

Critical evaluation of Marketing strategy Of DOM-INNO Group of Company Ltd.

By

Kazi Samiul Alam

ID: 18264019

A thesis submitted to the department of Business Administration, BRAC University in partial fulfillment of the requirements for the degree of Masters of Business Administration

Department of Masters of Business Administration

BRAC University

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Kazi Samiul Alam

Student Full Name
Student ID 18264019

Supervisor's Full Name & Signature:

Syed Ibrahim Saajid

Supervisor Full Name
Designation, Department
Institution

7 June 2021
Syed Ibrahim Saajid

Adjunct Faculty
Graduate School of Management
BRACUniversity

Subject:SubmissionofInternshipReport

Dear Sir,

It is my great pleasure to submit the Internship report entitled “Critical evaluation of marketing strategyof DOM-INNO Group of company Ltd.” to you. I am working at DOM-INNO Development Ltd. as Site Engineer.AsperrequirementofMBA,IhavedonemyInternshipreortonmyworkplace DOM-INNO Group of company Ltd. I have tried to exert all the knowledge that I gathered through my workingwith thiscompany.

Thank you very much for your kind co-operation without which this Internship Report cannot becompleted. I like to take every opportunity to express my gratitude of indebtedness to you.Thank you verymuchforyourkind co-operation.

Sincerelyyours,

Kazi Samiul
AlamID:18264019

Letter of Acceptance

This is to certify that the internship report on “Critical evaluation of marketing strategy of DOM-INNO Group of Company Ltd.” has been submitted for the award of Masters of Business Administration(MBA)withMajorinmarketingfromBRACUniversitycarriedoutbyKaziSamiulAlam, StudentID: 18264019 under my supervision. This report is free from plagiarism. He is permitted to submit internship report.

.....

Syed Ibrahim Saajid
Adjunct Faculty
Graduate School of Management
BRAC University

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Executive Summary

I have completed my internship report using Practical working knowledge. I am working at DOM-INNO Developments Ltd. as a permanent employee bearing designation of Project Engineer. I was assigned to do internship report on **“Business plan of DOM-INNO Group.”** To complete this report I have used my practical working knowledge at DOM-INNO Development Ltd. DOM-INNO GROUP of the greatest Bangladeshi land engineer association. The organization under this total consolidate Land properties, engineer, sustenance and drink, lodging properties, printing and packaging, pharmaceuticals, customer things, etc. This company was established in 2002. Currently this company has almost 600 employees. This report explores business activities of DOM-INNO Group of Company Ltd. This report contains information about all commercial activities. I have mainly focused on business plan of other sister concerns of this company.

Companyoverview:

DOM-INNO is one of the leading, ISO 9001:2008 Certified real-estate conglomerates serving the Nation for more than one decade. Architect Md. Abdus SALAM, a talent along with an extraordinary values turned him highly credible to his professional COMMUNITY, is the founder of the Group, who has awarded his bachelor Degree from BUET, in the year 1991. It specializes in developing exclusive apartment complexes in prime locations of the Dhaka city. DOM-INNO is also an active member of Real Estate & Housing Association of Bangladesh (REHAB).since the year 2002. Considering our Product demand & Market credibility, DOM-INNO Management has decided to explore its operational coverage over the Country in flourish manners in the year 2013, & thereon the year strategically getting extra attention on its overall Operational Policy. DOM-INNO Builders Ltd. has become a trusted name in the real estate sector in Bangladesh. From its very inception, the company has won the confidence and goodwill of its clients achieving a yearly turnover of taka 500 million. At present, DOM-INNO has Two Hundred and Fourty Six (246) apartment building projects at hand in the most prestigious areas of the city such as Gulshan, Banani, Baridhara, Dhanmondi Uttara. DOM-INNO has launched 3 new associate Business Enterprises, in December 2012, which has truly strengthen its core service with the best supportive & smooth operation. Following are the snapshot of those Enterprises:

1. DOM-INNO Builders Ltd.
2. Profile Architects & Engineers Ltd.
3. DOM-INNO Concrete Ltd.
4. LEON Pharmaceuticals Ltd.
5. AFFIX Consumer Products Ltd.
6. DOM-INNO Trading Limited
7. Thema Fila Limited
8. The Flamenco

Missionstrategy:

The mission of DOM-INNO is to be the most successful real estate firm in Bangladesh.

Legalstructure:

DOM-INNO Builders Ltd. is one of the leading real estate development company in Bangladesh. DOM-INNO Builders Ltd. specializes in developing exclusive apartment complexes in prime locations of Dhaka city.

Officeaddress:

Theaddressofthemainofficeis

DOM-INNO House,

House: 13, Road: 7, Block: F,

Banani, Dhaka-1213, Bangladesh

Phone:+88 0188 5000 300

Email:sales@dominno-bd.com

Product portfolio

1. DOM-INNO Builders Ltd.

DOM-INNO Builders Ltd. is one of the driving real estate companies in Bangladesh. It specializes in creating exclusive apartment complexes in prime areas of Dhaka city. DOM-INNO is additionally a dynamic part of the Real Estate & Housing Association of Bangladesh (REHAB) and ISO 9001:2008 Certified. DOM-INNO Builders Ltd. has become a trusted title within the real estate segment in Bangladesh. From its exceptional initiation, the company has won the certainty and goodwill of its clients accomplishing an annual turnover of taka 500 million. Within a short span of time, DOM-INNO has developed into a famous and tried and true organization, building elegant, stylishly satisfying structures that beautify Dhaka as the finest neighborhoods. Dom-Inno uses the highest quality building materials and finishing products to ensure durability and customer satisfaction. Main concentration of Dom-Inno has been in the prime, attractive locations of Banani, Baridhara, Dhanmondi, Uttara and Mid Town of Dhaka city, the emphasis being on sound construction and aesthetic design.

In expansion, Dom-Inno has attempted to supply lodging appropriate for little families where making scope for the development of private lands within the region of the capital city. Endeavors are underway to cater to the wants of clients in each showcase fragment. The success of such an expansive development company requires specialized labors and profoundly qualified proficient reinforcement and Dom-Inno has created a solid group of such highly gifted, experienced experts to work beneath its competent administration.

The company currently has fore hundred employees working, most of them being very qualified and experienced in their respective fields. At present, Dom-Inno has Two Hundred and Seventy Two (272) apartment building projects at hand in the most prestigious areas of the city such as Gulshan, Banani, Baridhara, Dhanmondi Uttara and Mid Town. One Hundred Five (117) completed apartment buildings have already been handed over to its clients. Departments at Dom-Inno have reputation as a reliable real estate company that gives high priority to customer desire and needs, has been created through the hard work and dedication of its work force. Instead of just stressing on good academic qualification which is compulsory for the executive level employees, DomInno has selected its staff based on their intelligence, creativity and innovation!

1) Administration and Logistic – DOM-INNO has a professional & highly skilled Administration team to co-ordinate all departments of the company. Adequate number of security guards working round the clock to ensure the security of the residents of each apartment building. Logistical services include repair maintenance facilities such as plumbing and prompt troubleshooting. Permanent maintenance personnel ensure that the apartments are in good condition.

2) Accounts and Finance - Dom-Inno has an experienced team in this department headed by senior most cost and management accounting professionals of Bangladesh.

3) Sales, Marketing and Customer Service - One of the strongest point of Dom-Inno is it efficient Customer Service Department. This department gives personal attention to each client and is known for the prompt, effective action. A warm, friendly atmosphere is created for the client who can make purchase decisions at his/her pace without feeling pressurized.

4) Engineering & Design -Dom-Inno has developed in house design team for architectural, structural, planning & electrical design. Dom-Inno has one hundred engineers in construction and development team in addition to its Quality Control, Monitoring & Evaluation and Construction management personnel with many senior level professionals, engineers, architects, planners trained at home and abroad and eminent personalities of the country.

2. Profile Architects & Engineers Ltd.

Studio

The success of profile ltd. lies in continuous accomplishment of the full time working studios. Studio comprises with deep concentration of Architect Abdus Salam himself, his team performs conceptual and preliminary design, presentation, graphic design and RAJUK which are followed by architectural and engineering detailing and practical working procedures with close supervision of the sites.

Practice

A distinctive paradigm and a clear branding has been created in the architectural practices of Bangladesh. Focusing Profile ltd with a closer look, one will find a clear picture of distinctive design approach from other architectural firms of recent times.

Team

Our expert and experienced architects and engineers are entirely dedicated in the total design process to ensure quality, Cost effectiveness and excellence. The firm also maintains professional supervision teams and proficient management teams for a smooth execution of each of our projects.

3. DOM-INNO Concrete Ltd.

DOM INNO Builders not only develops the land but also DOM INNO offers you for Ready-mix concrete. DOM INNO has modern Ready-mix concrete manufacturer plant.

Why is DOM INNO Ready Mix Concrete the best? Have a look:

- ★Steady quality confirmation through legitimate power over the unique nature of detailed evaluation, total size, shape, and degree is keeping up the correct proportion of water, bond, and every single other fixing.
- ★Less wastage of essential crude materials.
- ★Amazingly financially savvy even in the wake of keeping the high caliber.
- ★Enables the client to deal with mass concrete throwing in the most limited timeframe.
- ★Controlled generation component guarantees safe work rehearses at building locales.
- ★Less task culmination time.

Do you need the best manufacturer? The best producer has some reason, like:

★★**Reputation:** For instance, if you scan on good for producers, there are many decisions for you; would you be able to pass judgment on which one is the best? You can examine their item page, find out about them by "about us," structure this point; you can get a general thought regarding their reputation. DOM INNO Builders has an excellent reputation in Ready-mix concrete assembling division.

★★**Technology:** An expert concrete bunching plant maker must demand advancement and will be all the more ready to take in independent from anyone else or gain from others, this point will demonstrate to you their improvement condition, as a familiar axiom goes, learning resembles paddling upstream, not to progress is to fall back. DOM INNO Builders utilize the most modern present-day technology for assembling RMC.

★★**The size of the production line:** If the plant is weak and little, you can't trust them, and it likewise suggests that they don't have propelled generation gear and technology, even proficient specialists, for the customary industrial facility must be uniform and well-isolated. If vital, you can visit DOM INNO RMC processing plant, all things considered, some things are only possible to accept after witnessing them.

★★**Service:** A decent and reliable RMC clustering plant provider can furnish you with the most effective service, regardless of pre-deals service, on-deals services or after-deals services, you should clean your eyes and get some information about the majority of the services. DOM INNO guarantees every single excellent service for a client or developed their structure.

4. LEON Pharmaceuticals Ltd.

Leon Pharmaceuticals Ltd. is a sister concern of DOM INNO Group. Leon Pharmaceuticals Limited is the fastest growing & one of the leading Pharmaceuticals in Bangladesh, launched in 13th May 2013 with the slogan COLORS OF GOOD TIME. We are a world known reputable pharmaceuticals manufacturing company based in Bangladesh certified GMP. The State of Art Manufacturing Facility is now capable to take up manufacturing of all kind of dosage forms of Oral Solid (Tablet, Capsule), Powder for Suspension, Liquid Formulations and is having highly sophisticated and Automatic Machines, Utility Block and Storage Facility .

5. AFFIX Consumer Products Ltd.

Append shopper items Ltd. A unit of Dom-Inno Group began its activity in the year 2012. Append makes a wide scope of Snacks and Beverage for both National and International market the same. Join customer is a task worth \$ 10 million and is financed by the parental organization Dom-Inno Group. There are different kinds of drink. Following the presentation of the brand it turned out to be extremely prominent among its shopper in light of the high caliber and escalated appropriation in each niche and corner of the nation.

6. DOM-INNO Trading Limited

DOM-INNO Trading Limited is the leading stockiest and manufacturer's representative of home making products, in the Bangladesh. With around two decades of successfully serving our clients, we have earned a reputation for being a trusted and reliable source of home making products. We specialize in bringing to you leading brands of quality products, from around the world. Our knowledge of market trends and emerging product innovations enables us to address the unique challenges. Our team of dedicated and highly trained sales specialists can help you make well informed procurement decisions. In addition, we offer our clients the convenience of executing deliveries anywhere in the Bangladesh. We remain committed to providing our customers with the right product, at the right price, at the right time for the right application.

7. The Flamenco

The Flamenco is focused on providing spaces and event services with the highest levels of customer satisfaction. The Flamenco do everything so that they can to meet the expectations with a variety of offerings. They are Full service and Cost effective EVENT ORGANIZERS. The one-stop source for all your event organization needs. Their skilled, experienced and knowledgeable persons will successfully plan and execute your events within budget and provide excellent Customer satisfaction. THE FLAMENCO 32 Old Airport Road, Farmgate, Dhaka For Reservation please call +880

1847290317-8

Market Research:

A detailed market research can't be taken by the company due to resource unavailability but a small survey has been done and the success of business in Bangladesh is showing DOM-INNO Group of Company Ltd. an opportunity to expand their business here. And secondary research has been done thoroughly to have an idea about the potential competitors and existing competitor.

Here I tried to explain the market situation of DOM-INNO Group through some popular marketing tool.

Political & Legal Force

Legal Force in real estate industry:

The legal and regulatory framework concerning the housing and real estate development includes laws such as Building Construction Act (1952), Town Improvement Act (1953), Dacca Master Plan (1959) and Building Construction Rules (1984). But these laws are not adequate to facilitate resolving habitation problems. Other limitations of these rules included a lack of appreciation about the differences between planning and building rules, the outdated nature of such rules and the inability of the rules to address the demands of an

Expanding city and targeting only the middle and high-income groups. There is no standard housing plan for Metro Dhaka. The rigid land use zoning of the Master Plan (1959) is out of date as a basis for development management.

The Bangladesh National Building Code (1993) which was intended to ensure safety in construction, has not been made mandatory. The Building Construction Rule (1984) demands a great deal of information from the applicant, but imposes very few compliance requirements on him. The procedures involved in the enforcement of law such as taking permission before development and construction were felt to be cumbersome. It was found that a developer has to apply to nine different authorities for permission, which costs money and time. Since the housing plans are not detailed, there is ample scope for breach of rules.

Bangladesh does not have any separate code for the design & construction of earthquake resistant structures. The building earthquake society has recently published a Bengali translation of the

guideline for earthquake resist non-engineered construction, written by the international association of earthquake engineering.

Till now there is no specific rules & regulations for constructing high rise buildings. But a new rule of construction of high rise building is awaiting for final approval of the ministry.

Before start a construction project every developer has to take approval of different agencies for the specific project. Most of the construction work delayed due to the lengthy & time consuming & bureaucratic procedure. This process also incurs a handsome amount of unseen/illegal cost for the developers.

The approvals are required from the following governmental department –

1. RajdhaniUnnayanKortipokkya (RAJUK)
2. Civil Aviation
3. Ward commissioner of the specific project site
4. Dhaka water & sewerage authority (DWASA)
5. DESA / DESCO
6. TITAS
7. Fire service
8. Dhaka transport coordination Board (DTCB)
9. Department of environment (DEO)

(Sources: REHAB)

Political Force :

As one of the biggest problem of our country is political chaos & instability. This continuous political problems hampers the continuation of the project and delays completion of project, and so sometimes the companies become unable to handover the apartment on the due time and fail to maintain their commitment. This increase the overall cost for the companies. This political instability also hampers the image of the companies as they failed to maintain their commitment, and it may have a long run effect on sale & business profit margin.

Bureaucratic Problem & Unseen cost :

For the last 5 years Bangladesh is being defending champion in being ‘most corrupted country’. Again to start a construction a real estate company has to take approvals of nine different government agencies. These picture really indicate how much extra unseen illegal cost the real estate companies have to bear to start a construction project. Again one another problem facing the real estate companies is ‘illegal toll collection’ by the local mastan people where the project work incurs.

Technological Force

Technology plays a vital role in this industry. Compare to foreign countries, Bangladesh real estate industry is lack behind in implementation of advance & new technology. As in Bangladesh labor is cheaper, it is used as a substitute of advance technology. But in fact of Time-frame, manual man power can not be a perfect substitute of technology. Though we have skilled manpower for constructing high rise building & also architecturally creative buildings, only for the lack of technological support it is not possible in Bangladesh.

In Japan, to resist against the earth quake disaster, 'spring' system technology is used at the base foundation of the building. Whereas Bangladesh, which is also considering a earth quake probability zone, don't have any machine to measure the rector- scale of the earth quake. Again in the technologically advanced countries, they use 'Alukabond' technology to build high rise building made by steel.

In Bangladesh some industry leading companies are now taking the help of advanced technology. As like 'Bashundhara Group' started to utilize technological facilities. They are using technology like- Ready-mix concrete truck, Electronic ground scanning (EGS), vibra technology, Crain to carry heavy materials from one point to another point. 'Advanced Development Technologies' also have plant for ready -mix concrete supply through special form of trucks; and enjoying lower cost as it reduces the timeframe for a construction project.

Porter's Five Forces Model Analysis

Intensity of rivalry among established competitor firms

Different customer target sagment :

The market of DOM-INNO business sector is highly segmented. This segmentation is mainly based on the location, price of the land, and size of the apartments. The segmented areas are:

- a) Segmentation - Upper class :Baridhara, Gulshan, Banani,
- b) Segmentation - Upper middle class :Dhanmondi, DOHS, Uttara
- c) Segmentation - Middle class :Segunbagicha, Shantinagar, Kakrail, Malibagh, Kalabagan
- d) Segmentation - Lower middle class : Mirpur
- e) Segmentation - For office building : Motijheel, Dilkusha, Fakirapool DIT Extension Road, RK Mission Road, Shahidbagh, Kawran Bazar, Pantha Path etc

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During 90's company's mave the apartment for specific strategic groups. As Like 'Advaned

Development Technologies Ltd.'s target market segment was basically upper & upper middle class family. So during 90' ADTL's most of the real estate construction was situated in Gulshan, Banani, Uttara & Dhanmondi.

But in recent time as too many companies entered into the industry, to companies strategy of different market segment has been blurred. Now all the different market segment companies are trying to penetrate to the other segment. As like recently for the first time ADTL has taken project in Baily Road.

Again as the companies recognize the demand of leading group middle income people, most of the companies are now targeting those customer segment.

Price Differentiation:

The sale price of new residential real estate varies per neighborhood and depends mostly on construction quality and land prices. REHAB made the following estimates:

	Sale prices of Real Estate per sq.ft
High income areas such as Gulshan, Bonani, Basundhara	Tk.12000 to 15000/ sq.ft
Middle income areas such as Dhanmondi, Lalmatia	Tk.9000 to 12000/ sq.ft
Other Dhaka neighborhoods	Tk.8000 to 9000/ sq.ft
Smaller lower middle income pockets in other areas	Tk.6500 to 7000/ sq. ft

Brand Image & Experience:

Brand image has a moderate impact over the competition within the companies. But it is not just brand image that will give you a sustained competitive advantage. For example, once upon a time Easter housing, BTI had a high brand image. But now they are facing a strong competition from DOM-INNO.

There may be some importance of Brand image, as for well known, customer can easily rely on the companies, and their most priority is product quality & price. For example Asstdevelopment company does not have the brand image, but they become one of the most successful company as for their quality work, customer commitment and huge profile marketing. So brand image is an important factor, but one company cannot continue to have sales only for brand image.

Entry barrier of potential Competitors

- Capital requirement cannot be a strong entry barrier for potential competitors. With a financial fund of only 90 lac – 2 core taka a new company can start their first project. In this industry for the established company finance fund is not a big problem as they channel the fund from customers' advance install amount to the project. If a new entrant company can manage the sale of the apartments before construction then it may not be a problem & risk to continue the construction.
- Economies of scale is an important factor. As the established companies DOM-INNO run 40-60 construction projects concurrently, and so they can enjoy the economies benefit at bulk raw material purchase at comparatively cheaper price.
- Government Policy is one of the important barrier for the DOM-INNO companies. As for starting a new project a DOM-INNO has to get approval from 9 different government agencies, which is a time consuming bureaucratic processes.
- Brand image is an important factor for the new entrant company. For a new unknown company it would be difficult to have customer without any social image. If the new company's owner is socially recognized then the company can be able to stabilize themselves in the industry.

Bargaining Power of Suppliers

- **Land:** The most important input for a real estate construction is Land. In Bangladesh there is scarcity of land in the urban area. So the Land owners (supplier of land) have a high bargaining power over the real estate industry. In a construction project, around 45% - 55% of the total cost comes from the land purchasing. So now a days the developers make mutual agreement with the land owner to construct the building without purchasing the land, and provides the land owner the pre-decided amount of flats in exchange of land. By this company can lower its cost, but still it would be the most significant percentage amount of the total cost.
- **Other supplies materials:** DOM-INNO is a quality sensitive product rather than price sensitive. The customers are more concerned about what quality materials are being used. The other raw materials of DOM-INNO include cement, steel, brick, paints, glass, aluminum, lights, bathroom & toilet fittings, marble, mosaic, electricity hardware etc. Though for most of the raw materials there are many suppliers companies available, but still the suppliers have more bargaining power.

Bargaining Power of Buyer

In this case both the customers & DOM-INNO have the bargaining power over each other. As in the market customer demand is still higher than the supply of apartment units, the developer companies gain the bargaining power over the customers. On the other hand, as there are more than 270 companies

are operating in the business, the customers have more opportunity to switch over, therefore customer gain the bargaining power over the real estate companies.

Basically the companies which have brand image & goodwill like DOM-INNO can have the bargaining power over the customers. On the other side, for new small unknown company the customers have the bargaining power over developers.

Threat of Substitute

The basic substitute of apartments is - 1. Self-constructed houses,
2. Rent house

Threats from self-construction in Dhaka city is low. As in the recent time of commercialization, not many people want to go to the hassle process self-construction. As it is more costly, it is also most of the time found that there is an in-efficient use of resources. So ultimately in there is a low threat of substitute of self-construction in Dhaka city.

Rent housing is not an ultimate solution & a perfect substitution of apartment. Now a day for purchasing the apartment home loan is available, so instead of providing monthly rent one can be owner of an apartment by depositing the install payment to the banks. So we can measure that this business has lowest possible threat from the substitute.

Related & Supported Industry

The real estate sector has also made substantial contributions to the growth of a host of backward and forward linkage sectors which include cement, steel, paints, ceramics, aluminum and many others. There is a catalytic influence of the real estate and housing industry in development of linkage industries whereby the sector is immensely contributing to employment and the GDP.

Cement Industry :

There is an exponentially growth of cement industry, which is helping the country to attain self-sufficiency in this important input. To met the demand for cement now in Bangladesh there is more than a half a dozen cement producing mills, as like - King Brand cement, Holcim, Crown cement (which is also started exporting), Confidence cement, Chatak cement, Bengal tiger cement production mill.

Paints :

Now in Bangladesh there are many paints manufacturing companies are fulfilling the demand of wall paints, as like Berger Paints, Asian Paints, Elite paints, Roxy paints, Pailac paints, Olympic paints are producing wall paints in our country.

Steel :

Steel production is also have been facilitated due to the growth of the real estate industry. The steel producing companies of Bangladesh are Bashundhara steel mills, AbulKhair steel mills, Crown steels ltd, paragon steels, elite iron & steel mills, eastern steel ltd and so many other steel mills.

Brick Fields:

Near the Dhaka city corporation are there are more than 23 brck manufacturing companies. In Narayangang there are 5 fields, and in khulna there are more than 7 brick manufacturing fields are available.

- Bangladeshi state-of-the-art ceramic industries largely meeting the local demand for ceramics.
- Thai and Kai aluminium meeting demand for door and window frames.
- Most of the lighting products used by the real estate companies are locally produced.
- In the bathroom & toilet fittings sector, ECN fiber glass, and BISF (government owned) are trying to meet the demand. Significant amount is imported from China & Italy.
- In Glass industry, PHP and other many companies are actively producing to meet the local demand.
- For mosaic material is not very sufficient in our country. Most of them are imported from Pakistan & India.
- Marbles are also imported basically from Spain, Italy & India.
- A large number of furniture making and interior design companies supporting the housing industry.

Role of government policy

The present rate of housing interest is very high and provision of housing finance at competitive rates will prove to be useful. It also observed that lack of mortgage financing is perceived to be holding back housing opportunities for middle-income groups. Procedural delays in getting permission from nine different authorities such as RAJUK, fire service, environment and other authority make the obstacle at the high growing industry.

SWOT Analysis of DOM-INNO

Strength

- The cost of production is less as labor cost is much more cheap than the other foreign countries
- Low supplies expenses as almost all supplies materials for construction are now available in local production market
- Enough educated & qualified labor-force in Architecture, engineering, and operation management level
- Require less amount of capital equity to continue operation

Weakness

- DOM-INNO don't have /can not afford the high technology as other foreign countries.
- Lack in increase equity from share market
- Bangladesh does not have specific rules & guidelines of standard format
- Lack of concern on earth quake disaster, no specific guideline

Opportunity

- In Bangladesh, as a developing countries there is a high growth of urban areas
- The population of Dhaka city is growing at much more faster rate, and as urban population increases it is increasing the demand of new house
- As the land price of Dhaka increased , the demand of apartment increased
- Most of the foreign remittance comes in Bangladesh are invested in the real estate industry
- Change the pattern of family increases the demand of more housing
- Price increase of apartment don't have negative effect on sales volume.
- Less effective substitute in current scenario.

Threat

- In Bangladesh the housing loan interest rate for customers is much higher than foreign countries. In Bangladesh it is 14-16%, whereas in foreign countries it is on average 5- 8 %.
- The companies have to go in a long time-consuming bureaucratic process of getting approval of 9 different government agencies to start a construction project

- Due to inflation & uneven foreign currency exchange the price of raw materials is ever increasing
- Political instability increases the cost as well as hurts the growth of the industry

Value Chain

Research & Development:

In DOM-INNO the Architecture department analyze the current demand requirement (by getting feedback from Marketing & sale) and develop new product schema for the new construction project.

On the other hand purchase department make the research on price & quality of the available supplies products for making purchase decision.

Production:

Value addition is mostly created in production phase where DOM-INNO have to emphasis on quality of input, efficient & timely construction process.

Marketing & Sales:

As the demand of apartment units are still high then the supplies, it may required moderate marketing strategy. Though we cannot see advertisement of DOM-INNO, but still now DOM-INNO are able to sale their apartment units before completion of the construction.

Customer Service:

One of the main source of retain their brand image is maintaining the customer commitments.

Conclusion:

DOM-INNO is a full benefit realestate developer found in Bonani Bangladesh. Our group of Realtors specializes in making a difference in clients' purchases and offer private properties all through the nation. The specialists at DOM-INNO are experienced, neighborly, and genuine.