

Internship Report on Starpath Holdings Ltd.

By

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A thesis submitted to the Department of Brac Business School in partial fulfillment of the requirements for the degree of Bachelor in Business Administration

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Brac Business School
Brac University
January 2023

Declaration

It is hereby declared that

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

Student's Full Name & Signature:

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Letter of Transmittal

Ms. Tania Akhter

Sr. Lecturer

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66 Mohakhali, Dhaka-1212

Subject: Submission of internship report

Dear Mam,

As per your instruction, I have completed and now submitting my internship report on Starpath Holdings Ltd. I have successfully identified the drivers of brand divergences. To prepare this report, I needed to take interviews and perform analysis. I have followed all your instructions and BBS guidelines.

I have tried my best to finish the report with the essential data and recommended proposition in as significant a compact and comprehensive manner as possible.

Sincerely yours,

Sayem Ahmed Akash

15304108

BRAC Business School

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Confidentiality Agreement:

1. The internship report, whether in draft or final form, is not secret and may be shared by students, employers, and teachers. The faculty supervisor may destroy the internship report after one year (during a grade review).
2. All materials provided by the employer to the student during the internship remain the employer's property, unless requested by the employer. Professor, supervisor, and student won't keep this knowledge hidden.
3. Information gained during the internship cannot be kept secret by any of the persons involved. And the undersigned student at BRAC University.

Sayem Ahmed Akash
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Acknowledgement:

I would want to express my gratitude to Ms. Tania Akhter, my internship academic supervisor, without whom this research work would not have been possible to prepare with almost zero margin of error. Mr. Sharar Muhammad Amir Rafi, my on-site supervisor, have offered unwavering support and direction throughout the study process. I would also like to thank the primary interviewees in this study. Without their valuable time and opinions, I would have been tougher for me to accurately show the drivers and reach towards my goal.

Executive Summary

One of the top real estate firms in Bangladesh is Starpath Holdings Ltd., and thanks to their excellent goods and services, they are expanding steadily. They began their adventure in 2014 and are currently using a variety of channels to develop their brand's reputation while also fighting with their rivals.

I stated in chapter one that I am in charge of the company's marketing and sales. My responsibility is to increase sales for the business and brand the company on various social media platforms in the neighborhood. I am able to generate a lot of leads for the organization with the assistance of my boss and other coworkers.

In chapter two, I discuss the company's overview, how they run their business, how they compete in the local market, and what the company's strong points are in chapter two. Around the business, they uphold a specific standard of management procedures. They attempt to concentrate on the leadership position and to draw on the workforce. They have been working with different channels for past 7 years through using various types of advertisement for reaching out to the consumers. They also use an excellent information system at work. Employees provide services in accordance with the safe information system, and the system is protected and guarded. They keep positive relationships with suppliers and customers.

In chapter three, I discuss how the pandemic is affecting both the company's brand equity and customer behavior, as well as the theory regarding the consumer behavior and brand equity of an individual. I also discussed the technique, the conclusions I had drawn from our 13 different clients, and the study I had done using thematic content analysis. I am able to learn the research objectives through the code analysis and conversation.

Table of Contents

Declaration.....	1
Letter of Transmittal	3
Confidentiality Agreement:.....	4
Acknowledgement:.....	5
Executive Summary	6
Chapter 1: Overview of the internship	9
1.1: Student Information	9
1.2: Internship Information	9
1.2.1: Period, Company Name, Department/Division, Address	9
1.2.2: Internship Company Supervisor’s Information: Name and Position.....	9
1.2.3: Job Scope – Job Description/Duties/Responsibilities.....	9
1.3: Internship Outcomes:.....	9
1.3.1: Student’s contribution to the company	9
1.3.2: Benefits to the student.....	9
1.3.3: Problems/Difficulties (faced during the internship period)	10
1.3.4: Recommendations (to the company on future internships)	10
Chapter 2: Organization part	10
2.1: Introduction.....	10
2.2: Overview of Starpath Holdings Ltd.....	11
2.3: Management Practice.....	13
2.3.1: Management planning.....	13
2.3.2: Management organizing	13
2.3.3: Management leading.....	13
2.3.4: Management staffing	13
2.3.5: Management Controlling	14
2.4: Marketing Practices	14
2.4.1: Marketing strategy	14
2.4.2: Target market.....	15
2.4.3: Marketing Channels.....	15
2.4.4: Advertising and promotional strategy.....	15
2.5: Operation Managements and Information System	16
2.6: Industry and Competitive Analysis.....	17

2.6.1: Porter Five Forces Analysis	17
2.6.2: SWOT Analysis	17
2.8: Summary and Conclusion	19
2.9: Recommendation	19
Chapter 3: Project Part	19
3.1 Introduction:	20
3.1.1 Background:	20
3.1.2 Problem Statement:	20
3.1.3 Research objective:	21
3.1.4 Theory:	21
3.2 Methodology:	24
3.3 Findings and Analysis	24
3.3.1 Findings	24
3.3.2 Analysis and coding:	31
3.3.3 Discussion:	32
3.4 Conclusion:	33
Appendix:	34
References	35

Chapter 1: Overview of the internship

1.1: Student Information

Name: Sayem Ahmed Akash

ID: 15304108

Program: BBS

Major: Marketing

1.2: Internship Information

1.2.1: Period, Company Name, Department/Division, Address

Period: Fall 2021

Company Name: Starpath Holdings LTD.

Department: Marketing and Sales

Address: House# 21CWN(C), Road#24, Gulshan, Dhaka-1212

1.2.2: Internship Company Supervisor's Information: Name and Position

Supervisor's name: Sharar Muhammad Amir Rafi

Position: Senior Executive of Marketing, Sales & Land Dev.

1.2.3: Job Scope – Job Description/Duties/Responsibilities

Job scope: The job description states that I must do the marketing and sell real estate items in order to generate profit for the company.

1.3: Internship Outcomes:

1.3.1: Student's contribution to the company

I joined this company back on February 9 2022, and from that, I market both inside and externally while selling more than 15 real estate goods. In addition, I made numerous calls to customers to inform them of my business, its offerings, and services.

1.3.2: Benefits to the student

I gained understanding about the business environment and had first-hand experience with marketing and sales as a result of these occupations. I also received education from the other departments. Additionally, I gained knowledge about how a business can be operated, potential issues that might arise, and solutions to those issues.

1.3.3: Problems/Difficulties (faced during the internship period)

The primary issue I ran into during my internship was the pandemic's impact on the low sales of our items. People were not particularly interested in or capable of purchasing my company's real estate goods during the epidemic since they were so pricey. Additionally, we had to take our clients to other parts of the city to show them apartments and projects, but due to their social isolation, they weren't really interested in going. As a result, we lost a lot of potential clients during the epidemic.

1.3.4: Recommendations (to the company on future internships)

The advice I want to give the organization about future internships is that they should keep up the positive business climate that they have now. For the interns, they should set up many lectures and orientation sessions. Additionally, they should offer the new interns the freedom to shine and they may also give the interns additional assignments so that they can learn or can quickly absorb as much knowledge. Additionally, they ought to reward them for their accomplishments with extra incentives.

Chapter 2: Organization part

2.1: Introduction

I used both primary and secondary data to finish this chapter. I discussed how the company operated during the previous ten years with my boss, my coworkers, and a few media outlets. Additionally, I linked a lot of data from my own study and observations. Additionally, I gathered some data from their web page. We will learn about the entire business operations and their ability to compete in the market from this chapter. Additionally, I learned about their contributions and the expansion of the business in the neighborhood. How they improved their profit and competitive

edge over others by using their planning and strategy. In addition, because to the holy regulations, I was unable to gather a lot of data.

2.2: Overview of Starpath Holdings Ltd.

Md. Wahiduzzaman dreamed during his protracted career as a builder. His dream realized is well exemplified by Starpath Holdings Ltd. Since its start, the business has consistently upheld dedication, quality, and honesty. Throughout the previous seven years of success, Starpath Holdings Ltd. has devoted and concentrated its technical employees and professionals, with the support and cooperation of all of its business partners. Every employee is hoping that Starpath Holdings Ltd. would soar to greater heights in the upcoming years by establishing new objectives and putting up great effort to meet them. By demonstrating expertise in the field, the aim is to raise the quality of life for people in Bangladesh. Operation of this business started in 2014. This business, which was founded from scratch, has developed into a significant force in the market. This company really buys the land, creates the project, and then sells the stock. For this firm, there are now more than 25 active projects, and they produce 57 projects overall. The following projects are mentioned:

1. Sleep Stone: This structure has ten stories. It contains three units with the names A, B, and C. A unit features 5 verandas, 3 bedrooms, and 4 bathrooms. The B and C apartment contains three verandas, four bedrooms, and four bathrooms. It measures 1625–1700 square feet. This project is located in Plots 78/A and 78/C on Indira Road in Tejgaon, Dhaka.
2. Waqefaa de Palace: This is located at 2 Central Road. This structure has ten stories. The land area of this project is 12.5 Katha and there is only 1 unit. The apartment is 1880 square feet big. The project has 5 verandas, 3 bedrooms, and 4 bathrooms..
3. Doom Light: This building, which is located on Mirpur 2, comprises four flats. 14.5 katha make up the land area. Each apartment in the project features 4 bedrooms, 4 bathrooms, and 4 verandas. It ranges from 1300 to 1800 square feet in size.
4. Dream Rosetate: This project is situated in Kalabagan, Dhaka, on Lake Circus Road, 98/E. There are 3 bedrooms, 4 bathrooms, and 4 verandas in the project. 1775 square feet is the total area.

5. Astoria: The location of this project is Plot 32, Road 1, Sector 6, Uttara. There are 4 verandas, 5 bathrooms, and 4 bedrooms in this project. This is a one-unit building with a 2025 square foot unit.

6. Nizam Royal Palace: This project, , is situated on Plot 64 in Dolphin Goli, Kalabagan. The project's units are 1931 square feet in size and have 4 bedrooms, 5 bathrooms, and 3 verandas.

7. Shahrin: This project is situated in Kalabagan, Dhaka, near Lake Circus, 16/5. There are 3 bedrooms, 4 bathrooms, and 4 verandas in the project. The apartment has a 1767 square foot space.

8. Inspire: Plot 17/1, Road 3/A, Dhanmondi R/A, Dhaka is where the project is situated. There are 3 verandas, 3 bathrooms, and 3 bedrooms in this project. The apartment has a 1710 square foot surface space.

9. Villa de Noor: House 137, Crescent Road, Green Road, and Dhaka are the addresses for this project. There are 3 verandas, 3 bathrooms, and 3 bedrooms in this project. The area size of the unit is 1375 square ft.

2.3: Management Practice

Any organization's ability to advance and thrive in the market depends heavily on its management methods. Starpath Holdings emphasizes the numerous management practices roles as well. They primarily concentrate on the top five essential management functions.

2.3.1: Management planning

The company's HR manager guides the decision-making process, which aids their team in achieving the organizational objective. The manager is aware of the difficulties they are having and is aware of various solutions that can help them deal with the problem. To control the appropriate solutions to each trial, the management team and the workforce predict the future effects of each specific solution on the firm. The management team also established a reasonable deadline and time limit for organizing the various development phases. They are constantly prepared for modifications and any shifting circumstances. Additionally, they are aware of efficient resource utilization and ways to cut costs throughout the whole planning process.

2.3.2: Management organizing

The management team efficiently organizes capitals for the business in order to accomplish initiatives and achieve the corporate goal. To achieve the goals, the team frequently has to provide only the barest minimum in terms of money and labor. By categorizing the tasks and allocating them to certain people or groups, the management team arranges the resources. Through their actions, they delegate authority to accomplish a certain purpose as well as generate obligations.

2.3.3: Management leading

The management team of this corporation has a major role to play in inspiring each and every employee from every department to work toward the organization's aims and objectives. The management stated that in order to achieve the aim, each employee must be aware of their roles, and it is their responsibility to share ideas and make sure that everyone is a part of the team with one another. They are aware that communication entails more than just conversing. Communication is the ability to pay attention to issues as well as inquiries and enquires. The largest factor boosting every employee at Starpath Holdings Ltd. is the management team's empathetic handling of every communication.

2.3.4: Management staffing

Management team selects new employees for the position needed in the organization. The management team gives the tasks to some members to train them about the product and services of the company. The training is based on the difficulties of the role and how much time the new employee should need to cope up with the environment and with the existing members of the company.

2.3.5: Management Controlling

The management team chooses fresh hires for open positions in the company. Some members of the management team are given duties to do in order to train them on the company's goods and services. The training is dependent on the demands of the position and how much time the new hire will need to adjust to the surroundings and the other employees.

2.4: Marketing Practices

The real estate market encounters several difficulties on a daily basis, which are impacted by a number of variables including interest rates, the status of the economy, and employment growth. Starpath Holdings Ltd uses marketing strategies, distribution channels, and advertising to advance their business in the market.

2.4.1: Marketing strategy

Starpath Holdings Ltd. follow some crucial marketing strategies and for this they are still holding a very tight position in the market in the time of this pandemic

- Identify the target market
- Budget for the whole market expenses.
- Encourage the word-of-mouth in the employees
- Create website
- Publish a newsletter
- Quick respond
- Develop brand awareness
- Plan for success

2.4.2: Target market

Starpath Holding Ltd. primarily targets the target market of those that live comfortably in this nation. All of this company's goods are more expensive than what the remaining 60% of the population can afford. Only 40% of people fit this company's target market. The wealthy and those who have a high standard of life in this nation are the target market. Because of this, this corporation declined all projects in favor of the city's upper class. This business primarily targets members of the upper middle class, those who are above them, and those with families.

2.4.3: Marketing Channels

The administration of this business primarily concentrates on the fundamental paths that a SME in real estate might take. Through a range of media, this company's marketing professionals interact with prospective consumers about its goods and services. The term "marketing channels" refers to a broad variety of strategies, including communication and distribution channels. Learning more about these various sorts of channels might be helpful if you're interested in marketing. The channels Starpath Holdings Ltd follows are given below,

- Direct selling
- Network marketing
- Digital advertisements
- SEO marketing
- Email marketing
- Indirect marketing
- Events

2.4.4: Advertising and promotional strategy

- Because Starpath Holdings Ltd. maintains a strong promotional strategy and as a result of their increased consumer emphasis on their products, they are one of the real estate industry's fastest growing businesses.
- Email marketing campaigns: The business alerts contacts when new property listings become available and sends them a monthly email with highlights from their blog. We include a link to the property page of the website, which includes a comprehensive inventory of all items, a walkthrough video of the home, and a simulation of the home's efficiency.

- Run a paid Instagram promotion: Instagram is another another tool for reaching out to potential house buyers, advertising their product listings, and enhancing their brand. Additionally, they publish the most exquisite photos, which are publicized to reach even more individuals. With Instagram adverts, they may select their target demographic, spending limit, post kind, and promotion duration.
- Transparent on the social media marketing: When the company releases any type of video on Facebook or another social media channel, they remain real and honest. The marketing industry is a major emphasis for Starpath Holdings Ltd., and they have seen significant transformation in recent years. They produced the video with a highly unique video quality and a drone shot. However, they didn't apply any visual effects of any type that may fool the audience. All of the videos and descriptions were created entirely by the current staff and posted on various social media platforms.
- Optimize the application: They are now working on developing a mobile app that will enable consumers to easily view active projects, their descriptions, and prices, as well as to interact with agents to discuss pricing and request visits to active projects.
- 2.5: Operation Managements and Information System

The information is gathered with the use of several data sheets. They use the antivirus software they bought from one of the top IT corporations to secure the information system. The company follow data according this three system functions,

- Register function
- Monitoring function
- Historical function

Microsoft Office is the only software that this business utilizes, and the IT staff has a secure IP to protect all of the data and the company's domain. Additionally, while conducting business with banks or customers, they employ a secured WAP layer, and the information system rotates its password every week for security reasons.

2.6: Industry and Competitive Analysis

2.6.1: Porter Five Forces Analysis

- A technique for better understanding an organization and its possibilities of profitability is the Porter Five Forces Analysis. The Porter Five Forces model may help managers at Starpath Holdings Ltd. better understand how the five competing forces affect performance and develop a plan for enhancing their market position, competitive edge, and long-term profitability in the real estate sector.
- **Competitive Rivalry:** This happens a lot in the real estate sector. There is a lot of fierce competitiveness right now. A number of players are creating and selling ultra-high-end luxury residences in Dhaka. Prices will drop if there is greater competition in the current market, which will lower firm profitability. A crowded real estate market is one in which Starpath Holdings Ltd. competes. The entire long-term profitability of the company is adversely affected by this competition.
- **Threat of New Entrants:** In the real estate market, this item is either very low or average. It is difficult to just go out and build a really expensive luxury home in the city. There are several limitations and other requirements that must be disregarded. A further challenge for a newbie is that the reputation of the party developing the dwellings has a substantial influence on the project's performance. As a result, it will be challenging for a new company to enter this market.
- **Threat of Substitutes:** This one seems to be really weak. Finding a replacement for this item is difficult because there is only one Dhaka city. A replacement good or service poses a serious threat if its value proposition differs considerably from what is already available in the market.
- **Bargaining Power of Buyers:** Buyers may be a picky lot. They aim to spend the least amount of money while obtaining the best possible bargain. The danger is made worse by the apparent challenges in evaluating a complicated industry like building and selling ultra-high-end luxury residences. The company would have to assume the purchasing capacity of customers even if there is no shortage of high-end luxury flats.
- **Bargaining Power of Suppliers:** A problem with suppliers generating a profit in the market is that it takes longer to acquire supplies from suppliers right now, and they have already increased the price for these supplies, so the intensity of this item in the real estate sector

looks to be fairly high. Although employees are in theory suppliers to the company, the cost of labor is far more than this due to the high cost of constructing materials.

- 2.6.2: SWOT Analysis

1. Strengths

- Market knowledge
- Community connections
- Industry reputation
- Traded in the open market
- Strong balance sheet
- Brand identity

2. Weakness

- Loss of employee
- Negative online reviews
- Asset losses
- Difficult to transfer ownership
- Huge capital required

3. Opportunities

- Global demand
- Investments opportunities
- New commercial areas
- New market
- Demographic shifts
- Technological innovation
- Transportation growth
- Rapidly growing

4. Threats

- Economic recession
- Rising interest rates
- Rising cost for materials
- Market shifts
- More competitors
- Technological innovations

2.8: Summary and Conclusion

Starpath Holdings Ltd. began its career in 2014, and even now, as it competes with all the other major corporations, it continues to run its company using a variety of tactics. They are putting more effort into increasing market recognition and client involvement. They are open to receiving feedback of any form since it will enable them to make improvements and generate new ideas. They are also paying close attention to the sources of assistance they are receiving, they value their relationships with all of their shareholders, and they are confident they will succeed in the real estate industry.

2.9: Recommendation

- They should improve the time management in every sector
- They should ask for more referrals if they want to progress in the real estate market
- They must focus more on the user experience and satisfaction.
- They should also focus on the local partnership and sponsorship.
- Create more training and orientation of existing and new employees.

Chapter 3: Project Part

Title:

Impact of COVID on individual's consumer behavior, brand equity of Starpath Holdings Ltd.

3.1 Introduction:

Due to the continuous epidemic, millions of people are having problems making ends meet, and Bangladesh's economy is considerably more unbalanced than it once was. The epidemic is causing people in all areas of the nation to lose their jobs. The continuing COVID-19 epidemic and fears of nationwide lockdowns have altered consumer behavior. There have been reports of hoarding habits all around the world, which has led to shortages of necessities like hand sanitizer, toilet paper, and hygiene goods (Ward, 2020; Sheth 2020). In the meantime, utilization of the internet and social media has surged (Donthu & Gustafsson, 2020). Consumers are struggling as a result of rising prices for many commodities. Companies are focusing their efforts in the right place. This study aims to investigate the potential effects of COVID on customer behavior and Starpath Holdings Ltd. brand equity. Focus groups and in-depth interviews will be used as part of this study's inductive qualitative methodology. We believe it is crucial to close that research gap because the study will be concentrating on what improvements may be seen in Starpath Holdings Ltd.

3.1.1 Background:

The property management firm is called Starpath Holdings Ltd. The risk and income potential of the real estate industry are both quite significant. Like any other industry, this one is also experiencing income and sales losses because to the present epidemic. Because of this, Starpath uses significantly less expensive materials while producing their products. Due to the decline in off-line activity, the market structure may have been irreversibly changed toward the e-commerce domain market (Kim, 2020). (Dollens et al. 2020) assert that consumers prioritize necessities over brand loyalty and "luxury" products during times of adversity. This implies that consumers' goals and decision-making processes may vary when it comes to their consumption (Ward, 2020; Sheth 2020), and these modifications may have an effect on businesses' brand equity and brand loyalty. Enterprises must simultaneously safeguard their brand equity and brand loyalty in order to meet the problems of COVID-19, including out-of-stock items and customers with lower consumption capacities (Dollens et al., 2020)

3.1.2 Problem Statement:

The impacts in individual's consumer behavior, brand equity of Starpath Holdings Ltd in this pandemic.

3.1.3 Research objective:

This study aims to investigate the effects of the continuing pandemic on individual customer behavior deviations and brand equity for Starpath Holdings Ltd. and what the remedies are for these affects.

3.1.4 Theory:

Consumer behavior:

With the aid of consumer behavior theory, businesses may better understand their target market and create goods, services, and corporate cultures that will influence consumer behavior. Companies must place a strong emphasis on consumer behavior if they want to survive in the fiercely competitive market. Consumer behavior is important because it aids merchants in understanding the factors that influence consumer purchasing. Connecting a company's product value offering to fresh market developments and customer behavior requires understanding how to monitor consumer behavior (Sorrentino, 2020, p16-17). Because it serves a strategic purpose, Sorrentino (2020) asserts that studying customer behavior may be one of the best ways for businesses to close the supply-demand gap. In order for customers to engage with a business, Sorrentino (2020) contends that it is important to cater to their tastes and make them feel self-congruent with it. By comprehending how customers choose a product, they may close the market gap and categorize the items that are needed and the ones that have replaced them. Numerous elements, including psychological, societal, and personal ones, frequently impact this behavior.

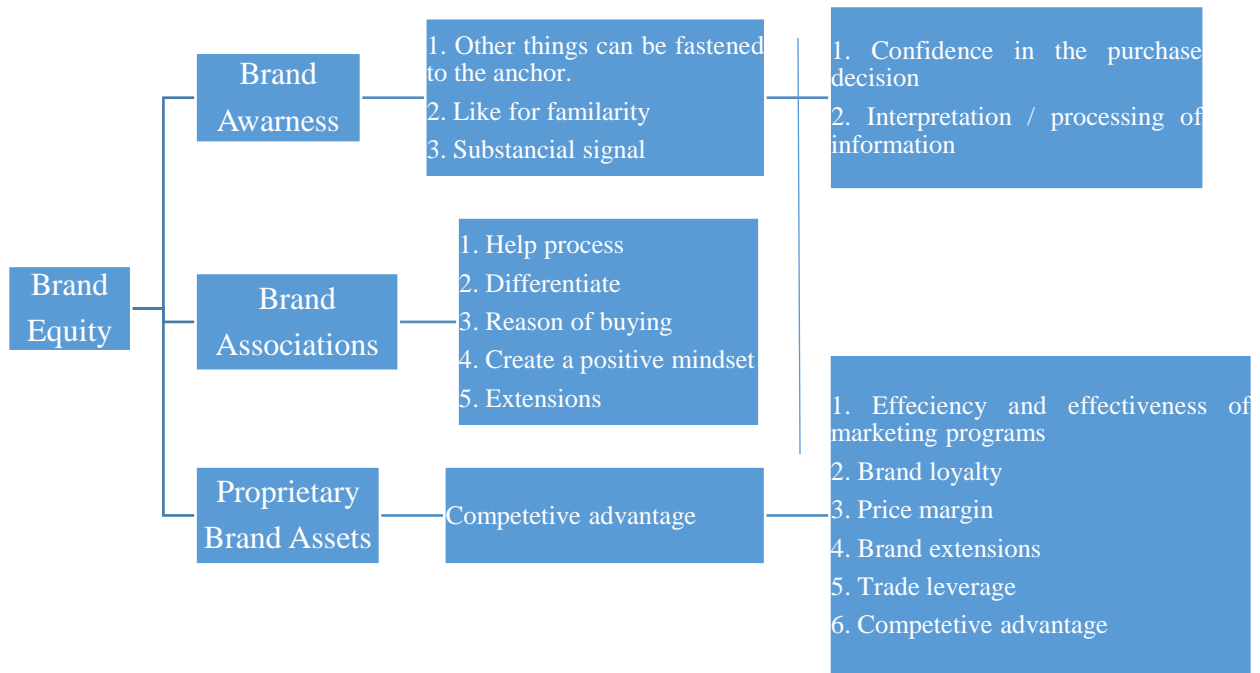
Sociodemographic variablesThe main sociodemographic characteristics that affect consumer behavior are income, gender, age, and education (Sorrentino, 2020). Cultural background has an impact on consumer behavior as well (Sorrentino, 2020, p18). An individual's psychological state and perceptions, which include their capacity for information processing, how they react to environmental signals, and their mood, have an impact on their purchasing behavior. A good attitude is associated with a propensity to make a purchase (Sorrentino, 2020). Attitudes, or how strongly a person appreciates or hates a specific product, scenario, place, or person, are the last factor that influences consumer behavior (Sorrentino, 2020).

- The consumer journey: The choice to satisfy a need is the first step in the consumer journey, which is then followed by an examination and assessment of products and alternatives, actual purchase decisions, and post-engagement. The most challenging step is this one

since selection, direction, and payment are all influenced by people's emotions and attitudes (Sorrentino, 2020, p28-30). Therefore, businesses should work to deliver value at each point of the customer journey through interactions rather than only concentrating on the stages of the consumer experience (Sorrentino, 2020, p28-30).

- Value and satisfaction: This strategy, which distinguishes value by balancing costs and benefits, is more original. When it comes to experiences or services, there are a number of factors that will ultimately affect a consumer's claimed internalized value from consumption.
- COVID-19 impacts on consumer behavior: We still don't know how long this epidemic may last, and throughout the years, consumer spending habits have altered significantly as people have become accustomed to it. The seller and huge organizations still place a high importance on health and the environment, and they are quite sympathetic as a result. New creative and inventive solutions have been inspired by COVID-19 in a range of industries, from everyday shopping to social occasions (Sheth, 2020). Due to physical space constraints, companies and consumers are being compelled to rely increasingly on digital technologies (Ward, 2020; Sheth, 2020). Online purchasing have increased during the epidemic, especially among millennials (Garner et.al, 2020). The other consumers feel comfortable in the stores and other outlets of all companies because of the adequate cleaning practices, mask requirements, and social distancing conduct. Customers observe and evaluate how businesses handle dangerous situations, and this is how businesses are changing consumer behavior. Businesses also generate money off of social networking, internet gaming, and streaming video. This kept the buyer from getting bored while they were under lockdown and made it easy for them to buy the product. To give customers the impression that they are present, Starpath Holdings Ltd. sellers deliver brochures over social media and subsequently conduct video calls using Zoom and other platforms. Consumers are concentrating more on online buying than ever before during the epidemic, with e-commerce sectors being more active than before. People in Bangladesh are still concentrating on internet purchasing for both big and little purchases following the shutdown.

Brand equity:



Since the 1980s, brand equity has been a key marketing term (Kim, M.J. 2020), and it has recently become even more essential for cultural organizations (Trunfio, M, 2019). The worth of a brand is known as brand equity. However, the idea of assigning a value to a brand is intriguing and has a deeper meaning. In general, greater brand equity is thought to lead to better pricing and, as a result, higher revenue for a corporation. Brand equity models are used to figure out how a company's brand value is generated. Each of the brand equity models delves further into the concept of brand value and how to assess it. At various stages of the marketing process, brand equity models are utilized to build marketing strategies. Some of the key activities that may be made utilizing these brand equity models include improving a product's perception, gaining more loyal customers, gaining a competitive advantage, and so on.

3.2 Methodology:

- Literature search:
 - The data were utilized to carry out the survey's literature search. We collect data from Starpath Holdings Ltd employees and focus group participants before analyzing the evaluation of the literature's results. Customer behavior and brand equity in the context of a pandemic or other comparable crisis will be the focus of the search and data collection.
- Data collection:
 - Interviews were used in this study to collect qualitative data. The use of two distinct channels will improve the study's validity. The difficulty would be worsened by the use of qualitative approaches in this study, which would provide conclusions based on conjecture rather than genuine customer opinions and experiences.
- Interviews:

Interviews are a prominent data gathering method in qualitative research. The application form will ask for sociodemographic information including sex, age, income, nationality, and marital status. When I see that the talks are bringing up the same material, capacity has been achieved. Once that has occurred, it is time to stop acquiring data and begin evaluating it. To draw a conclusion, more than 12 interviews will be necessary, and the study will have enough data to do an analysis. Due to the existing state of social distance and the fact that many people in general would not agree to participate in an in-person interview during this epidemic, the interview will be performed using video call software. The customer's consumer will be the primary topic of the interview questions.

3.3 Findings and Analysis

3.3.1 Findings

I did qualitative research on 13 people and they responded in different ways. The individual responses and findings are given below for the further analysis and discussion,

Respondent 1:

This man's age ranges from 36 to 45, and the greatest level of schooling he's obtained in Bangladesh is the H.S.C. He presently works full-time and is regarded as a successful businessman

in the community. He responded in the yes when questioned whether or not income is a crucial factor. He responded, "I had good experience of your products and services before pandemic situation and I am experiencing good services currently," when I asked him about his experience with our products before and after COVID. He purchased a property before the time of the pandemic and is receiving good service from us during the pandemic. When I asked him how our products and services helped during the pandemic, he replied, "During pandemic time it was impossible for me to go out and buy daily needs like groceries and others, so I used to call security guard and I gave them the list, they bought the groceries, and they brought it to my doorstep," mentioning the excellent service he had received during that time. The following question I posed to him was, "What values have we supplied that are distinct from those of other companies?" He said, "I, do." He was attempting to convey the idea that we had taught him several principles that were unique from those of other people. He also gave me a positive response when I asked him whether he would suggest our business to others. Finally, he noted that he has no concerns about our goods and services during the pandemic in his response to the question of recommendation, adding, "I have no issues about your products and services."

Respondent 2:

This woman's age ranges from 46 to 55, and the greatest educational level she has attained in Bangladesh is a bachelor's degree. She was reluctant to discuss her present job situation. She responded in the positive when asked if having an income is a crucial factor or not. Then, when I questioned her about her experiences with our goods before and after COVID, she responded, "During the difficult Covid-19 period, your brand's products and services make our lives pleasant. It offers utilities, which are quite important in our day-to-day lives. The apartments are excellent real estate. She purchased a home before the pandemic, and we have provided her with excellent care during this period. Then, when I questioned her about how our goods and services had helped during the pandemic, she said, "The flats are vital for us to survive during the crucial period of COVID-19. Utility services also allow us to maintain a pleasant standard of living throughout the epidemic. We didn't encounter problems as a result of your goods and services," she said in reference to the excellent care she had throughout the epidemic. I then asked her what qualities we offered that set us apart from other businesses, and she said, "*It provides a home to live which is essential. Even services like utilities are our need to live a comfortable life.*" she was trying to say that there are a lot of values we had provided to her and her family which were different from

others. She also gave me a positive response when I inquired if she would suggest our business to others. Finally, when asked what advice she had for us, she said, "Try to give us with additional services so that people can obtain all the benefits." She said that in order for them to benefit the most from our goods and services, it would also be highly beneficial if we provide more services.

Respondent 3:

This man's age ranges from 46 to 55, and the greatest educational level he has attained in Bangladesh is a bachelor's degree. He works for one of the top corporations in the nation full-time, performing corporate tasks. He responded in the yes when questioned whether or not income is a crucial factor. Then, in response to my inquiry about his experiences with our goods before to and during the COVID pandemic, he stated, "Prior to the COVID-19 pandemic crisis, I was given an apartment where I used the services of electricity and gas lines. I enlisted the aid of a technician from this firm to service our power lines during COVID-19"*He purchased a property before the outbreak, and during the pandemic, he is receiving good service from us.*" When I questioned him about how our goods and services had helped during the pandemic, he responded, "*During the COVID-19 pandemic event, I experienced an issue in my residence. There were several issues with my power lines. Then I received service assistance from this firm. My troubles were solved by the technician they sent me, and they also helped me get some new power lines for my better needs. He spoke highly of the assistance provided by our firm to him throughout the epidemic.*" I then asked him what qualities we offered that set us apart from other businesses, and he said, "This brand is much more active than others. This business delivers services in a flash. He told a tale of how quickly we provided him with service during the epidemic, which was quite rare compared to other pandemic victims. He also gave me a positive response when I asked him whether he would suggest our business to others. In addition, he added that he thought it would be better for us if we launched an application in response to the recommendation question, saying, "I think online platform or a featured application may be supplied for improvement of client."

Respondent 4:

This man's age ranges from 46 to 55, and the greatest educational level he has attained in Bangladesh is a bachelor's degree. He works for one of the top corporations in the nation full-time, performing corporate tasks. He responded in the yes when questioned whether or not income is a crucial factor. Then, in response to my inquiry regarding his experiences with our goods before to

and during COVID, he stated that he had purchased a property prior to the pandemic and had received excellent service from us at that period. Then, when I questioned him about how our goods and services addressed the issue during the epidemic, he noted the excellent care he had received from our organization during that time. The second question I posed to him was, "What values have we supplied that are different from other organizations?" He responded by sharing a story about how quickly we delivered assistance to him during the epidemic, which was uncommon compared to other firms at the time. He also gave me a positive response when I asked him whether he would suggest our business to others. Last but not least, he said that he has no complaints about in response to the question of the suggestion.

Respondent 5:

This woman's age ranges from 46 to 55, and the greatest educational level she has attained in Bangladesh is a bachelor's degree. She stated that she is currently a housewife and not working. She responded that she did not wish to address when the topic of whether or not wealth is a key factor was posed to her. She then said, "I acquired a flat from via their service," in response to my query about her experiences with our goods before and after COVID. She bought a property during the pandemic and is receiving good service from us throughout that period. Then, when I questioned her about how our products and services had resolved the issue during the pandemic, she replied, "During the pandemic, I called for their service to fix my flat design, and they quickly resolved it and I am really happy with their service," mentioning the excellent care she had received during that period. I then asked her what qualities we offered that set us apart from other businesses, and she said, "Best rapid service and continent offers more value for a consumer like me." She was attempting to convey the idea that we had taught her and her family many principles that set them apart from other people. She also gave me a positive response when I inquired if she would suggest our business to others. Last but not least, when asked whether she would suggest us, she said, "I got the greatest service therefore I had nothing to say." She also added that during the pandemic, she had no complaints about our goods or service.

Respondent 6:

This woman's age ranges from 46 to 55, and the greatest educational level she has attained in Bangladesh is a bachelor's degree. Even though she didn't want to, she revealed her present job situation. He responded in the yes when questioned whether or not income is a crucial factor. Then, when I asked her about her experiences with our products before and after COVID, she responded, "Before COVID, I learned about this brand from my brother. Then, during COVID, I met with them via zoom call and they showed me the entire flat. Immediately, I made a reservation for one for my family. And I will be residing here for a year with my family. She purchased a property during the pandemic, and we have provided her with excellent care during that time. When I questioned her about how our goods and services had helped during the epidemic, she replied, "During the pandemic, I had a serious problem with my geyser. When I contacted, they arrived right away to correct that. didn't even request payment. That was a pretty kind act, in my opinion. She spoke of the helpful care she received throughout the epidemic and the thoughtful gift we gave her. She responded when I asked her the following question: "What values do we supply that are unique from those of other companies?" *They are excellent at communicating with their clients. They are using their sweet words to entice clients, which is a really effective marketing technique.* She was attempting to convey the idea that we had taught her and her family many principles that set them apart from other people. She also gave me a positive response when I inquired if she would suggest our business to others. Finally, when asked what she would advise for us, she said, "I'd suggest they should have an in-house gym for fitness enthusiasts. in order to save them the time and money they would otherwise spend outside. She suggested that adding a gym to the homes would be very beneficial.

Respondents 7:

This man is between the ages of 25 and 35, and the greatest educational level he has attained in Bangladesh is a bachelor's degree. He works for one of the top corporations in the nation full-time, performing corporate tasks. He responded in the yes when questioned whether or not income is a crucial factor. Then, in response to my inquiry about his experiences with our goods before and after COVID, he stated, "I purchased a flat from Starpath but never had any lack of assistance from Starpath's workers. *He purchased a property before the epidemic, and he is receiving wonderful service from us. My experience with them has been positive both before and after the outbreak.* Then, when I questioned him about how our goods and services had helped during the epidemic, he said, "During the pandemic, my lift was out of commission for three days. When I called one of

their customer care representatives, he dispatched a technician the following day. This was so overwhelming for me." He talked about the excellent care our firm provided for him throughout the epidemic. When I asked him the following question about the qualities we provide that set us apart from other businesses, he said, "As I indicated before, their helpfulness and assistance which bring values to their firm." He told a tale of how quickly we provided him with service during the epidemic, which was quite rare compared to other pandemic victims. He also responded positively to my question about whether he would suggest our business to others. Finally, in response to the query about his advice, he said, "Keep doing what you are doing. He wished us well and stated that he had no issues with our goods or services during the epidemic.

Respondent 8:

This man is between the ages of 25 and 35, and the greatest educational level he has attained in Bangladesh is a bachelor's degree. He works for one of the top corporations in the nation full-time, performing corporate tasks. He responded in the yes when questioned whether or not income is a crucial factor. Then, when I questioned him about his experiences with our goods before and after COVID, he responded, "Before COVID19, I was unaware of the firm. But after COVID, I learned about this organization, and he purchased a home during the pandemic and is pleased with our service. Then, when I questioned him about how our goods and services addressed the issue during the epidemic, he noted the excellent care he had received from our organization during that time. I then asked him what qualities we had offered that set us apart from other businesses, and he responded, "It gave us more trustworthy products to buy, which is value for money." He told a tale of how quickly we provided him with service during the epidemic, which was quite rare compared to other pandemic victims. He also gave me a positive response when I asked him whether he would suggest our business to others Last but not least, in response to the query regarding his suggestion, he stated, "As I learned about the firm after COVID. To reach more people, you guys have to market more, in my opinion. And you guys are doing fine," he said, adding that he had no problems but advised us to increase our company's promotion.

Respondent 9:

This man is between the ages of 25 and 35, and the greatest educational level he has attained in Bangladesh is a bachelor's degree. He works for one of the top corporations in the nation full-time,

performing corporate tasks. He responded in the yes when questioned whether or not income is a crucial factor. Then, when I questioned him about his experiences with our goods before and after COVID, he said, "It was good," noting that he had purchased a home before to the pandemic and was receiving good service from us. When I asked him how our goods and services had helped him during the pandemic and he said, "Solved his lift difficulties," he made mention of the excellent care he had received from our firm at that time. The second thing I asked him was, "What values have we supplied that are distinct from other organizations?" He responded, "On time." He then told me a story about how quickly we provided him with service during the epidemic, which was uncommon compared to other firms at the time. He also gave me a positive response when I asked him whether he would suggest our business to others. Last but not least, when asked for a recommendation, he said, "More responsive," mentioning that he had no complaints about our goods or services throughout the epidemic but recommended that we be more so.

Respondent 10:

This woman is over 55 years old, and the greatest level of education she has attained in Bangladesh is a Master's. She presently works full-time and is a well-known entrepreneur in the community. She responded in the positive when asked if she thought having money was essential. Then, when I questioned her about her experiences with our goods prior to and during COVID, she responded, "Before COVID-19, I wanted to purchase a flat. And Starpath assisted me in locating the right one. She purchased a property before to the pandemic: "After COVID, I suggested the service to my brother, who also became delighted with the service. Then, when I questioned her about how our goods and services had helped during the epidemic, she replied, "During the pandemic, I wanted to alter the color of some elements of my apartment. By providing me with a gratis service, Starpath made it simple for me. She made notice of the excellent care she had during the epidemic. She said, "In pandemic Starpath maintained in touch with us through online and phone conversations discussing feedbacks which is a wonderful gesture," when I asked her what qualities we had supplied that were distinct from other organizations. She was attempting to explain that there are many various things that we do. She also gave me a positive response when I inquired if she would suggest our business to others. Last but not least, she said that she has no concerns about our products and service throughout the epidemic in response to the inquiry concerning her suggestion.

3.3.2 Analysis and coding:

An English-language descriptive presentation of qualitative data is thematic content analysis. Examples of qualitative data include participant interview transcripts or other identifiable writings that reflect experientially on the subject of the study. To begin a thematic content analysis, you must first identify your biases and create a general understanding of the material. Finding similar themes within a data collection is the goal of thematic content analysis. The great majority of participants in this outbreak replied online or using digital devices. Because of this, Starpath Holdings Ltd. has seen highly favorable effects from COVID on consumer behavior. According to respondents 1 and 2, who are cited above, "I had a positive experience with your products and services before the pandemic situation, and I am currently having a positive service experience," and "During the difficult time of COVID-19, the products services of your brand makes our life comfortable," respectively, It offers utilities, which are quite important for our daily lives. The apartments are excellent real estate. Before and after the epidemic, we can benefit from living in those apartments. The apartments are clean and tidy. It has contemporary services. "Like this, every other responder expressed satisfaction with the company's performance. When I inquired about their corporate experience, they used terms like satisfying, good, and great. When asked how our services have helped people during the epidemic, they enthusiastically reply, as seen by response number three: "During the COVID-19 pandemic emergency, I had a difficulty in my flat. My power lines appeared to have several issues. Then I received service assistance from this firm. They sent me a technician who assisted in solving my issues and helped to install some new power connections for my better usage. As for respondent 6, they offered him with this information: "During the pandemic, I had a serious geyser problem. When I contacted, they arrived right away to correct that. didn't even request payment. That was a pretty kind act, in my opinion. They all expressed their gratitude for our efforts and assistance throughout the epidemic. They were having issues with their apartments, such as when some of them tried to renovate their homes but were unable to do so due to the pandemic, so they called our customer service to ask for assistance. As in the case of respondent number five, "In the pandemic I called for their service to fix my flat design and they solved it quickly and I am really happy with their service," I learned about the effects of different consumer behaviors of Starpath Holdings.

The information acquired from the interviews shows that respondents' wants and requirements differ depending on the kind of items. There is a general trend where research, evaluation, and

comparison of products receive more attention. When doing the interview, I questioned the participants about the aspects of the epidemic that set them apart from others. They said that Starpath Holdings Ltd is adept at satisfying clients and resolving sticky issues. Using respondent 6 as an example: *"They stand for good services and good deals. They communicate well with their consumers. They are using quotes from sugar companies to entice clients, which is a really effective marketing technique. Additionally, respondent 11 said, "Yes, they do. They offer me fantastic assistance during the epidemic. The phrase "we were swift and effective when providing the services" was frequently used in the brand equity section to describe their customer service process and how soon essential procedures are taken. They also gave our customer service department high marks. Respondents 13 and 5 said, respectively, "The company has really good customer assistance that is fast and dependable" and "Best rapid service and continent offers more value for a consumer like me," respectively. When I asked if they would suggest us to anybody else, the unanimous reaction was that they absolutely must. And it demonstrates the market's brand equity by demonstrating that Starpath has consistently provided quality replies in the past and is now performing effectively as a brand. Thematic content analysis was used for this study because it allows me to quickly and simply assess the large texts of the respondents. My study subject and the findings were both fairly simple for me to locate. What effects did the epidemic have on people's buying habits and brand equity? I was able to locate it by choosing a few particular terms that appeared often in the respondents' interviews, and I utilized both the inductive and deductive approaches to the research, which is why I decided to employ thematic content analysis for my study.*

3.3.3 Discussion:

Based on the data, we may detect a variety of behavioral changes brought on by the epidemic. Sheth (2020) predicted that some individuals would start to stockpile products, food, and necessities as the virus spread, leading to lockdowns and restrictions throughout nations and cities. As Sheth expected, the majority of participants have reduced their expenditure and modified their prior buying behaviors, preferring online shopping whenever feasible (2020). The focus was not, however, solely on what people could do as a result of the limitations; for some people, the uncertainty of their employment in the future was a factor in delaying major purchases, which Ward (2020) and Sheth (2020) contend is one of the primary contributing factors to why people are choosing to spend less and put off bigger purchases. One of the most costly business areas is

real estate, and some of the same types of clients are present. As Sheth expected, the majority of participants have reduced their expenditure and modified their prior buying behaviors, preferring online shopping whenever feasible (2020). The focus was not, however, solely on what people could do as a result of the limitations; for some people, the uncertainty of their employment in the future was a factor in delaying major purchases, which Ward (2020) and Sheth (2020) contend is one of the primary contributing factors to why people are choosing to spend less and put off bigger purchases. One of the most costly business areas is real estate, and some of the same types of clients are present. They also brought up our customer service division, which is one of the fastest services available, according to consumers. Most people claim that not being able to socialize as often as they used to has hurt their productivity and attention, which has caused them to utilize social media and other entertainment services more frequently, as Sheth (2020) and Ward have both said in their studies (2020). The inability to socialize with friends and family is a prevalent issue, especially considering that participants' family members are frequently older. According to Ward, it is still too early to anticipate how people might respond if the limits were loosened (2020).

3.4 Conclusion:

This study investigated the impact of the ongoing COVID-19 pandemic on specific consumer behavior and Starpath Holdings Ltd. brand equity using qualitative research interviews conducted using the video-call tool Zoom and form completion. According to our study, the pandemic has caused certain changes in consumer behavior and brand equity. Because of the continued provision of excellent service, people have maintained their confidence in their buying habits and brand equity. Additionally, many businesses were unable to handle the situation. Consumers' demands for quality and service have not changed as a result of the outbreak. In the case of a pandemic, availability is another issue that worries them greatly. Through our research, we learned that they made a request. Our findings show that the epidemic has made customers much more aware of the customer service department and that they are continuously calling in with requests. Due to this, Starpath Holdings Ltd. must put more of an emphasis on building brand equity through its channels, such the way it now manages customer interactions. Starpath must think about offering items of excellent value if it wants to preserve the brand overtone. Additionally, Starpath must take into account the value that brand equity provides to consumers. Aggressive marketing techniques may leave consumers with negative impressions, which lowers the value that businesses should gain from brand equity.

Appendix:

1. Can you kindly confirm your age range?
2. What is your highest educational degree or level of education?
3. What is your present job situation?
4. Does income play a vital role in your life?
5. What is your experience of our products and services before and after COVID-19?
6. How our products and services solved your problem during the time of the pandemic?
7. In the pandemic what values do you think our brand best represents from others?
8. What other features would you recommend us to improve during the time of this pandemic?
9. If anyone wants to know about our products will you recommend our products and services?

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