

Report On
**Importance of Quality Assurance in Real Estate to Satisfy the
Customers of Climax Holdings Ltd.**

By

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17204075

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

BRAC Business School
BRAC University
May, 2024

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Samiah Jahan
17204075

Supervisor's Full Name & Signature:

Dr. Shamim Ehsanul Haque
Assistant Professor,
BRAC Business School
BRAC University

Letter of Transmittal

Dr. Shamim Ehsanul Haque
Assistant Professor,
BRAC Business School
BRAC University
Merul Badda, Dhaka-1212

Subject: Report Submission on Climax Holdings Ltd.

Dear Sir,

I am grateful to present this report on "Climax Holdings Ltd." It has been a great learning experience for me, as I gained valuable insights into the housing system and the importance of maintaining housing opportunities. It holds great significance for me because it not only helped me understand the challenges faced by the housing sector in Bangladesh but also provided me with practical knowledge and hands-on experience. Working under your supervision has been an honor for me, and I cannot express enough gratitude for your excellent assistance, tireless efforts, and constant attention throughout the compilation of this report.

I would greatly appreciate it if you could take the time to review my report and provide me with your feedback.

Sincerely yours,

Samiah Jahan

17204075

BRAC Business School

BRAC University

Date: May 14, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Climax Holdings Ltd. and the undersigned student at BRAC University to avoid the unauthorized exposure of proprietary and confidential information.



CLIMAX HOLDINGS LIMITED
Creating different & valuable
House 117, 2nd Floor, Road # 21
New ECHE Mohakhali, Dhaka 1206.
Tel: +8802-4812012
Email: info@climax-hl.com

Ref: CHL/admin/2022/024

Non-Disclosure Agreement

I acknowledge that sensitive customer information and information on the operations and financial standing of my internship employer may be accessible to me. I am aware that all written documents and correspondence, oral conversations, computer programs, and applications—all include sensitive information that is protected. In order to maintain the confidentiality of Confidential Information, I undertake to abide by all current and future business partner rules and processes. I guarantee that, unless specifically authorized by the Business Partner policy, I will not use, copy, make notes about, eliminate, share, or disclose Confidential Information.

I also commit not to use or disclose anybody other password, key card, identity badge, or authentication code. I also promise not to share any of these things with anyone else. I consent to preventing anybody else from using my password, key card, identity badge, or authentication code or device to access the Business Partner's information systems. I consent to immediately notifying the relevant administrator in the event that I learn of any illegal access to the company's information system or records by someone else, or if I discover that someone else has my password, key card, identity badge, or authentication code or device.

I acknowledge that even after my work or internship term expires, I will still be bound by the terms this agreement.

I understand that the firm may discipline me or cancel my job status with or without notice if I violate any of the terms of this agreement. I also understand that I may be held liable for fines or other legal repercussions under relevant company's laws. I understand that the firm will be entitled to reimbursement for its costs, including reasonable legal fees and court costs, should it win any action to enforce this agreement.

A handwritten signature in black ink, appearing to read 'Somida'.

Student Signature

A handwritten signature in black ink, appearing to read 'Shamir'.

Managing Director

Climax Holdings Ltd.

Acknowledgment

I believe a competent supervisor may make an intern's journey intriguing, finalized, and straightforward. Although my report has been finalized, the underlying assistance and guidance I received cannot be disputed. I want to start by giving thanks to Allah for allowing us to continue with our education.

I would like to express my sincere gratitude to my co-supervisor and supervisor for their continuous support and guidance throughout the process of preparing this report. Whenever I had any questions or needed assistance, they were always available and willing to help me. I would like to sincerely thank the esteemed chairman, Mr. Shajahan Alam, of Climax Holdings Ltd., for providing me with the opportunity to complete the internship without any difficulties.

They not only provided valuable support but also provided insightful information about the significance of real estate in Bangladesh and related topics. Their guidance and knowledge greatly contributed to the accuracy and quality of this report.

I am immensely grateful to these individuals for their support and guidance, which played a crucial role in the successful completion of this project.

Moreover, I am truly indebted to my academic supervisors for their guidance and mentorship throughout my time at BRAC University. Their expertise, encouragement, and constructive feedback have been effective in my academic growth. They have continuously challenged me to push my boundaries and strive for excellence. I am immensely grateful for their unwavering support and dedication.

Executive Summary

This internship report explores the importance of quality assurance in the real estate industry, specifically emphasizing client satisfaction within Climax Holdings Ltd. An examination of client perceptions, service quality, and overall satisfaction levels yielded valuable insights into the significance of upholding stringent quality assurance standards in the real estate industry. The paper highlights the crucial importance of quality assurance in improving customer experiences, promoting brand loyalty, and achieving long-term corporate success. To enhance its competitive standing and achieve consistent growth in the ever-changing real estate industry, Climax Holdings Ltd. can strengthen its position by giving utmost importance to quality assurance methods and adopting strategic initiatives that cater to consumer wants and preferences. This will also help in building a favorable brand reputation.

Keywords: Customer satisfaction, quality, real estate, credibility, housing, sales, service, Bangladesh

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List of Acronyms

CHL	Climax Holdings Limited
ROI	Return on Investment
GAAP	Generally Accepted Accounting Principles
LTD	Limited
PFF	Porters Five Forces
HR	Human Resources
BRAC	Bangladesh Rural Advancement Committee

Chapter 1: Overview of Internship

1.1 Student Information

Name: Samiah Jahan

Student ID:17204075

Program: Bachelor of Business Administration

Major: Marketing

Minor: MSC

Contact Info:

Email: Samiah.jahan@g.bracu.ac.bd

Contact number: +88017862555771.2 Internship Information

1.2.1 Company Information

Period: September 01, 2022- December 31st, 2022

Company Name: Climax Holdings Ltd.

Company Type: Real Estate

Department: Marketing

Address: House# 213 [5th floor], Road# 13, DOHS Mohakhali, Dhaka, Bangladesh.

1.2.2 Company Supervisors Information

Name: Shajahan Alam

Designation: Chairman of CHL group

Email: chlgroup3@gmail.com

1.2.3 Job Scope

Marketing was mostly covered theoretically in our Bachelor of Business Administration curriculum. The methods include learning basic marketing ideas, their classifications, analytical methods, and their practical applications. This academic foundation provided us with the opportunity to demonstrate our knowledge practically and showcase our skills. Although the internship lasted only three months, I thought it was a worthwhile experience. It allowed me to gain exposure to the corporate environment, improve my career objectives, and become more acquainted with marketing procedures. I have acquired several valuable lessons throughout my internship program, which include designing, collecting client reviews, attending meetings, performing many of the marketing department functions as an intern at Climax Holding Ltd., and these included the conception of comprehensive marketing standards, producing productive advertisements, collecting clients' feedback, etc. I believe, in the long run, Climax Holdings Ltd. should keep on providing structured internship programs accompanied by relevant learning opportunities. Because the development of skills and professional advancement allows for placing top talent in the organization and, thus, creating real estate leaders, in that case, it would be possible to improve the intern relationship at Climax Holdings Ltd. by providing continuous feedback and proper mentorship.

1.3 Internship Outcomes

1.3.1 Contribution to the Company

I was given several responsibilities to complete during my internship at Climax Holdings Ltd. Throughout my internship journey, I have gained valuable knowledge about the real estate industry, which adds extra value to my future profession. Nevertheless, there were a few obstacles in the way as well. However, I consider myself lucky enough that I had the opportunity to work with this real estate industry from scratch, as it is a newly launched company that was founded during the COVID-19 pandemic. Since marketing was my major, I was given the chance to work in the marketing department. There, my role went beyond merely communicating with the clients; I also had to create everything from scratch, including the marketing guidelines, the organogram, the company profile, the design and advertising, the visiting cards for newcomers, the updated logos, and the templates for the various sectors under CHL Group (Climax Agro, Climax Design, etc.). Besides, I've also already started creating billboards and posters for my future projects. Moreover, I've also kept in touch with the customers and gathered testimonials and landowner remarks. Not only that, but it was a huge milestone for me as I designed the calendar for Climax Holdings Ltd. using AI Illustrator with the guidance of my designated company supervisor. I was so overwhelmed when it was published, as I had received enough positive reviews from my colleagues as well as the upper management.

1.3.2 Benefits of student

Students enjoy a wonderful chance to get practical experience through the internship program. Because it helps the students become used to how a business atmosphere operates, I was fortunate enough to take part in the internship at a real estate company at Climax Holdings Ltd., where I acquired knowledge about the responsibilities of an intern. Additionally, it has

effectively helped me to improve my punctuality, design, and communication skills, which are highly appreciated by most companies. Moreover, I have gained significant research experience from this internship program. As a student, researching a topic thoroughly is crucial, and this internship program helped me to work efficiently to benefit my future career. Furthermore, it allowed me to use my academic knowledge in real life, enhancing my ability to come forward and work under pressure. On top of that, my company supervisor has provided me with enough useful information on time management, marketing, and leadership to keep me motivated throughout my internship. To sum up, any student willing to excel in their future work must possess these qualities.

1.3.3 Challenges faced during the internship program

My experience as an intern at Climax Holdings Ltd. provided me with an amazing opportunity to learn. However, it was difficult for me to balance my academic activities with employment when I was doing an internship in addition to my courses, particularly around test or presentation weeks. My ability to organize my schedule has also become more challenging due to the inevitable traffic congestion in Dhaka. Last but not least, with the guidance of my company supervisor, my internship experience was made much easier. To sum up, all of the senior colleagues I worked with during my internship program were incredibly helpful whenever I needed them.

1.3.4 Recommendations

Even though my responsibilities and this employment have benefited me a lot, I believe that certain protocol changes could be made to improve the internship experience. An internship is the first and foremost learning opportunity for recent graduates or future graduate students who want to obtain hands-on experience in the workplace. In that case, additional work from departments beyond the one where the interns are working is required so that the interns can

get experience and confidently perform in every area in the future at their potential workplaces. Moreover, managers and top executives of Climax Holdings Ltd should arrange specific events or seminars on various job-related topics to help interns boost their enthusiasm, productivity, and specialized skills to survive in such a competitive setting and raise their level of confidence.

Chapter 2: Organizational Part

2.1 Introduction

The current state of the world is characterized by intense competition. Nowadays, in our daily lives and business, the rate of competition has become increasingly intense and extreme. Every business aims to attract and keep skilled workers to reduce future obstacles. In such a cutthroat environment, the acquisition and retention of top talent have become crucial, as the workers are the most important driving force of a company, pushing it toward profitability. Additionally, while purchasing a real estate property, consumers expect to be treated personally. Finally, the research aims to gain a transparent understanding of Climax Holdings Ltd.'s operational strategies and its position in the market based on some analysis of different factors. These factors include organizational structure, managerial practices, marketing strategies, financial performance, and the external environment. The presentation of these dimensions allows us to pinpoint the essential elements that contribute to the success of Climax Holdings Ltd. and see the places where some enhancements can be made. Stakeholders who will travel on the dynamic path of Bangladesh's real estate industry will find this analysis to be quite informative. The analysis will include investors, employees, and strategic partners.

2.2 Company Overview

The journey of Climax Holdings Limited. has commenced during the COVID-19 period in January 2020. In order to start any entrepreneurial scheme, one must have the audacity to jeopardize their financial resources, effort, and time by anticipating the potential risks that could befall them. Besides, Climax Holdings Ltd. has quickly established itself in Bangladesh's competitive real estate industry by concentrating on integrity, transparency, and customer satisfaction. Since then, the frequency of earthquakes is increasing day by day, and it has become a major concern for everyone, particularly those residing in Dhaka city. Keeping that

in mind, Climax Holdings Ltd. is pursuing customer satisfaction by emphasizing quality the most, and the projects are designed to withstand earthquakes up to 8 Richter scale. Moreover, all the structural materials, including reinforcement (BSRM/GPH/Anwar Ispat Ltd. of GRADE TMT-500w =72G), stone chips (Dubai-LC), cement (Lafarge/Holcim/Crown) bricks (Auto Bricks), generator (Perkins/Equivalent), lift (Mitsubishi-Shanghai), water pump (Wilo-Germany/Pedrollo/Sears-Italy), Sylhet sand, and other aggregates that are used ensure the top quality. Furthermore, to ensure customer satisfaction, BUET quality control laboratories conduct systematic testing on concrete and other finished work samples at each stage. A copy of the test findings is then sent to the concerned land or apartment owners. Climax Holdings Ltd. develops commercial, residential, and mixed-use projects. Attention to detail, creative layouts, and sustainable construction are hallmarks of Climax Holdings Ltd.'s projects. In order to please sophisticated customers, Climax Holdings Ltd. delivers superior quality and service in high-rise residences and contemporary offices. Recently, it has completed nine residential buildings covering the areas of DOHS Mohakhali, Basundhara R/A, Banani DOHS, and Uttara. The strong leadership team led by Chairman Shajahan Alam drives Climax Holdings Ltd.'s success, making sure that honesty, decency, and moral business practices are valued in the company's culture. Additionally, Climax Holdings Ltd. values corporate social responsibility and actively supports sustainable development. Also, the company believes that by being philanthropic, it will benefit society. As Climax Holdings is committed to excellence, innovation, and client satisfaction, it is flourishing in Bangladesh's real estate industry. Moreover, Climax Holdings Ltd.'s innovative strategy and devotion to excellence will surely influence real estate development in Bangladesh.

2.2.1 Mission

The mission of Climax Holdings Ltd. is to develop projects that ensure quality, affordability, and scheduled handover to meet the needs of their customers.

2.2.2 Vision

The vision is to provide top-notch services that meet the expectations of the customers of Climax Holdings Ltd. and be recognized as the leading real estate company by the next 3 years so that they can change the lives of the communities and forge a better and more sustainable world for everyone.

2.2.3 Values

- Fostering long-term relationships with clients
- Ensuring employee loyalty by reciprocating their commitment
- Emphasizing continuous growth and development
- Consistently delivering positive outcomes
- Providing comprehensive service beyond the initial transaction

2.2.4 Goals

- Ensuring regional growth in the real estate industry and establishment of a loyal client base.
- Increase the company's investments and assets to ensure the development of new services.
- To establish an excellent track record in the real estate sector to spread a positive brand image and become a significant competitor.

2.2.5 Logo

Without using words, logos are an aesthetically pleasing communication tool that provides crucial brand information to potential customers. And consumers frequently let their emotions influence their decisions. A well-designed logo can stir up these emotions in the target audience, forging a solid and long-lasting connection between the business and its clients.



Figure 1: Company's Logo

Climax Holdings Ltd. considered this when creating their logo, where they have used brick and charcoal colors that symbolize the company's status as a real estate company. Moreover, the building's encircling round symbol demonstrates warmth, credibility, and the earnest and thoughtful way in which Climax Holdings Ltd. delivers superior service to its clients.

2.2.6 Organogram

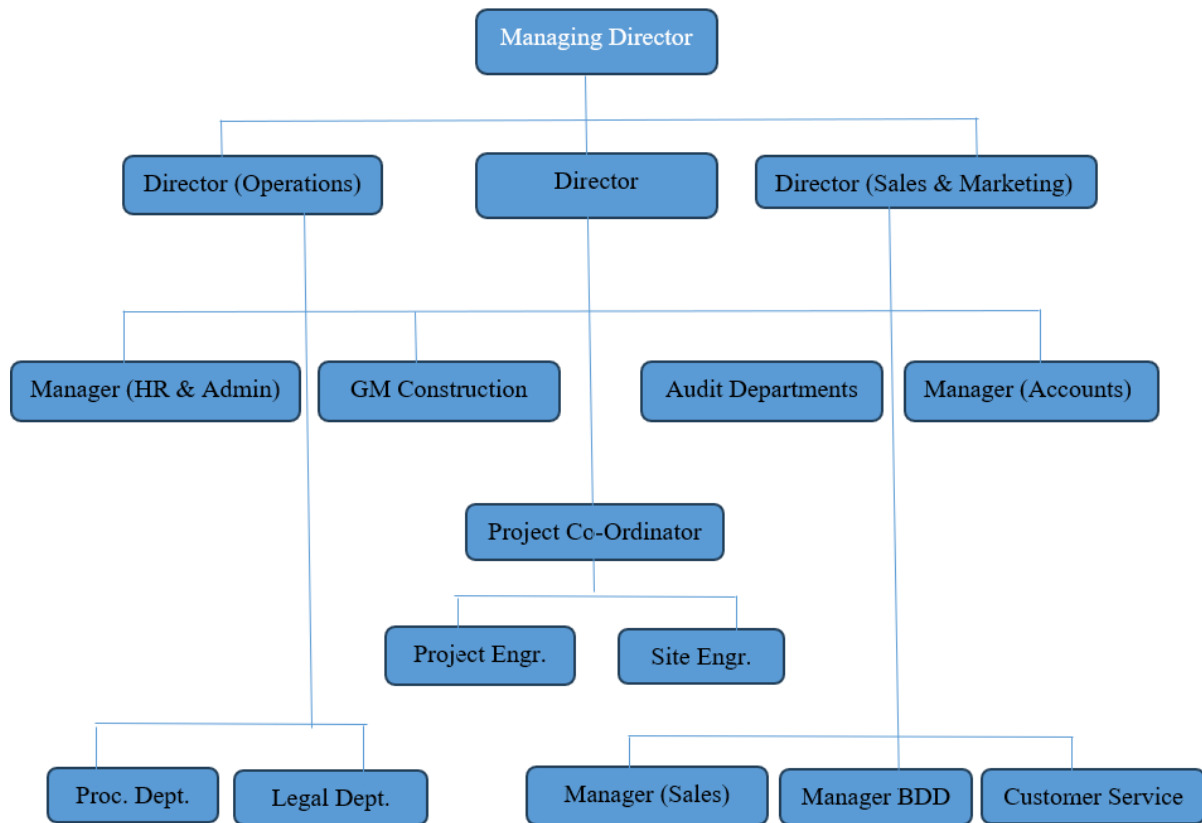


Figure 2: Organogram

2.3 General Management Practices

Climax Holdings Ltd. uses an organized management framework to assist with innovation promotion and organizational growth. Here is the Managing Director (MD), who is the visionary leader in charge of the strategy plan and underlying goals of Climax Holdings Ltd. In addition, he is in charge of making rules, setting long-term objectives, and keeping an eye on the overall success of the company. Besides, for a total of three distinct operational domains—operations, sales, and marketing—three key directors bear direct accountability (Climax Holdings Ltd., 2023). These directors are responsible for a number of important tasks,

including increasing revenue through targeted marketing and sales initiatives, maintaining operational efficiency, and carrying out the company's objectives. Because these important members working together may facilitate synchronized decision-making and the consistency of company goals over several functional areas, In the third level of the organizational hierarchy, critical support functions, including Human Resources (HR), construction, audit, and accounts, are housed. These services are extremely important to the organization. The organization's Manager of Human Resources is in charge of a number of planning and management initiatives related to human resources, including hiring, training, performance reviews, and employee relations (Climax Holdings Ltd., 2023). Here, the General Manager (GM) is in charge of managing construction activities to ensure timely delivery, conformity to regulations, and quality. In addition to encouraging financial transparency, risk reduction, and regulatory compliance, auditors and accountants ensure agreement. Further down the ladder, the organizational structure handles project coordination and execution. Fourth-tier project coordinators coordinate and communicate with departments across project lifecycles. Project and site engineers handle real-world project implementation in the fifth layer. They oversee construction, resolve technical concerns, and ensure safety.

2.3.1 Performance Management

Strategic insight, operational efficiency, and performance excellence define Climax Holdings Ltd.'s management style. Climax Holdings Ltd. uses performance management programs to assess employee productivity, offer constructive advice, and establish objectives for both individual and group development. Regular performance evaluations, recognition schemes, and goal-setting meetings to honor top performers might all be part of this (Segel et al., 2018). The organization uses democratic and participative leadership. This leadership style promotes communication, teamwork, and collaboration at all levels. Inclusive leadership promotes creativity, empowerment, and ongoing progress. Additionally, Climax Holdings Ltd. hosts

events and team-building exercises to promote teamwork, interaction, and unity among staff members, which involve volunteering potential, social events, team-building activities, and off-site getaways to improve relationships and foster a healthy work environment. Furthermore, Climax Holdings Ltd. offers profit-sharing plans that give upper management a set portion of the business's revenue through their success-related contributions. This gives upper management a sense of stake in and agreement with the financial performance of Climax Holdings Ltd. Not only that, in addition to providing flexible benefit packages that let staff members select from an array of options, such as cash incentives, extra vacation days, medical insurance, retirement account investments, or other perks catered to their specific needs and preferences, Climax Holdings Ltd. treats its employees respectfully. Also, to boost their employees' productivity, they provide incentives based on team or individual achievement metrics, which may include hitting sales goals, finishing projects on time and within budget, or accomplishing additional important performance metrics related to the employee's position.

2.3.2 Human Resource Management

The strategic planning of Climax Holdings Ltd.'s human resources is to match staff competencies with its corporate goals. It also aspires to establish a culture of outstanding performance for sustainable growth and profitability in Bangladesh's fierce real estate sector. Further, after receiving applications for vacancies, HR personnel conduct a comprehensive recruitment procedure that includes skill tests, virtual interviews, and face-to-face meetings with recruiters. By doing this, it is possible to ensure that candidates are qualified for the role and match the principles of the company. Moreover, they provide internships to entice and develop youth interested in real estate vocations because a company's internship program can act as a pipeline for potential full-time hiring by giving undergraduates and recent graduates practical experience. Climax Holdings Ltd. ensures the promotion of talent, professional growth, and high performance.

2.3.3 Corporate Social Responsibilities

From the very beginning, Climax Holdings Ltd. decided to use eco-friendly approaches in their projects, as the real estate industry is more aware of sustainability than instant profitability. These approaches include using environmentally friendly auto-bricks in construction work, creating affordable designs, and setting up CRM programs. Here, 5% of Climax Holdings Ltd.'s entire revenues are donated to the education sector. In the end, the actions taken by Climax Holdings Ltd. will surely benefit society and help them to lessen their carbon footprint.

2.4 Marketing Practices

Effective marketing strategies help any real estate firm stand out from rivals and persuade potential customers that they are the best alternatives. Besides, strategic marketing tactics are essential for growing brand awareness, building credibility, and delivering quality leads as the market becomes highly competitive. Keeping that in mind, Climax Holdings Ltd. implements professional marketing strategies to successfully reach their target groups in this highly competitive field. Moreover, Climax Holdings Ltd. uses a very detailed approach to create brand recognition, draw in customers' attention, and boost sales in this fierce market. Their marketing strategy is based on an in-depth understanding of market developments, customer preferences, and the patterns of competition.

2.4.1 Market Segmentation

Climax Holdings Ltd.'s marketing strategies target specific client segments with personalized solutions. Market research and segmentation analysis help them define client profiles based on demographic, psychographic, economic, and behavioral aspects (Kotler & Armstrong., 2017). This segmentation allows Climax Holdings Ltd. to tailor its quality standards and promotional efforts to each customer segment's needs. From the very beginning, Climax Holdings Ltd. targets a niche market where they focus on elite-class consumers who are in search of high-end

real estate and facilities. In this scenario, their main goals are to highlight luxurious residences and provide premium services that suit the tastes and requirements of most of those customers. Further, Climax Holdings Ltd. prioritizes a brand identity that expresses company values, ambition, and dedication to excellence. They use media such as newspapers, magazines, electronic signage, etc. to promote their brand. Additionally, by consistently communicating its corporate philosophy, Climax Holdings Ltd. hopes to increase brand awareness, trust, and loyalty.

2.4.2 Advertising and Marketing Strategies

The advertising and marketing strategies of Climax Holdings Ltd. include traditional and digital media to maximize customer reach and engagement. The most commonly used promotional activities practiced by Climax Holdings Ltd. are listed below:

1. Word of Mouth

It is one of the most conventional and effective marketing tactics, and it is particularly advantageous for small businesses as it does not involve any monetary investments to make people aware of one's business and its performance. Climax Holdings Ltd. firmly believes that positive word of mouth not only leaves a favorable impression on customers but also increases sales rates. Because of this, Climax Holdings Ltd.'s marketing team is sincerely working on that, where their task is to meet potential buyers, disseminate positive reviews regarding Climax Holdings Ltd., and create positioning. It is to be mentioned that their 90% sales rate comes from following this strategy.

2. Stationary Branding

The little things that matter when it comes to brand stationery. The unappreciated star of successful branding has been office supplies, including pens, notepads, postcards, calendars,

etc., holding the brand name and contact details to personalize the brand. They may appear superfluous in this digital era, but they have a real impact on successful brand awareness.

Climax Holdings Ltd. has been aware of stationary marketing from the very beginning, which is a very widely used strategy followed by almost every company. And, recently, they have launched notebooks, lapel pins, pens, calendars, and so on to raise brand awareness.

3. Presenting Virtual Tours

Nowadays, virtual tours are a favorite among clients because they provide them with an accurate representation of the property's appearance before they have seen it in person. Climax Holdings Ltd. often uploads visuals of its proposals to YouTube so that customers can look into them, understand them, and eventually be persuaded to work with them.

4. Involvement in social media

Developing positive relationships with target audiences on the online platforms where they already congregate is the fundamental objective of social media marketing. In contrast with traditional advertising, it offers a two-way relationship between consumers and brands, fostering a sense of community that helps build brand loyalty. Social media is an excellent platform to contact people and introduce any brand, especially because most people these days spend a lot of time on it. Through social media, Climax Holdings Ltd. actively engages with potential consumers. For example, on their Facebook page and YouTube, they regularly update and run advertisements to broaden their profile's audience and boost brand awareness.

2.5.1 Financial Performance and Accounting Practices

Climax Holdings Ltd.'s financial data indicates that the company's net profit for 2021 was BDT 4.23 crore, BDT 7.22 crore in 2022, and BDT 19.79 crore in 2023.

Sl	YEARS	AMOUNT
01	2020-2021	4.23 Crore
02	2021-2022	7.22 Crore
03	2022-2023	19.79 Crore
04	Target (2023-2024)	45.00 Crore

Table 1: Financial Performance

Besides, it is visible that the net profit of that organization has improved over time. It indicates a visible rise from the fiscal year 2022 to 2023, indicating good performance and effective cost-reduction methods followed by the brand. Additionally, it claims that the total amount of Climax Holdings Ltd.'s paid-up capital is BDT 5 crore, whereas the authorized capital is BDT 10 crore. A thorough analysis of Climax Holdings Ltd.'s financial performance includes liquidity, sustainability, profitability, efficiency, and leverage. Besides, the current and quick ratios measure the company's capacity to meet short-term financial obligations and manage liquidity risk. On the other hand, the debt-to-equity and interest coverage ratios indicate the company's long-term financial stability and debt serviceability. Also, the success in Climax Holdings Ltd.'s profit generation and cost reduction is measured by analyzing gross, operating and net profit margins. Furthermore, to identify operational success of Climax Holdings Ltd., the efficiency ratios are measured which includes asset turnovers, inventory and receivables. The financial analysis presented below is based on the financial information provided by Climax Holdings Ltd for the year 2022.

CLIMAX HOLDINGS LIMITED

Creating different & valuable

Building-213(4th floor), Road-13, DOHS, Mohakhali, Dhaka-1206

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

Income & Expenditure Statement

Income	This Year	Expenditure	This Year
Name of Head	01.07.2022 to 30.06.2023	Name of Head	01.07.2022 to 30.06.2023
Financial Income:		Financial Cost: -	
Miscellaneous	30,000	Bank Charge	30,073
Sub- Total: -	30,000	VAT	87,750
-		TAX (33425+ AIT 39923)	73,348
-		Tread License Fee	54,569
		Operating Cost: -	
		Salary & Allowance	6,163,039
		Office Rent	560,000
		Office Utility Bill	454,000
		Office Stationery	117,147
		DA Kitchen Bill	154,571
Operating Income:		Travelling & Conveyance	81,108
Sale Of Apartment Receivable:		Fuel Bill	178,721
Climax Kazi Palace -A2	17,500,000	Mobile Bill	42,698
Climax Kazi Palace -A3	18,000,000	Printing & Photocopy	335,304
Climax Kazi Palace -A5	19,500,000	Postage & Telephone	19,278
Climax Kazi Palace -A6	18,500,000	Office Equipment	24,200
Climax Kazi Palace -A7	18,000,000	Electricity, Internet Bill	82,183
Climax Shanti Neer 6	40,000,000	REHAB Fee.	500
Climax Shanti Neer 7	40,000,000	Climax Design Exp	36,000
		DOHS S/C Bill	18,100
Sub- Total: -	171,500,000	Office Entertainment	137,815
		Website Development Exp	62,796
		Insurance Bill	71,000
		Repair & Maintenance	236,975
		Business Promotion	100,000
		Land- Entertainment Tips	275,000
		Miscellaneous Exp.	638,355
Sub-Total: -	171,530,000	legal Advisor Fee	249,805
Net Profit/Surplus	161,245,665	Advertisement	-
Grand Total: -	10,284,335	Grand Total: -	10,284,335

Table 2: Income & Expenditure Statement

CLIMAX HOLDINGS LIMITED

Creating different & valuable

Building-213(4th floor), Road-13, DOHS, Mohakhali, Dhaka-1206

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

Balance sheet Statement

Capital & Liability	As on- 30.06.2023	Property & Assets.	As on- 30.06.2023
Retain Surplus:	Amount	Current Assets: -	Amount
Previous Balance-	10,087,986	Receivable A/C: Outstanding	
Current Year Surplus	161,245,665	Climax Kazi Palace - A2	7,500,000
Total Surplus:	171,333,651	Climax Kazi Palace - A3	5,400,000
		Climax Kazi Palace -A4	1,220,000
Fund A/C:		Climax Kazi Palace -A5	13,500,000
Fund A/C (MD Sir)	25,510,404	Climax Kazi Palace -A6	12,500,000
Sub- Total: -	25,510,404	Climax Kazi Palace -A7	17,000,000
		Climax Shanti Neer 6	22,500,000
		Climax Shanti Neer 7	25,000,000
		Sub-Total:	104,620,000
Others Fund: -		Fixed Assets:	
Sundry Deposit	7,848	Furniture & Fixture	1,269,190
Sub-Total:	7,848	Electronics Goods	888,920
		Sub-Total:	2,158,110
		Investment: -	
		Land, Plot #196 (ROSABELLA)	30,000,000
		Security Money WE pro	2,910,000
		Security Money CB	3,000,000
		Climax Aziz Plaza	554,461
		Climax Kazi Palace	27,782,526
		Climax SHANTI NEER.	10,991,504
		Climax Argo	314,835
		Suspense A/C	120,533
		Advance Office Rent	350,000
		Loan: - Vehicle (fielder)	2,206,500
Lend- STL	1,000,000	Lend- STL	1,000,000
		Sub-Total:	79,230,359
		Closing Balance:	
		Cash in Hand	45,956
		Cash at Bank -Pubali	9,039,637
		Cash at Bank -City	55,168
		Cash at Bank -TRUST	2,702,673
		Sub-Total:	11,843,434
Grand Total-	197,851,903	Grand Total-	197,851,903

Table 3: Balance sheet Statement

According to the financial statement of Climax Holdings Ltd in 2022, the operational income declared was BDT 171,500,000, while the actual operating cost was 10,284,335

We know,

Net Income

$$= (\text{Financial income} + \text{Operating income}) - (\text{Financial expense} + \text{Operating cost})$$

$$= (30,000 + 171,500,000) - (54,569 + 1,02,29,766)$$

$$= 17,15,30,000 - 1,02,84,335$$

$$= 16,12,45,665$$

Current Ratio

A measurement of liquidity that analyzes Climax Holdings Ltd.'s ability to pay short-term liabilities, typically those payable within a year. Additionally, it explains to investors and market analysts how they should use their current assets on their balance sheet to pay down the payables.

$$\text{Current Ratio} = \text{Current Assets} / \text{Current Liabilities}$$

$$= 104,620,000 / 10,00,00$$

$$= 104.62$$

Climax Holdings Ltd.'s current ratio is 104.62, which indicates a very strong financial condition, as they have sufficient current assets to meet the current liabilities.

Fixed Asset Ratio

$$= \text{Fixed Assets} / \text{Total Assets}$$

$$= 2,158,110 / 186,008,469$$

$$= 0.0116$$

The ratio of 0.0116 represents the percentage of fixed assets associated with total assets.

ROI (Return on Investment)

Return on Investment (ROI) is financial data used to identify the profitability of an investment to assess the return on investment in comparison to its cost.

$$= (\text{Net Profit}/\text{Investment Cost}) \times 100$$

$$= (161,245,665/79,230,359) \times 100$$

$$= (2.035) \times 100$$

$$= 203.5\%$$

With an ROI of 203.5%, Climax Holdings Ltd. illustrates its exceptional ability to create effective returns on investment, highlighting its competitiveness and market power.

Surplus-to-Liability Ratio

$$= \text{Total Surplus}/\text{Liabilities}$$

$$= 25,510,404/1,000,000$$

$$= 25.51$$

An increased surplus to liabilities ratio that is 25.51 indicates a stronger fiscal health, reflecting that a larger percentage of Climax Holdings Ltd.'s assets are safe by capital as compared to the total debt.

To sum up, Climax Holdings Ltd. seems to be in a strong financial position, making substantial surplus and investments compared to the company's total liability. Moreover, to do an extensive financial analysis, other factors, including market conditions, the economy, upcoming growth potential, and standards of excellence, must be taken into account.

Similarly, the accounting processes of Climax Holdings Ltd. are subjected to assessment using fundamental accounting principles, accounting methodologies, the accounting cycle, depreciation methods, and disclosure in accounting. GAAP helps to maintain accurate, reliable, and transparent financial reporting that allows stakeholders to make informed decisions.

2.6 Operations Management

Strong operations management is optimized by Climax Holdings Ltd. to speed up and improve the project construction of the organization. They use a disciplined approach to manage resources, pricing, and risk factors by planning, ordering supplies, and constructing the buildings on time. These approaches help Climax Holdings Ltd. reduce project delays and expenditures and boost performance.

The company's supply chain management is composed of some unique components that Climax Holdings Ltd. developed themselves.

- **Appraisal of Suppliers:** Climax Holdings Ltd. begins with assessing possible suppliers based on the standards set by the real estate industry, reputation, dependability, and product quality that make sure the construction materials are of high standards for real estate.
- **Procuring and constructing components:** For real estate construction projects, collecting quality building materials is essential. To minimize construction project delays, Climax Holdings Ltd. establishes connections with dependable suppliers and negotiates advantageous conditions that guarantee timely delivery of supplies at a reduced cost.
- **Controlling Quality:** Using quality control processes at every stage of construction, Climax Holdings Ltd. ensures that the completed projects meet safety and legal requirements. By doing so, they inspect at different phases of development, keeping an

eye on the status of construction and assessing supplies when delivered. Moreover, all the equipment, construction materials, and products are tested and certified by Climax Holdings Ltd. to ensure industry standards. Besides, third-party testing specialists are involved in this process.

- **Safety and Sustainability:** Safety and sustainability are Climax Holdings Ltd.'s top operations management priorities. Safety and environmental protection are mandatory in all its initiatives, which promote safety, quality, and environmental responsibility by following industry and government standards. This helps to reduce environmental damage and employee health risks.

2.6.1 Information System Practices

For project planning, execution, and monitoring, the organization uses modern information systems to collect, store, and analyze data. These technologies let architects, engineers, contractors, and clients collaborate on projects. Technology helps Climax Holdings Ltd. to plan, use resources, and reduce risk. This ensures timely and high-quality project completion.

Climax Holdings Ltd. has an integrated database to preserve a range of data on properties, materials, buyers, transactions, contracts, lands, and market information. Additionally, the employees can access current, precise data from this database to maintain data accuracy, completeness, and reliability, data integrity restrictions and consistency standards are usually enforced. As OneDrive provides limitless cloud storage space as well as the capacity to establish shared libraries for several users, Climax Holdings Ltd. decides to be dependent on the MS Office suite for any kind of business correspondence regularly including data storage, online meetings, presentations, or documentation. By doing so, the likelihood of errors in the data is decreased and data quality is maintained. Besides, to arrange and supervise any papers like contracts, leasing agreements, property titles, and financial records, Climax Holdings Ltd.

additionally set document management systems in operation. By practicing this, it is made sure that documents are versioned correctly, safeguarded safely, and easily accessible.

2.7 Industry and Competitive Analysis

2.7.1 Porter Five Forces



Figure 3: Diagram of PPF

1. Competitive Rivalry

The competitive rivalry of Climax Holdings LTD. is quite high because there are too many existing real estate companies throughout Dhaka city which are difficult to differentiate. Besides, due to rising rivalry, it is more difficult to obtain the desired land because practically every real estate company wants to secure the best possible land to boost their sales. Furthermore, the ongoing recession, however, has reduced profitability, and the only companies that stand a chance of surviving are those with substantial funds reserves.

2. Threat of Substitute

Climax Holdings Ltd. has a relatively low risk of substitutes in this market because no company can precisely duplicate the quality or services offered by any other prominent companies. Additionally, Climax Holdings Ltd. prioritizes quality above quantity to meet the demands of customers and survive in the long run in this fiercely competitive sector.

3. Threat of New Entrance

The threat of new entrants for Climax Holdings Ltd. is considered low to moderate due to the current economic downturn as well as the global political unrest. Building a high-end, luxurious residence on a whim in the posh residential areas of Dhaka city is of course not the cup of tea for anyone. Additionally, a few hurdles to entry include lack of availability of funds, owners' monopolistic practices, expenditures on investments, and the level of industry rivalry. As a result, it will be extremely difficult for a new company to even enter this market.

4. Buyers Bargaining Power

This real estate sector is highly dependent on the service-driven and commercial industries. Even though clients of Climax Holdings L. are not the primary concern in such a scenario, however, they have a big impact on business operations. In real estate, consumers often have moderate to high purchasing power. In addition to the factors mentioned above, consumers can also affect prices based on their understanding, market rivalry, access to information, and capacity to use information to negotiate lower rates. Consequently, this industry drops when consumers refrain from spending money.

5. Suppliers Bargaining Power

The suppliers in this sector include the landowners & sellers, capital providers like banks, construction workers, steel manufacturers, and home-based furnishing constructors, etc. who are the main source of inflows. Here, the landowners can influence the cost of a property. Because of the cost of raw materials, labor rates, and funding, the construction sector has an

impact on Climax Holdings Ltd. Additionally, the influence of suppliers in this industry depends on the status of the sector as well as variables including the characteristics of the products or services offered, the level of industry competition, and how important supplies are to the buyer's entire supply chain, etc. It is evident from the explanation above that suppliers in this industry have a higher influence as buyers.

2.7.2 SWOT Analysis

SWOT analysis is a crucial aspect of any business that helps to evaluate both internal and external factors of an organization which helps to comprehend one's business more clearly to ensure that their company is successful, identify areas that need to be improved, decide whether to launch a new product or service, and understand the marketplace and rivals to overcome any potential risks in future. The SWOT analysis of Climax Holdings LTD. is presented below:



Figure 4: Swot Analysis

Strengths

- **Positive Brand Image:** Trust, reliability, quality, esteem and positive image have provided Climax Holdings with a lasting brand name which helps to build strong customer relationships and increase customer retention increasing the sales rate.
- **Quality Construction:** The company is known for adhering to strict high-quality building standards that ensure homes last and look good.
- **Innovative Designs:** The comparison of Climax Holdings with other competitors shows that it is unique in its use of the latest architectural styles and contemporary amenities to address multiple customer segments.
- **Customer-Centric Approach:** The company puts customer satisfaction first by offering customized services, satisfying customer needs, and developing relationships that endure.

Weakness

- **Limited land:** Real estate experts are finding it more and more difficult to locate any required land in Dhaka city with ease as a result of population increase and competition. Intense rivalry among developers seeking the same piece of property might result from limited land supply. Developer profit margins may be further reduced as a result of bidding wars and higher acquisition expenses.
- **Limited training opportunities:** Climax Holdings Ltd. must boost employee happiness, organizational performance, and long-term success by putting training and development first by investing in staff development programs, giving mentorship opportunities, providing access to online learning resources, and collaborating with external training providers.

- **Insufficient promotional strategies:** To sustain the long run and compete with its rivals Climax Holdings Ltd. cannot just rely on manual promotional activities. rather they must go for digital marketing to maintain the positioning. Because, a lack of marketing initiatives can damage a brand's reputation and exposure, which might erode consumer trust.

Opportunities

- **Rising population and urbanization:** As more people move to cities in search of work, education, and better opportunities, rapid population growth can lead to urbanization and offer a plethora of opportunities for the real estate industry, especially in places like Dhaka city where population growth exceeds housing supply which is a great opportunity for Climax Holdings Ltd.
- **Technological advancement:** Real estate executives can capitalize on emerging opportunities to improve the efficiency of assets, improve operations, and provide more value to customers by utilizing technological innovations. Potential buyers, for instance, may take augmented reality tours of estates from the convenience of their homes using virtual reality (VR) technology, rapid building component prototyping made possible by 3D printing technology has the potential to completely transform the building and construction industry while cutting costs and time., as well as the level of client service for consumers of real estate may be improved by chatbots powered by AI and virtual assistants, which can automate customer contacts, answer questions, and offer immediate help.

- **Emerging market:** Innovation in home design, building methods, and cost-effectiveness is frequently possible in emerging markets. To meet the housing demands of a variety of people in growing markets, real estate developers might investigate cutting-edge strategies including construction using modular components, green building technology, and micro-housing concepts. Besides, To satisfy the demands of growing populations, real estate developers may profit from this need by making investments in residential constructions, such as affordable housing, condos, and apartment buildings.

Threats

- **Economic Downturn:** The worldwide economic downturn has been exacerbated by the COVID-19 outbreak, and the conflict between Russia, and Israel-Palestine. Recessions or fluctuations in interest rates may have a substantial impact on consumers' decision-making, expenditures, and the market for real estate, which might be detrimental to Climax Holdings' potential to expand and become profitable.
- **Market Saturation:** Real estate owners and consumers may experience plenty of obstacles in an overflowing real estate market, such as inflationary prices, higher holding costs, lower demand, financing issues, increased default risks, and deteriorating building quality which can be a threat for Climax Holdings Ltd. shortly.
- **Political unrest:** Bangladesh's unpredictable political upheaval poses a significant risk to Climax Holdings Ltd. Unpredictable demonstrations, marches, or strikes may push back the construction timeline by obstructing traffic and transit lines, which would make it more difficult to convey materials for the project. This might encourage the government to enact new laws or policies that have an impact on the real estate industry including housing rules, land acquisition processes, and tax legislation, etc.

which might affect the economic viability and profitability of Climax Holdings Ltd.

- **Rising Competition:** The real estate industry is witnessing a sharp rise in rivalry, which could be challenging for Climax Holdings Ltd. as it could result in price erosion as well as additional expensive promotional activities to keep customers from switching to the other rivals, thus decreasing overall profitability.

2.8 Conclusion

Conducting a SWOT analysis of Climax Holdings Ltd. reveals that the company should prioritize addressing its internal weaknesses, such as inadequate training opportunities and insufficient promotional activities, while concentrating more on external threats, such as the economic downturn, market saturation, political irregularity, and competition.

However, because there are other competitors, we may conclude from Porter's Five Forces analysis that there is fierce competition for Climax Holdings Ltd. Also, since no one can accurately duplicate the quality of real estate, the risk of a substitute is quite minimal and the risk of new entrants is low to moderate due to the recession. Moreover, the bargaining power of buyers is considered higher as well as the suppliers.

2.9 Recommendation

The study has been carried out, and several recommendations and outcomes are apparent for Climax Holdings Ltd. Climax Holdings Ltd. must make backup plans, implement crisis management protocols, and conduct routine risk assessments to ensure you are prepared for unforeseen issues (Ngoc & Tien, 2021). Besides, they should establish strategic connections with members of the industry, government organizations, and the community to pool resources, maximize best practices, and effect more overall. To circumvent complex regulations and assist long-term urban growth initiatives, collaborate with local governments, regulatory agencies, and city planners (Rani et al.,2021). Adhering to these recommendations and consequences can position Climax Holdings Ltd. for sustained development, competitive advantage, and success in Bangladesh's rapidly developing real estate sector. With a focus on strategic thinking, innovation, and quality, the organization can effectively address industry issues, seize new opportunities, and provide value to consumers.

Chapter 3: Project Part

3.1 Introduction

It is impossible to emphasize enough how crucial it is to maintain quality in real estate development. Maintaining a long-term business, gaining a positive reputation, and satisfying consumers depend on quality assurance (Majumder & Biswas, 2022). Our study concentrates on Climax Holdings Ltd. and illustrates the significance of maintaining high standards in its real estate operations. In addition, make sure the task is done to a high standard so that the clients are happy. Moreover, Climax Holdings Ltd. believes that ensuring that its projects meet the highest quality standards demonstrates the company's commitment to doing things correctly and helps it remain ahead of the competition. Climax Holdings Ltd. solidifies its reputation as a reliable and trustworthy real estate company by paying close attention to every detail of building, design, and service delivery.

In this story, customer happiness turns out to be the most important thing. Customers' experiences and thoughts are directly affected by the quality of new housing projects. Whether it's the quality of the construction, how well the amenities work, or how well the promised completion dates are kept, everything affects the general happiness of buyers and tenants. The company Climax Holdings Ltd. knows that quality and customer satisfaction go hand in hand and that meeting and exceeding customer expectations is key to its ongoing success.

Also, the pursuit of quality in real estate projects is inextricably linked to the longevity of a business and its name (Hassan et al., 2020). Climax Holdings Ltd.'s reputation in the market is improved by a history of providing high-quality developments. This also builds trust and loyalty among its customers. When you work in a field where image is everything, you have to make sure you always meet high-quality standards.

As we start this look into quality maintenance in real estate, our main goal is clear: to show how important quality assurance is for keeping customers happy, protecting brand image, and making sure Climax Holdings Ltd. stays successful in the long term. We try to show people the way to greatness and distinction in the field of real estate development through careful analysis and strategic suggestions.

3.1.1 Literature Review

To develop a positive brand image, satisfy customers, and be financially successful, ensuring top-notch quality is a must in real estate projects. Elangovan and Rajendran (2021) believe that there is a need to maintain standards of excellence during the construction process. By securing quality-control protocols, real estate must ensure structural integrity, improve project outcomes, and reduce risks. Quality assurance enhances mutual trust and confidence among customers, in addition to the perceived benefits that support long-term relationships and the reputation of real estate companies (Herliana et al., 2021). Besides, the real estate leaders focus on quality in order to help the business prosper in a competitive environment. Additionally, they differentiate themselves from their rivals by maintaining high-end quality standards, being honest, and presenting innovation. As customers honor quality-focused projects, it helps the real estate business charge higher prices. Moreover, Climax Holdings Ltd. has the ability to establish brand loyalty and a dedicated client base that actively pursues their products by maintaining their commitments and meeting customer expectations. In terms of boosting growth, brand image, and overall financial success in the rapidly growing real estate sector, Climax Holdings Ltd.'s quality assurance is making them a strong rival. In addition, Zeithaml et al. (2016) claim that client satisfaction in real life is highly complicated and influenced by a wide range of factors. And these factors include quality of finished buildings, efficiency of service, understanding, and assurance, all of which affect the degree to which customers are satisfied and are motivated to recommend the developer to others, spreading positive word of

mouth. Moreover, customer psychological involvement as well as experience factors are key to real estate consumer happiness, according to Wambui and Bett (2019). As most customers look for remarkable experiences, a valuable bond with the brand, and an atmosphere of belonging in their homes, Climax Holdings Ltd. can boost customer retention by utilizing psychological branding, strengthening the community, and providing customized services. Nevertheless, maintaining quality in real estate projects is essential for long-term company success, market competitiveness, and customer pleasure, according to the research. Also, establishing excellence as a foremost objective can benefit Climax Holdings Ltd. by strengthening customer loyalty and giving it the highest competitive advantage. Not only that, Climax Holdings Ltd. can spearhead quality-driven real estate development while offering communities value and excellence via innovation, customer-centricity, and constant improvement. raises the value of Climax Holdings Ltd.

3.1.2 Objectives

Broad Objective:

The broad objective of analyzing the relationship between quality assurance in the development of real estate and customer satisfaction is to determine how the implementation of quality assurance practices affects the overall satisfaction levels of customers who purchase or use real estate properties.

Specific Objectives:

- To highlight the importance of quality assurance in real estate for customer satisfaction
- To identify ensured quality aspects that customers believe are crucial
- To categorize shortcomings for improvement in real estate's current quality control methods based on customer review and satisfaction.
- To construct strategies for improving the quality of customer satisfaction

Research Question: What influence does quality assurance have on client satisfaction in real estate development?

3.1.3 Significance

In order to ascertain the importance of upholding quality in the real estate industry to guarantee client happiness, this study was carried out at Climax Holdings Ltd. This study highlights the need for practical studies that fill existing knowledge gaps as well as generate ideas that might boost strategic decision-making, quality control, and customer satisfaction in the development of real estate. Furthermore, since it addresses a significant research gap and offers actual data to support theoretical frameworks related to quality management and client satisfaction in Bangladesh's real estate sectors, this research article will be scholarly and relevant. Besides, this will not only benefit Climax Holdings Ltd. but also other current real estate businesses by highlighting the importance of service quality in the goal of customer retention and boosting overall economic growth.

3.1.4 Conceptual framework

In order to ascertain the importance of upholding quality in the real estate industry to guarantee client happiness, this study was carried out at Climax Holdings Ltd. This study highlights the need for practical studies that fill existing knowledge gaps as well as generate ideas that might boost strategic decision-making, quality control, and customer satisfaction in the development of real estate. According to this research, consumer satisfaction in the real estate industry is influenced by perceived quality, timely handover, and reliability of services. The positioning of Climax Holdings Ltd.'s in consumers' minds is influenced by several factors. And this research looks for the factors that affect customer happiness and uses this knowledge to motivate strategic actions in order to increase the company's profitability, execution of services, and customer satisfaction.

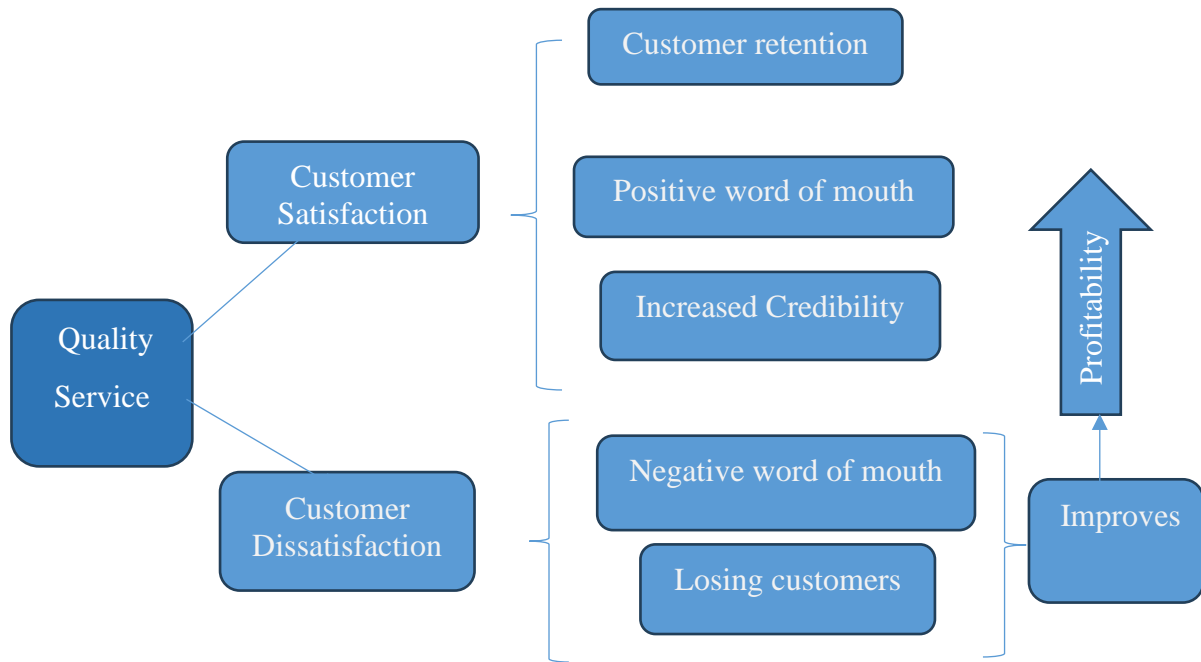


Figure 5: Conceptual Framework

3.1.5 Hypothesis

H1: Climax Holdings Ltd.'s real estate developments' perceived quality increases client happiness.

According to this hypothesis, the level of customer satisfaction and the perceived quality of Climax Holdings Ltd.'s are strongly associated. In another context, customers who express higher levels of satisfaction are probably those who consider the changes are of good quality.

H2: Climax Holdings' customers who rate customer service responsiveness higher are more satisfied.

In response to this hypothesis, there is a positive correlation between customers' evaluations of Climax Holdings Ltd.'s customer service reactivity and their level of satisfaction altogether. This indicates that customers who give the company a high rating for responsiveness are also more likely to be satisfied with the provided service overall. There exists a favorable correlation between Climax Holdings' perceived service dependability and customer loyalty.

3.2 Methodology

Instead of depending on previously established data sources, this study used exploratory research, which comprises acquiring practical information or doing fundamental research.

- **Primary data sources:** Using that strategy, I discussed it with my supervisor and enlisted the assistance of upper management and coworkers to acquire as much authentic data as possible about Climax Holdings Ltd.
- **Secondary data sources:** In that strategy, I gathered all of the material for the topic of my research from the internet, including published reports, research papers, publications, and corporate websites.
- **Surveys:** I have designed a survey to determine the satisfaction of customers, which requires many important processes to ensure the questions are clear, relevant, and successfully capture the thoughts and experiences of consumers, which encompass demographic information, general contentment level, particular satisfaction factors like quality, pricing, product features, and service-related questions. Additionally, the minimal number of individuals for the questionnaire would be at least 50 to collect genuine input, which would enable Climax Holdings Ltd. to enhance its profitability by working on the shortcomings offered by the customers.

3.3 Findings and Analysis

An online customer survey conducted by Climax Holdings Ltd. about the quality of real estate improvements is examined in the findings and analysis section. In addition, the subject of the study is how maintaining quality standards is appreciated and perceived by the customers of Climax Holdings Ltd. Moreover, the survey was participated in by landowners, flat owners, and clients, as well as their family members of Climax Holdings Ltd., to collect precise data.

what led you to select Climax Holdings Limited above rivals?

51 responses

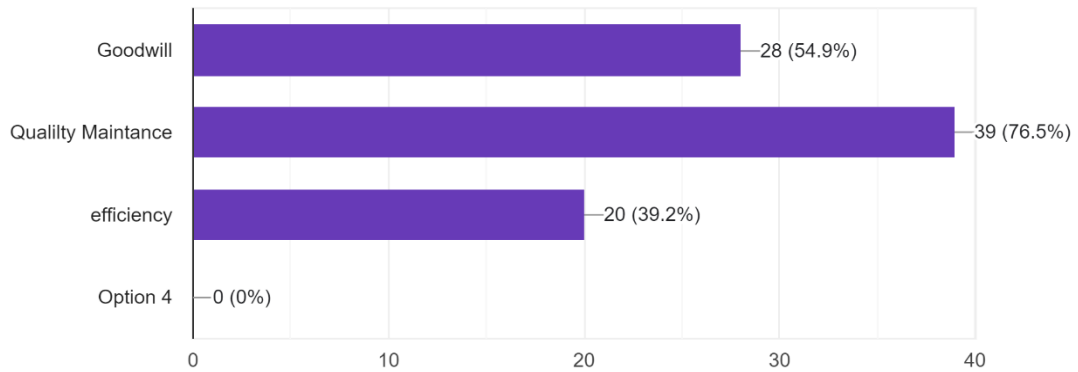


Figure 6: Selection of rivals

Interpretation: In this stage, clients adhere that 54.9% of them chose Climax Holdings Ltd. over other rivals due to their goodwill, 76.5% for quality maintenance, and 39.2% for their

efficiency.

Did climax Holdings Ltd. meet your expectations regarding the design and construction of your property?

51 responses

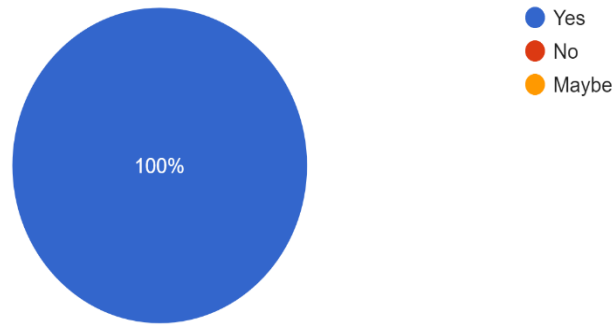


Figure 7: Expectations on Design & Construction

Interpretation: This survey indicates that Climax Holdings Ltd. successfully met expectations regarding the design and construction of clients' properties, as 100% of their clients admitted.

How would you rate the overall quality of real estate provided by Climax Holdings Ltd.

51 responses

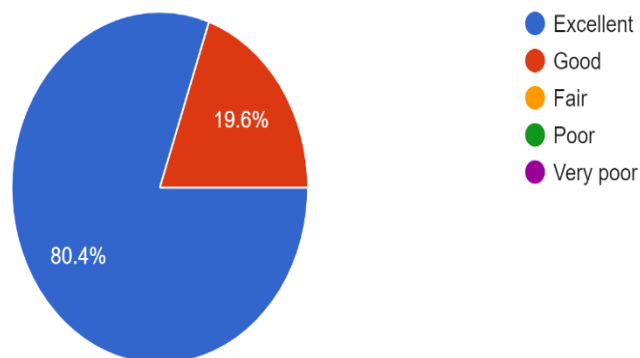


Figure 8: Rating over Quality

Interpretation: This survey demonstrates that Climax Holdings Ltd.'s foremost goal is to maintain top-tier quality, as 80.4% of its clients and consumers assessed their perceived quality as 'Excellent' and 19.5% as 'Good'. quality, as 80.4% of its clients and consumers assessed their perceived quality as 'Excellent' and 19.5% as 'Good'.

Would you recommend Climax Holdings Ltd. to your friends and families?

50 responses

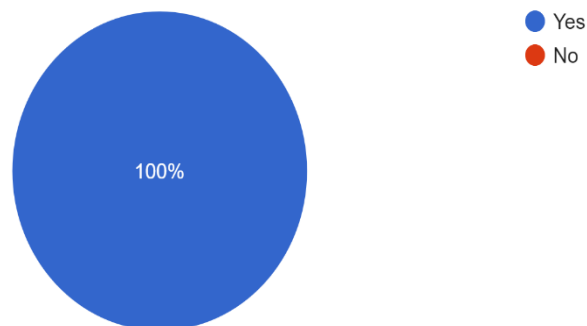


Figure 9: Recommendation

Interpretation: In that scenario, clients are so pleased with Climax Holdings Ltd. that 50 percent of them agreed to promote the company to their friends and family.

3.4 Summary and Conclusions

Several significant findings are drawn from an analysis of Climax Holdings Ltd.'s quality and customer satisfaction. Here, the majority of the respondents have rated Climax Holdings Ltd. as "excellent" or "good, which represents a positive image of that brand. Besides, in order to draw potential customers' attention and sustain, in the long run, the highest competitive advantage in real estate sectors, design and construction requirements should be kept improving. Furthermore, quality control in real estate is crucial, which affects a company's long-term profitability, brand reputation, and customer satisfaction. For Climax Holdings Ltd. to stay competitive, enhance client experiences, and cultivate client loyalty, quality assurance must be given top priority. To sum up, the investigation addressed in this internship report concludes by outlining that maintaining high quality in real estate plays a vital role in raising a company's performance as well as customer satisfaction. Furthermore, individual research from Climax Holdings Ltd. demonstrates that there is an obvious connection between customer loyalty and quality assurance standards. Additionally, this can build a strong reputation for being a trusted leader in the real estate sector by maintaining and giving top priority to quality assurance initiatives, adhering to customer feedback, and never compromising for less. In order to succeed in the long run in the cutthroat real estate industry, Climax Holdings Ltd. must maintain a strong commitment to quality while also implementing innovative, customer-focused strategies to satisfy the changing needs of its clients.

3.5 Recommendations

Climax Holdings Ltd. must strengthen customer relationships through effective communication channels, respond quickly to client inquiries, and provide updates on project status (Herliana et al., 2021). Besides, highly motivated employees always go the extra mile for customers, providing outstanding customer service. Therefore, Climax Holdings Ltd. should also supervise construction and architectural methods to make sure they meet customer and industry standards. Furthermore, detailed project schedules, direct communication, and providing quality services are necessary to meet customers' expectations. Last but not least, Climax Holdings Ltd. should promote a culture of continuous improvement, which includes business analysis, performance, and service innovation, in order to adapt to changing consumer preferences and marketplace conditions and meet the company's overall success.









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Appendix A.

 <p>SHAJAHAN ALAM Chairman</p> <p>C H L G R O U P</p> <p>Contact info: ☎ 01844 630450 📠 880248812032 📧 880248812078 📧 chairman@climaxhbd.com info@climaxhbd.com</p> <p>Activities: ■ Climax Holdings Ltd. ■ Climax Agro Industries Ltd. ■ Climax Design ■ REA BD</p> <p>www.chlgroup.net</p>	 <p>Corporate Office: House-337(2nd floor), Road-23, New DOHS, Mohakhali, Dhaka-1206.</p> <p>Register Office: 237(2nd floor), Gawse Park Bhaban, 28/G/1, Motijheel, Dhaka-1000.</p>
 <p>ENGR. HASANUZZAMAN KHAN Director Bsc-In-Civil-Engineering</p> <p>C H L G R O U P</p> <p>Contact info: ☎ 01844 630452 📠 880248812032 📧 climaxgoldbd@gmail.com</p> <p>Activities: ■ Climax Holdings Ltd. ■ Climax Agro Industries Ltd. ■ Climax Design ■ REA BD</p> <p>www.chlgroup.net</p>	 <p>Corporate Office: House-337(2nd floor), Road-23, New DOHS, Mohakhali, Dhaka-1206.</p> <p>Register Office: 237(2nd floor), Gawse Park Bhaban, 28/G/1, Motijheel, Dhaka-1000.</p>
 <p>ENGR. MS ZAMAN DGM (Marketing & Planning) Bsc-In-Civil-Engineering</p> <p>C H L G R O U P</p> <p>☎ 01844 630451 📠 +8802 48812032 📧 mszaman@climaxhbd.com</p> <p>www.climaxhbd.com</p>	 <p>Corporate Office: House-337(2nd floor), Road-23, New DOHS, Mohakhali, Dhaka-1206.</p> <p>Register Office: 237(2nd floor), Gawse Park Bhaban, 28/G/1, Motijheel, Dhaka-1000.</p>
 <p>MD. ABU HASNAT Accounts & Finance officer</p> <p>C H L G R O U P</p> <p>☎ 01844 630456 📠 +8802 48812032 📧 chlaccounts117@gmail.com</p> <p>www.climaxhbd.com</p>	 <p>Corporate Office: House-337(2nd floor), Road-23, New DOHS, Mohakhali, Dhaka-1206.</p> <p>Register Office: 237(2nd floor), Gawse Park Bhaban, 28/G/1, Motijheel, Dhaka-1000.</p>







12 December

অগ্রহায়ণ - পৌষ ১৪৩০ | জুমাদাল উলা - জুমাদাল আখিরাহ ১৪৪৫

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

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Dec 16 - Victory Day
Dec 25 - Christmas Day
Dec 31 - Bank Holiday

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January Sun Mon Tue Wed Thu Fri Sat 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	February Sun Mon Tue Wed Thu Fri Sat 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	March Sun Mon Tue Wed Thu Fri Sat 31 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
April Sun Mon Tue Wed Thu Fri Sat 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	May Sun Mon Tue Wed Thu Fri Sat 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	June Sun Mon Tue Wed Thu Fri Sat 30 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29
July Sun Mon Tue Wed Thu Fri Sat 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	August Sun Mon Tue Wed Thu Fri Sat 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	September Sun Mon Tue Wed Thu Fri Sat 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
October Sun Mon Tue Wed Thu Fri Sat 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	November Sun Mon Tue Wed Thu Fri Sat 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	December Sun Mon Tue Wed Thu Fri Sat 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

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November 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

January 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

খোশ আমদেদ মাহে রমজান

সেহরি ও ইফতারের সময়সূচী

পবিত্র মাহে রমজান ১৪৪৪ হিজরী, ২০২৩ খ্রিষ্টাব্দ
ঢাকা ও পার্শ্ববর্তী এলাকার জন্য

রমজানের ১০ দিন

রমজান	তারিখ	বার	সেহরির শেষ সময়	ইফতারের সময়
১	২৩ মার্চ	বুহুপতি	০৪.৩৯	০৬.১৪
২	২৪ মার্চ	শুক্রে	০৪.৩৮	০৬.১৪
৩	২৫ মার্চ	শনি	০৪.৩৭	০৬.১৪
৪	২৬ মার্চ	রবি	০৪.৩৬	০৬.১৫
৫	২৭ মার্চ	সোম	০৪.৩৫	০৬.১৫
৬	২৮ মার্চ	মঙ্গল	০৪.৩৪	০৬.১৬
৭	২৯ মার্চ	বুধ	০৪.৩২	০৬.১৬
৮	৩০ মার্চ	বুহুপতি	০৪.৩১	০৬.১৭
৯	৩১ মার্চ	শুক্রে	০৪.৩০	০৬.১৭
১০	০১ এপ্রিল	শনি	০৪.২৯	০৬.১৮

মাগফিরাতের ১০ দিন

রমজান	তারিখ	বার	সেহরির শেষ সময়	ইফতারের সময়
১১	০২ এপ্রিল	রবি	০৪.২৮	০৬.১৮
১২	০৩ এপ্রিল	সোম	০৪.২৭	০৬.১৯
১৩	০৪ এপ্রিল	মঙ্গল	০৪.২৬	০৬.১৯
১৪	০৫ এপ্রিল	বুধ	০৪.২৫	০৬.২০
১৫	০৬ এপ্রিল	বুহুপতি	০৪.২৪	০৬.২০
১৬	০৭ এপ্রিল	শুক্রে	০৪.২৩	০৬.২১
১৭	০৮ এপ্রিল	শনি	০৪.২২	০৬.২১
১৮	০৯ এপ্রিল	রবি	০৪.২১	০৬.২২
১৯	১০ এপ্রিল	সোম	০৪.২০	০৬.২২
২০	১১ এপ্রিল	মঙ্গল	০৪.১৯	০৬.২২

শাক্বাতের ১০ দিন

রমজান	তারিখ	বার	সেহরির শেষ সময়	ইফতারের সময়
২১	১২ এপ্রিল	বুধ	০৪.১৮	০৬.২৩
২২	১৩ এপ্রিল	বুহুপতি	০৪.১৬	০৬.২৩
২৩	১৪ এপ্রিল	শুক্রে	০৪.১৫	০৬.২৩
২৪	১৫ এপ্রিল	শনি	০৪.১৪	০৬.২৪
২৫	১৬ এপ্রিল	রবি	০৪.১৩	০৬.২৪
২৬	১৭ এপ্রিল	সোম	০৪.১২	০৬.২৪
২৭	১৮ এপ্রিল	মঙ্গল	০৪.১১	০৬.২৫
২৮	১৯ এপ্রিল	বুধ	০৪.১০	০৬.২৫
২৯	২০ এপ্রিল	বুহুপতি	০৪.০৯	০৬.২৬
৩০	২১ এপ্রিল	শুক্রে	০৪.০৮	০৬.২৬

রোজার নিয়ত

তোর রাতে উঠে কিসমিলাহি ওয় বারেকা কিলা বলে সেহরী খেলেই রোজার নিয়ত হয়ে যাবে।

ইফতারের দোয়া

বিসমিল্লাহি-আলাহুয়া লাকা সুমন্তু, ওয়া আলা বিখিকিকা আফহাবত্তু।
অর্থ: হে আল্লাহ! আমি তোমার ইজনে রোজা রেখেছি এবং তোমার ইদেয়া রিখিক দ্বারা ইফতার করছি।

* চাঁদ দেখার উপর নির্ভরশীল
সূত্র: ইসলামিক ফাউন্ডেশন