial Report

Balance sheet

Capital & Liability	Notes	Amount	Property & Assets.	Notes	Amount
Retain Surplus:			Current Assets:-		
Previous Balance-	-	-	Receivable A/C:		
Current Year-	-	10,087,986	Basundhara Flat A4	11	3,740,000
Total Surplus:	1	10,087,986	Sub-Total :		3,740,000
Fund A/C:			Fixed Asstes:		
Bank Loan A/C	2	17,000,000	Land	12	13,910,000
Fund A/C	3	741,008	Furniture & Fixture	13	287,800
Short Term Loan.	4	23,000,000	Electronics Goods	14	274,090
Sub- Total :-		40,741,008	Sub-Total :		14,471,890
			Investment :-		
			Aziz Plaza	15	554,461
			Climax Agrow fund	16	201,440
			Climax Kazi Palace	17	8,037,237
			Suspense A/c	18	120,533
			Advance A/C	19	2,555,000
			Sub-Total :		11,448,671
			Closing Balance:		
			Cash in Hand	20	6,539
			Cash at Bank -Pub	21	7,713,394
			Cash at Bank -city	22	13,428,500
			Sub-Total :		21,148,433
Grand Total-		50,828,994	Grand Total-		50,828,994


(Md. Jahangir Alam)
Manager (Accounts)


(Shajahan Alam)
Managing Director.

CLIMAX HOLDINGS LIMITED

Creating different & valuable

Building-337(2nd floor), Road-23, DOHS, Mohakhali, Dhaka-1206

Phone = +88 0248812032, E-mail: info@climaxhbd.com, Web: www.climaxhbd.com,

Financial Report (FY 2021-2022)

Receipt and Payments Statement

Receipt		Payments	
Opening Balance:	Amount (Tk)	Fixed Assets:-	Amount (Tk)
Cash in Hand	-	Vehicle	-
Cash at Bank -Pub	6,453,149	Furniture & Fixture	287,800
Cash at Bank -city	-	Electronics Goods	274,090
		Building/Flat	-
		Land	13,910,000
Sub- Total :-	6,453,149	Sub- Total :-	14,471,890
Bank & Capital A/C:		Fund & Lend A/C:	
Bank Loan A/C	17,000,000	Bank	-
Bank A/C	14,450,947	Fund	20,163,088
Short Term Loan	23,000,000	Lend	-
Sub- Total :-	54,450,947	Sub- Total :-	20,163,088
Income :-		Others :-	
Bank Interest	92	Advance A/C	2,555,000
		Climax Agrow fund A/c	201,440
		Suspense A/c	120,533
Sub- Total :-	92	Sub- Total :-	2,876,973
		Expenditure A/C:	
		Salary & Honorarium	2,666,715
		Office Rent	360,000
		Office Utility Bill	301,424
		Conveyance Bill	10,656
		Bussiness Promotion	340,341
		Office Stationary	76,586
		Fuel Bill	3,900
		Entertainment Bill	137,998
		TAX	3,825
		VAT	69,250
		Leagle Authority (REHAB) Fee	448,500
		Leagle Authority (RAJUK) Fee	430,000
		Bank Charge	15,000
		Miscellaneous Exp.	47,911
		Sub- Total :-	4,912,106
Investment :-		Short term Investment :-	
		Climax Kazi Palace	8,037,237
		Aziz Plaza	554,461
Sub- Total :-	-	Sub- Total :-	8,591,698
Investment A/C:		Sub- Total :-	-
sundhara Flat No. A4	11,260,000	Closing Balance:	
Sub- Total :-	11,260,000	Cash in Hand	6,539
		Cash at Bank -Pubali	7,713,394
		Cash at Bank -City	13,428,500
		Sub- Total :-	21,148,433
Grand Total :-	72,164,188	Grand Total :-	72,164,188

(Md. Jahangir Alam)
Manager (Accounts)

(Shajahan Alam)
Managing Director.