

Report On  
“Recent marketing trends in real-estate business in Bangladesh”

By

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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  
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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate 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/We have acknowledged all main sources of help.

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Id: 18104282

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

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**Raisa Tasneem Zaman**

Senior Lecturer, Brac Business School

Brac University

## Letter of Transmittal

Raisa Tasneem Zaman  
Lecturer, Brac Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: **Internship Report Submission.**

Dear Madam,

This is my pleasure to display my report which is centered on, recent marketing trends in the real estate business in Bangladesh. This report gave me the opportunity to have an understanding lodging and commercial framework and the way of overseeing and keeping up the opportunity. I have attempted my best to fulfill the prerequisite of the report.

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

I trust that the report will meet the desires

Sincerely yours,

---

Bilkis jahan  
18104282  
BRAC Business School  
BRAC University  
Date: 19-09-2022

## **Acknowledgement**

I wish to recognize the unlimited beauty and significant thoughtfulness of the Almighty ALLAH, the preeminent ruler of the universe, who made me to create my dream in a reality.

I am grateful and appreciation to my honorable academic supervisor Raisa Tasneem Zaman of BRAC Business School, BRAC University, Bangladesh.

I would moreover like to grateful to Sayed Tazwar Azam for his important direction conjointly gave me the opportunity to do my work.

I am getting a charge out of help and direction of all the workers of the organization for supporting and giving me pleasurable working encounters and making a difference me plan this report amid my internship period.

## Executive Summary

*The purpose of real estate is to provide people with a home and this is one of the most prominent industries in the world. With online support, the market can grow drastically. We are going to take a look at the potential of this market and dive deeper in to the marketing strategies that can be used to make this thing a reality and to properly harness the power of information technology to make something of the firm that I had the privilege of interning at even though my contribution can be considered negligible the recommendations that I will make is based on my learnings and opinions. Besides the research and data collection from reputable sources, a survey has been done that shows the interests of people in different types of investments in the real estate market. Their perspective is what we are trying to understand using the report. With that said lets take a look at the learning aspects of this report.*

**Keywords:** *Real Estate, Targeted Advertisement, Digital Marketing, Consumers, Information Technology.*

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# Chapter 1

## Introduction of the Organization

### Organizational Overview

Dakhina Real Estate (Pvt.) Limited is an urban real estate developer offering exciting new opportunities in commercial and residential property development and administration. Dakhina Group Ltd, a sister firm of prominent real estate developer Dakhina Group Ltd, can boast of a significant portfolio of successfully performed projects in both real estate and tourism over the previous 22 years.

Dakhina Group Ltd has been one of the Dakhina Group Ltd.'s primary operations since 2015. Dakhina Group Ltd has focused on providing spectacular flats as its showcase specialty in order to serve the high-end segment. With an unrivalled structural vision, Dakhina Real Estate (Pvt.) Limited has earned a solid reputation for teaching the world about life in Bangladesh. Praasad Nirman is the top real estate designer in the country.

Praasad Nirman has gone too far into commercial construction. Currently, the corporation has made deals on two high-rise projects. Its future ambitions include completing extraordinary initiatives. Dakhina Real Estate (Pvt.) Limited intends to change the way Bangladeshis live by utilizing creative business thoughts and structural abilities.

Dakhina Real Estate (Pvt.) Limited arose from the desire to bestow glory and luxury on a select group of people. The Company provides its flat holders with a sense of security by locating in safe and tranquil regions. Dakhina Real Estate (Pvt.) Limited has emerged as an ambitious substance in Bangladesh's lodging sector nowadays.

With the latest addition to the company's sales arsenal, information technology has become a vital component of Bangladesh's real estate sector. With the addition of an internet platform, the company can reach a million people with the tap of a finger. By contacting a big number of people in a short period of time, the company can greatly improve its sales. This will allow the company to grow faster and diversify into a larger market share.



## Vision

Dakhina Real Estate (Pvt.) Limited aims to make an impact in the real estate industry by redefining finest living by providing innovative and creative solutions that will maximize the value for the money spent by our clients.

## Mission

Safety and Stability is our No. 01 priority. By ensuring a secured and stable investment and residential assets to the customers in the most fare price our clients will choose us over the competition because of our integrity that we create for ourselves through consistent and friendly service.

## Strengths

We believe in using cutting-edge technologies and materials to create the strongest constructions that can resist natural disasters. Dakhina Real Estate (Pvt.) Limited believes that industry-focused dedication, knowledge, competence, innovation, and win-win relationships with our clients are the keys to success. We recognize the market's need for a trustworthy and forward-thinking real estate company, and the resources, market experience, and risk assessment capabilities available at Dakhina Real Estate (Pvt.) Limited provide us a competitive advantage.

## Company Profile

Dakhina Group is a group of company with several sister concerns. The company has wide field of businesses like Real Estate, Man Power, Fisheries etc. Dakhina Real Estate Ltd. (DREL) is the prime concern of Dakhina Group. This is the land development project which in future will sail towards building of apartment projects. The founder chairman, that is to say the sponsor of this land development project was late Syed Panaul Haque, Father of the present Managing Director Syed Ariful Azam and his wife Director Mrs. Mona Haque. Actually DREL started moving towards its goal from 2004 after purchasing few lands and after five years it started selling plots among the clients after having registration from RAJUK (RAJUK Reg. No. is 0049). RAJUK always encourages real estate companies, developers and other builders to build their housing maintaining existing Building Construction Rules and Guidelines. The company also attained

REHAB membership (Membership No.495) in the year 2008, which is the trade organization of Real Estate Developers with current membership of about 1035.

Within a very short period DREL created such affordable efforts in the Real Estate business that its name and fame spread out among the foreign clients also. At present DREL has 129 clients in Australia, 17 clients in USA, and 20 clients in UK,10 in UAE, 12 in KSA, 6 in Italy, 4 In Qatar and 3 in Canada. The company has recruited representative in those states to promote selling plots among the foreign Bangladeshi clients. The foreign clients are so enthusiastic and interested that selling of DREL's plots will be increased enormously at the end of 2015. In this regards huge foreign currencies has been and will be acquired by the company as well as the country.

DREL is a family owned business. It has acquired lands in several access points of Dhaka city to develop township. The main and huge volume is in Dakhina City projects in Savar with a coverage of 900 Bighas. This project is at the door distance to Uttara Model Town and Maskat Plaza. This project location has three way access. One through Savar-Birulia Road which is 6 km from the project. Second one through Uttara 3rd phase Beri Badh via Birulia Bridge which is 3.7 km from the project and the last one through Dhaka-Aricha Road which is about 3 km from the project. It is obvious that Uttara and Maskat Plaza will be future central point.

They can assure that your investment in "DAKHINA CITY" will be risk free and will give a lot of dividend in manifold. We cordially invite the esteemed customers to visit our project before taking decision for purchasing land at any where. We firmly believe that we shall be your only true associate in the dwelling sector. We respect the values of humanity and try to maintain it with your blessings. Assuring our best cooperation at all times.

## Corporate Office

Address: Dakhina Tower, Holding No-543/A, ECB Chattar Main Road, Dhaka Cantonment, Dhaka-1206.

Contact No: +88 09611677543 +88 01712 888 734, 01842 861 466. +88 02 8962083

Email Address: dakhinacity.dhaka@gmail.com

## Chapter 2

### Introduction of the study

#### 2.1 Rationale:

The current status of Bangladesh is that of a developing nation. The economy is expanding, and the country's infrastructure is strengthening every day. Therefore, the real estate sector is a development revolution. The horizons of this business sector have expanded. For convenience and aesthetic reasons, many people prefer to move into a prefabricated flat. There is an increase in the interest in purchasing residential and commercial properties for the purpose of investment. As a young, ambitious student just starting out in the workforce, I find that the real estate industry holds a lot of promise.

From our survey and research done by sourcing from reputable websites and journals we have found a way to reach the most people with the scope of tapping into the market that can give this market a boost the moment the population getting to know about the scopes of growth in this economy. With that, the idea owning your own house and address in one the fastest growing and oldest city in the world (Dhaka). To most Bangladeshis it is a dream that they fantasies about. By providing extended financial benefits we can make this dream a reality for many classes of people who would not have had the capability to do this in any other way around. Now let's look at the PEST analysis for further understanding.

#### 2.2 PEST Analysis:

##### **Politics**

What we mean by "political forces" refers to the government's laws, rules, and regulations that set various boundaries for businesses and individuals. The government is constantly working on new regulations. First and foremost, we must ensure the privacy of all organisations and shield them from outside interference. Second, safeguarding societal interests and protecting customers from unethical commercial actions. The real estate market in Bangladesh has been hit hard by the country's tumultuous political climate. In light of

this, it can be challenging to complete the project on schedule and deliver it to the client on time. In some cases, the double increase in project expenses is attributable to the prolonged duration of construction. Also, everything the previous administration did would be changed if a new government comes into power. Deposit, loan, and other interest rates have all risen as a result. Political violence has an impact on the tax position as well. There are new regulations that could have a negative impact on export, import, and other business operations.

## **Economy**

The level of this number represents the country's economic growth, salary, consumption, purchasing power, willingness to spend cash, etc. Essentially, it elaborates on the buyer's spending habits and financial plans. Some countries have a financial system based on subsistence, in which people consume the vast majority of their own agricultural and industrial output. Mechanical economies operate prosperous markets for a wide variety of unique goods at the figure. In the real estate business, client investments and the creation of investment funds are directly intertwined. Since purchasing a loft or storefront requires a larger financial outlay. If consumers' incomes rise, they may consider investing in the genuine domain industry for the long run. The real estate sector has been altered by the influence of financial powers. For the time being, the collapse of the stock market means that fewer people are willing to risk their money.

## **Society**

This component determines people's fundamental values, perceptions, preferences, and behavior. These criteria determine an industry's success. Furthermore, we can see that people's living standards and purchasing power are rising on a daily basis. "People are becoming more interested in nuclear families these days." Furthermore, the land value in Dhaka is too exorbitant for a middle-class household to pay or purchase. As a result, they are looking for anything advantageous for the future. As a result, they are eager to invest their money on an apartment and a commercial space or shop. Sometimes people identify suitable settings, but the price range is prohibitively expensive. Apartments and business spaces, on the other hand, are available in every corner of the city. This need is increasing since people will be able to make money in the future. As a result, real estate enterprises are flourishing in Bangladesh, with a diverse market.

## **Technology**

Incorporate research and development, mechanization progress, and the rate of mechanical or technical advances. Modern innovations can reduce expenses or lead to growth through improving quality perspectives or modern commodities. Looking at the Real - Estate Industry, it is clear that the majority of components, such as cement and bricks, cannot be successfully separated. As a result of the substantial requirement for energy vitality to produce the big-volume item, the production expenses for the majority of development materials, specifically cement, remain expensive. As a result, the industry made enormous efforts to test and use contemporary combinations as substitutes for traditional raw materials. Because the real estate industry is so competitive, manufacturers are developing multi-functional materials and looking for effective waste reuse and reduction strategies. Companies equip to improve the strength execution of the items, which reduces the maintenance and repair costs of development operations. Mechanical strength pioneers in the industry claim that minor changes in the manufacturing process will necessitate large-scale steps to reduce the natural impression and expenses. However, more research methodologies must be explored in order to optimize the commercial viability of current replacements in order to protect the organization's reputation and goodwill.

### **2.3 Porter's Five Forces**

#### **Competition in the industry**

Unusual gains in a particular sector might sometimes lead to the emergence of new participant dangers. The land sector in Bangladesh is widely believed to be responsible for the country's irrational corporate profits, however there is little hard evidence to support this claim. The relevant criteria to show this power are there. The administration may utilize legal impediments for a variety of reasons. It's entirely possible that this is a ground-breaking patent, or something similarly novel. The land advertising scene in Bangladesh is nothing like this. The potential for new market segmentation is practically nullified by these kinds of restrictions. When new entrants assess the market and find it appealing but are hampered by this, the market suffers. The incumbent enterprises can manipulate prices thanks to their economies of scale, and they have set prices at levels that discourage new entrants from entering the market.

Large-scale initial investments can offer existing businesses an advantage, allowing them to use the "play intense" system to scare off new entrants and drive down market prices. Holders of high office have ample time and resources to learn about relevant topics of interest. Newcomers may find it difficult to adapt to the community if the existing residents have an insurmountable need to learn specifics. The receptivity of the market at large and the specific market to which the information is being targeted are crucial variables. For instance, it is more challenging to get up to speed at that point being dynamically available on an overall quite a while R&D encounter. If consumers are extremely loyal to one brand, other businesses looking to break into the market may find it difficult to succeed. Large corporations invest heavily in establishing the trustworthiness of their brands in this way. An inflated cost of switching suppliers might dampen consumer enthusiasm for making a change and obscure any advantages offered by the new company. One of the most fundamental things a new competitor has to confirm before entering a market is easy access to the necessary resources. Land in Bangladesh is scarce, making it tough to invest in the country's real estate sector.

### **Potential of new entrants into the industry**

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### **Power of suppliers**

This is the influence that producers of land products have on the price and quantity of land products traded in the land marketplace, where producers and consumers transact. This is an element that affects the overall amount of land objects during a certain time frame. The degree to which makers negotiate is affected by a number of relevant factors. This is a reference to the total number of real estate companies. The more the visibility of the number, the less influence the makers have to negotiate with the purchasers. On the flip side, it's clear that not many producers are overly preoccupied with the market, giving them more leverage in negotiations. When total expenses are taken into account, there is a significant difference between markets due to differences in the combination of data sources and the method by which a firm gets the information. It enables real estate enterprises to compete with one another over market expenses, which in turn affects both costs and returns. A company that buys land now with the intention of developing dwellings in the long term has a leg up on a company that buys land in five years to build the houses. As a result, a manufacturer with a small number of crucial customers is especially vulnerable to a drop in sales. In the event that the Gulshan market is entirely penetrated, the market experiences a downturn, or the market does not show positive response to the new houses, the manufacturers who create housing only for the general people in Gulshan run the risk. However, manufacturers with a large customer base don't face this danger, as it's quite improbable that every industry will experience a recession at the same time. If customers have to incur significant costs in order to move companies, they are unlikely to do so unless there is a major disruption to their lives. To the benefit of the businesses whose mission it is to ensure the quality of their products, this trend also allows them to exert some control over the consumers.

### **Power of customers**

According to Porter, buyer bargaining power entails "the ability to coerce costs down, anticipating higher quality or more administration, and playing competitors against one another." Below, you'll find a diagram showing the extent of this authority. It shows the correlation between the number of consumers and the number of producers. If there are many suppliers, the negotiating power of the buyers and sellers will be reduced. But if there are only a few manufacturers catering to customers, the buyers have a lot more leverage

in negotiations. Consumer interest can be piqued using market data. Various types of information about the market exist, such as the responsibilities of competitors, the expenses of production, and the total revenues. Knowing this information can influence a buyer's actions, especially those related to the purchase and sale of goods. Customers' bargaining power can be significantly increased by the availability of substitutes and information about those substitutes.

The greater a buyer's power to influence the price, the greater the possibility of a market shift. This means that, in order to remain competitive, manufacturers must give serious thought to the value approach they choose. Buyers think about the total price, which factors in the cost of major services like gas and power connection, lift benefit, parking garage cost, and so on. Now that these services are available, large-scale buyers have an incentive to switch manufacturers; at the very least, they will seek out opportunities for negotiation with those manufacturers. The concept of Geffen merchandise is virtually synonymous with this. For some buyers, a more expensive home serves as a symbol of status or identity. Nonetheless, there could be crucial factors for a buyer to consider a home in Gulshan rather than Mohammadpur.

### **Threat of substitute products**

This refers to the ease with which buyers can swap out one product for another. In the context of this report, "substitutes" does not refer to exact duplicates of the primary elements. In this context, "substitute" refers to alternate versions of the main products themselves. The home itself is the main attraction, but secondary factors like square footage, cost, who built it, and so on serve as secondary metrics. When customers develop an abnormal attachment to a company and its products, they are less likely to shop around for alternatives. Different factors, such as values, prestige, and feeling of self, regularly contribute to the substitution behavior of buyers. Whenever consumers are required to pay a high price for alternatives, they tend to have a negative attitude about substitution. Purchasers typically try to weigh the price rises from alternatives against the costs of alternatives when deciding whether or not to make a switch. However, consumers might be enticed to switch to the alternative products if they have improvements. "Early adopters" are a smart demographic for a business to aim its marketing efforts at in this case. For consumers to accept a replacement product, there must be some financial benefit to owning it. If consumers don't trust that the possible financial advantage is fair, then alternative products have to face the cold hard truth. This is the prospective arrival of new players into the market with alternative strategies. The success of these hypothetical new things as replacements depends on the strength of the originality of the ideas.



## 2.4 SWOT Analysis

### Strength

- Trained Employees
- Competitive prices
- Good Customer Service
- Good Investment Returns

### Weakness

- Lack of Marketing
- Lack of Technological relevance
- Lack of Capital
- Lack of proper infrastructure required

### Opportunities

- Growing Real Estate Market
- Growing internet Usage
- Growing Investment capitals of customers
- Open minded client base in the real estate market.

### Threats

- Powerful Competition
- Variable Loan Parameters
- Land Shortage
- Economic Recession

## 2.5 Statement of the problem

During internship period I observed that there are certain problems in Sales and marketing department which will create problem in future. This cannot be beneficial for the organization in long run.

- A site office for prospective clients has yet to be established.
- More people are required to form an ideal sales and marketing team.
- Fewer personnel for the big task activities.
- Employees are poorly trained.
- Promotional activities are insufficient for the approaching initiative.
- Digital marketing is still on hold.
- Adherence to standard marketing policies.
- Marketing strategies that are not innovative enough.

## 2.6 Scope and delimitation of the study

During my internship period I am not authorized to do so many works because my scope was not that much broad. I have to make some basic work and task for the organization in primary level. I had to maintained official formality in certain point for data collection.

## 2.7 Objectives of the report

### Broad Objectives

- The primary goal of this research is to assist me in preparing a statement based on a specific notion for dwelling space, business space, or a project in Bangladesh.
- This research will also assist you understand the present state of the sector.

## Specific Objectives

- Research digital marketing.
- This observation is assisting in gathering information from the operations of the organization's many departments.
- Evaluating their various projects
- How they implement their business policies in a cost-effective manner.
- To detect the organization's communication deficiency.
- Developing ideas for organizational improvement.

## Chapter 3

### Internship Overview

#### 3.1 Internship Period:

It is vital to collect practical knowledge throughout the internship period for future advancement. I've learned a lot about client satisfaction. Working as an intern with Dakhina Real Estate (Pvt.) Limited has made me feel like a part of the company. However, every employee of the firm assisted me much in understanding the work and also informed me on the things that I needed to complete.

#### 3.2 Activities:

As an intern, I used to do different types of works which are given below:

- Make a sales budget.
- Interact with current consumers via phone and online.
- Maintain sales updates.
- Keep the firm up to date on a daily basis.
- Increase the company's dynamism.

### 3.3 Daily Routine:

During my internship, I worked full-time in the sales and marketing department. I used to work as if I were a permanent employee. So I have to get to work on time at 9:30 a.m. and leave at 5:30 p.m. except on Friday, I have to stick to this schedule or timing.

## Chapter 4

### Discussion and Analysis

#### 4.1 Literature Review

##### **Broad Objective**

##### **How digital marketing affects the real estate business?**

With the predicted revenues for e-commerce businesses rising at a similar rate to the daily increase in internet users, it is imperative that we aggressively demonstrate our presence in the digital world. When compared to traditional forms of advertising like television, radio, print, etc., it provides a better return on investment (Acharya et al., 2016). Also, both the country's youth and its non-resident aliens are technologically sophisticated, making this form of advertising particularly accessible to them. Therefore, establishing one's dominance here is crucial. The real estate industry has seen some success from digital marketing methods. As an illustration: It appears that nearly all of Tata Value Homes' 700 units have been purchased.

Let's look at one more of Godrej's real estate projects as an illustration. 695 units in Gurgaon's Sector104 were sold in a single day. As it turns out, digital marketing is crucial, and has attracted many clients who might end up being paying ones. A quote from Girish Shah, Godrej Properties' vice president of sales and marketing: "For the previous six to eight months, our marketing team has been organizing this launch. It has been an arduous process. We have been progressively adapting our advertising to appeal to our increasing demographic, which consists of young, unmarried adults in their late twenties. Homebuyers used to be in their early 40s, but today they tend to be young, single, and tech-savvy professionals. As a result, we are now emphasizing online promotion (Dermisi, 2019).

Twenty percent of Godrej International's entire advertising expenditure is going toward digital channels. They took the effort to develop a "Live 24/7 Chat" service, available at any time, to answer client questions.

The firm is emphasizing the use of several touchscreens and a "augmented reality software" for their website so that potential buyers may experience an interactive 3D overview of the home.

The world of digital advertising is always changing. Every year brings with it new innovations in technology, software, and user inclination. Therefore, staying current is essential if they want to succeed in the real estate market. They're trying new things in order to raise their profile and get an edge over rivals (Panagopoulos & Vlamis, 2018).

Online advertising for real estate is a growing field with enormous potential. They are increasing their market worth by utilizing its qualities such as low cost, online engagement with clients, simple accessibility, etc. These are some points they are taking care of in their business marketing:

### **Specific Objective**

#### **1. Pros digital marketing over traditional marketing.**

- One of the many advantages of digital marketing is that it makes it possible to expand into new areas and do business on a worldwide scale with minimal outlay of capital.
- Building client loyalty and a reputation as someone who is approachable may be accomplished by active participation in and careful management of social media.
- With digital marketing, you may make interesting campaigns with content marketing strategies. Images, movies, and articles like these have the potential to go viral, gaining in popularity as they are shared between users.
- If your business has a website, your clients are never more than a few of mouse clicks away from making a purchase. Digital marketing may be instant and unobtrusive, unlike conventional media that require users to physically do anything like pick up a phone or visit a store

#### **2. Cons digital marketing over traditional marketing.**

- Time-consuming — activities such as optimizing digital advertising campaigns and developing promotional material can fill up significant chunks of your day. Return on investment can only be guaranteed by careful monitoring of outcomes.
- Complaints and feedback — your target market might see any criticism or unfavorable comments made about your brand on review and social media platforms. It might be difficult to provide

quality online customer support. Your brand's reputation might take a hit if you ignore negative feedback or don't respond appropriately to it.

- The collection and use of client data for digital marketing objectives raises several legal problems, including: Security and privacy issues. Respect the laws that safeguard people's personal information and privacy.

### **3. How digital marketing is being utilized in the real estate business?**

**There are a lot of people that use search engines to learn new things.**

Now, more than ever, people use search engines to learn about everything they want to know.

When a smartphone or computer can provide the same information in a matter of minutes, there's no reason to waste time asking a friend or neighbor.

Having a strong online presence is crucial for increasing brand awareness. After all, here is where your leads congregate, and you can't afford to ignore them if you want to be discovered by new customers.

#### **Video and mobile marketing's efficacy**

Advertising using mobile devices and videos has been consistently successful.

Multiple studies have shown that mobile ad campaigns outperform the industry standard. That so many of their visitors use mobile devices to access their sites is not unexpected.

In addition, video can boost conversion rates. Advertising with videos and mobile devices costs money. Hub spot found that including videos on landing pages increased conversion rates by an average of 80%. Those who see a video showcasing a product may become leads thereafter since it aided in their purchasing choice.

Moreover, video material is ranked by search engines. Google is always looking for material that gets people talking, and it has been shown that including a video in a post increases comments and shares (not surprising, given that YouTube is the second most visited website after Google).

#### **The Importance of Online Reviews**

Building trust is essential in business, as it is in life. Customers' trust and credibility may be quickly and easily earned through online reviews. Customers may share their thoughts on your products and service by leaving reviews on your Google business page.

Instilling confidence in first-time clients is the goal of having a few favorable reviews posted on your page. In the competitive real estate market, when you're attempting to persuade clients to part with substantial sums of money to finance substantial property investments, this level of trust is crucial.

### **Reaching one's intended demographic becomes less of a challenge.**

Putting up posters or banners throughout town won't guarantee that everyone will see them or pay attention to them.

Reaching out to individuals outside of your immediate area might be difficult. This is where web-based advertising may be really useful.

With digital marketing, you can easily and quickly contact people all around the world, not just in your immediate area.

If you want to reach people actively seeking for landed properties, rather than a broad, uninterested audience, paid internet advertising is the way to go. In short, digital marketing ensures that your ads always reach the intended demographic.

### **Almost every broker is currently running, or plans to run, at least one advertising campaign.**

Even the most inexperienced real estate agents are now utilizing internet marketing strategies. To that end, why delay any longer? The digital marketing sector is expanding rapidly; thus, you need move quickly to have a web presence or risk falling behind the competition.

## **4. How can marketing strategies be improvised for the real estate business?**

Online-first techniques are becoming the norm in real estate marketing. More and more people are using social media as a way to communicate with real estate agents and potential purchasers. There has been a significant increase in the usage of video for both content production and meetings.

Owning and maintaining a well-optimized site that consistently produces high-quality material is the best method of Real Estate promotion.

If you build a website and optimize it for local search terms, you may be able to generate high-quality leads at a low cost.

What's more, the rate of conversion for these leads will be far higher than it would be with more conventional methods of advertising.

It appears as follows:

- Create a website
- Perform SEM (Search Engine Marketing)
- Share relevant content
- Join Facebook Groups and Market Yourself there.
- Start a YouTube Channel and Show videos of your properties there.
- On your website, perform local SEO (Search Engine Optimization).
- Create the material that your target audience is seeking for.
- Share your content on social media.
- Contact relevant third-party websites to obtain backlinks.

Too often, I see people put their money into the short term while completely disregarding content marketing. It's a shame, because effective content marketing yields the best results.



## Methodology

The methodology provides the techniques for organizing the disparate concepts and points of view in order to undertake a study. The right operational method assists in capturing the proper stuff during study periods and, ultimately, satisfies the study's goal. Typically, a method requires multiple stages of assembling information or data that are recognized. As a result, adopting technique is a critical stage in any investigation. During this investigation, a technique for action and triple-crown accomplishment of the thesis work is used. While preparing the report, relevant information from credible sources was utilized. Each major and secondary information has been used as needed.

### Primary sources of data

- Face-to-face meeting with prospective clients.
- Conduct an interview with potential customers.
- Phone calls are used to communicate with customers.

### Secondary sources of data

- Dakhina Real Estate (Pvt.) Limited's annual report
- Dakhina Real Estate (Pvt.) Limited Prospects
- Dakhina Real Estate (Pvt.) Limited's various papers
- Unpublished data.
- Various text books

## Findings

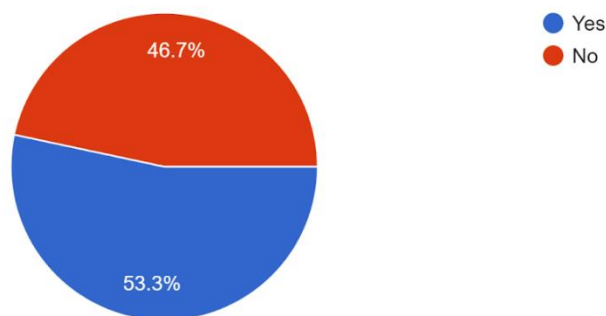
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 1:**

In my first question, I asked participants about their usage of online real estate platforms before. This would help us find out if the customer had any prior experience with the usage of such platforms. If they did that would give us a base to establish something that has the customer knowledge adaptation in mind. It can be seen that 46.7% of the survey takers did not know about online platforms that were available for online real-estate activities and 53.3% of the survey takers are aware of real estate investment opportunities.

Have you used any online real-estate platforms before?

30 responses



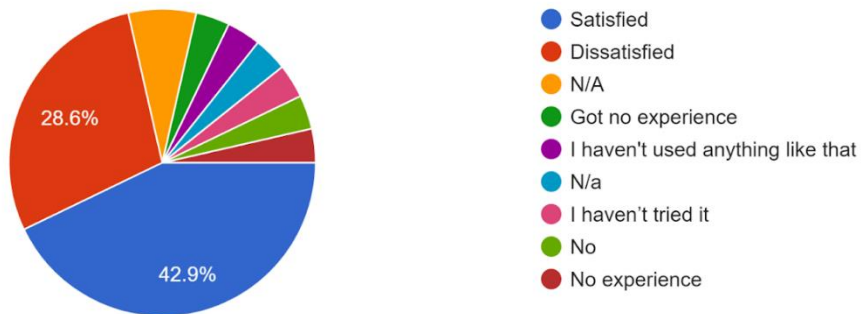
This is a factor that should be noted as the majority of the people know about the online real-estate platforms which will allow the companies to take better decisions for their strategies and at the end of the day help targeting the demographic that has the most possibility of succeeding.

**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 2:**

In my second question, I asked participants about their experience using the online real estate platforms and this shows that 42.9% of the users felt that it was a good experience and the rest had some sort of mixed feeling or another. This is a matter of consideration as 28.6 % of the survey attendees thought that they are dissatisfied with the experience overall.

If yes then how was your experience?  
28 responses



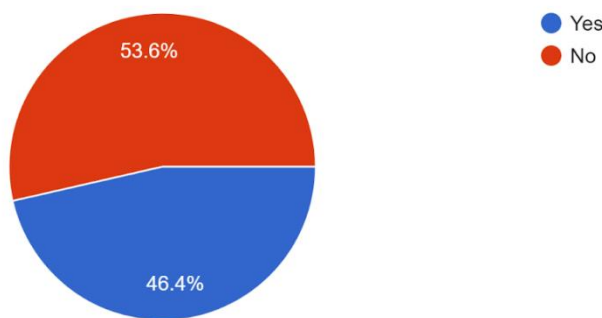
This is a matter of discussion as by focusing on the 28.6% of dissatisfied customers the company can find out the actual problems of using an online real estate platform for such businesses. By doing this the company is going to benefit by understanding the how the experience was made unpleasant to those customers.

**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 3:**

In my third question, I asked if the users ever downloaded any app that provided real estate listings. 53.6% of the survey takers did not download any apps and 46.4% of the survey takers downloaded apps which gives us information about the market for such services.

Did you ever download any app that provides real estate listings?  
28 responses



With that said the companies can utilize this and expand the market as there definitely is space for such expansion. If the majority of the people did not download apps that means the apps are not up to the mark or properly optimized leaving the market open for grab. This can be an opportunity for new platforms.

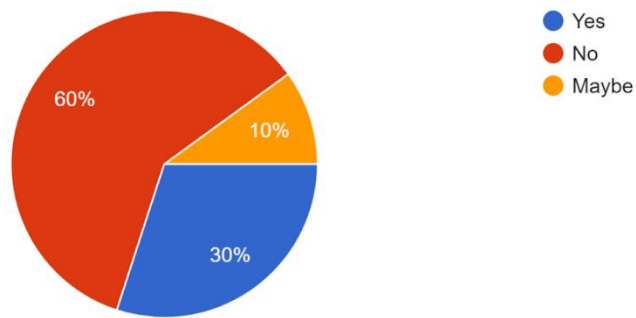
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 4:**

In the fourth question we can see that 60% of the population does not know anyone who was helped by such platforms and only 30% of the population had heard about such platforms actually being helpful. We can say that the market has a bad reputation so far.

Do you know anyone who was helped very much by such platforms?

30 responses



This can be a silver lining as the market understanding about the utility of such platform can be greatly improved by designing a platform that actually has a future and can build brand image which can be beneficial in the future.

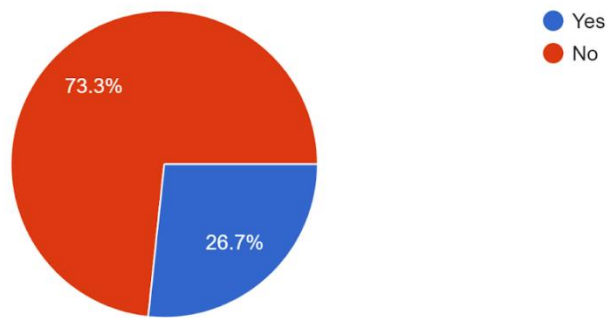
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 5:**

In the Fifth question we can see that the participants were asked if they ever recommended such platforms to people who are in the market for such services and 73.3% of the population said that they never recommended such platforms to any friends while 26.7% of the participants actually suggested such platforms to other people.

Has anyone ever recommended you any such platforms?

30 responses



This means that certain individuals are okay with recommending such platforms to other people and for that reason this can be an opportunity for companies to harness the power of second hand marketing and gain brand recognition among the masses.

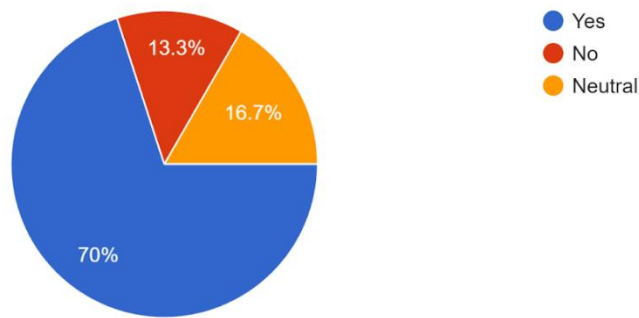
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 6:**

In the sixth question we can see that if the participants think that if such platforms were available that would help the people of this country make better real estate investment choices for themselves. The responses suggest 70% of the participants believing that it will help the while 13.3% for them think that it will not be a good thing if online platforms are utilized for real estate trading.

Do you think it will help you if such platforms are available for Bangladeshi people?

30 responses



From this we can say that the response rate for a good platform will be very high in demand as people are giving their opinion that they want something like this to make a change in their investment habits. That is why we can say that the prospect of such a lucrative business is pretty high.

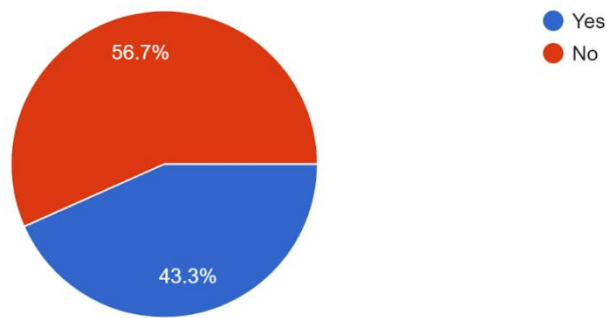
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 7:**

The seventh question was made to understand if the platform of such nature ever bothers the participants in any way. To this the responses were that 56.7% of the participants were bothered by such forms of platforms advertisements while 43.3% of the participants are not bothered by such platforms which means there is a market for this.

Have you been bothered by such platforms before?

30 responses



This means that people who try to gain information from advertisements can be helped through making much more interactive advertisements allowing for them to be better at communicating what they want with the people at a better rate. For that reason we can see how this data could be helpful.

**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

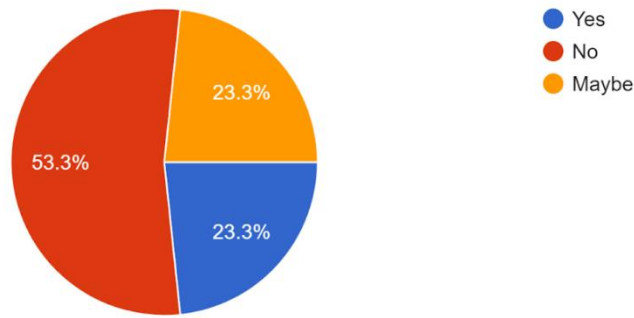
**Question 8:**

The eighth question is to find out if the people still looked for investment opportunities like they did back in the old times. To this question we can see there is a 53.3% negative response which means people are getting used to different forms of platforms, it is also observable that 23.3% and 23.3% of people still really on old fashioned ways of networking for real estate investments.



Do you think people should look for real estate listings the old fashioned way?

30 responses



This type of difference can be seen as we see the demographic moving towards a more newly adapting trend which means people are open to the idea of having new types of interface to interact with. Allowing for better acceptance in their offered platform or idea.

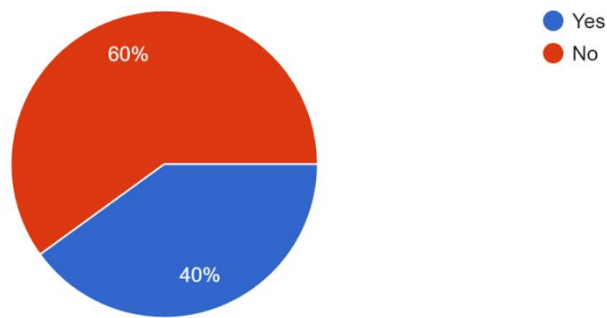
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 9:**

The ninth question was if the platforms of such stopped existing would that be in anyway inconvenient for the participant. For this question 60% of the participants said that they will have some sort of inconveniences while 40% of them will not face any sort of problems in their opinion.

Will it help you if all online platforms of such would disappear?

30 responses



We can say that this is a plus point for businesses that want to make a platform like this as the dependence factor of people on this sort of platform are huge and that leads to a better version of the platform which will grow faster.

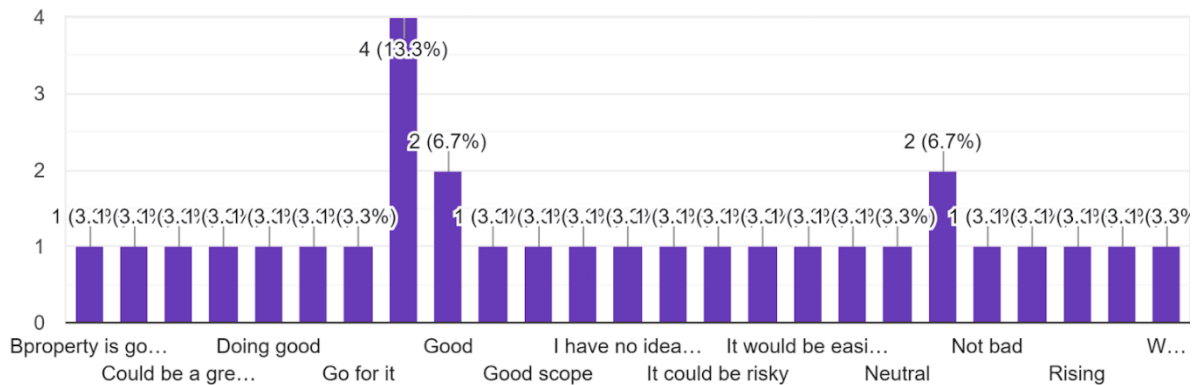
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 10:**

In the tenth question we can see that there is a very varied range of answers for the question about their opinion about the online real estate market. It can be seen that majority of the people think that it is something that has good prospects while there is a small percentage of people who think that there might be a risk factor to it.

## What is your opinion about the developing online real estate market?

30 responses



From the opinions mentioned the most common ones were about mentioning that the developing market is a good thing and shall help the market gain a lot of revenue. With that said some of the participants showed concern regarding the factor as there might be a grey area for the market in the future with a certain volatility to it. In order to make something that will help the market make better choices with more confidence, there must be a sense of trust built over good service and high profits to justify it.

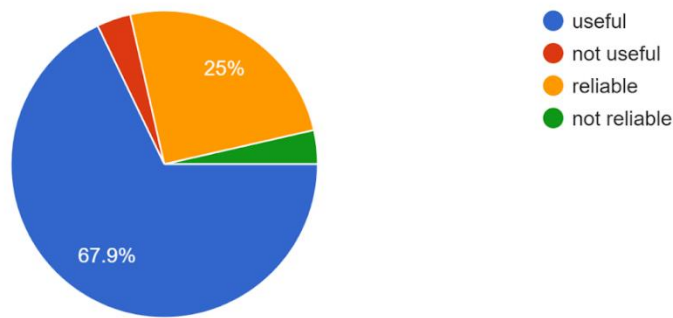
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

### Question 11:

In the eleventh question we can see that the question is to find out if the real estate market is useful or not for them in their investment portfolio. To this 67.9% participants said that it was useful to them and 25% said that reliable with a negligible amount of people saying it was not useful.

what is your opinion about developing online real estate market?

28 responses



This means the people have a certain understanding of the utility of the online real estate market. By using this understanding companies can leverage the more information for their customers which will gain their trust and help in the buildup of a more stable market.

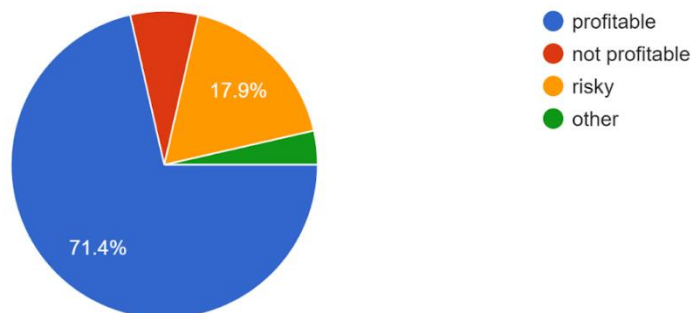
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 12:**

The twelfth question was to understand if the participants thought the real estate investments were profitable or not and 71.4% of the participants thought that it was profitable while 17.9% of the participants thought that it was risky.

what's your opinion on real estate investment?

28 responses



This means the opinions are majorly positive about the industry and people while making the choice of investing if they are conditioned to think that it is profitable then the amount of profit from other types of investments.

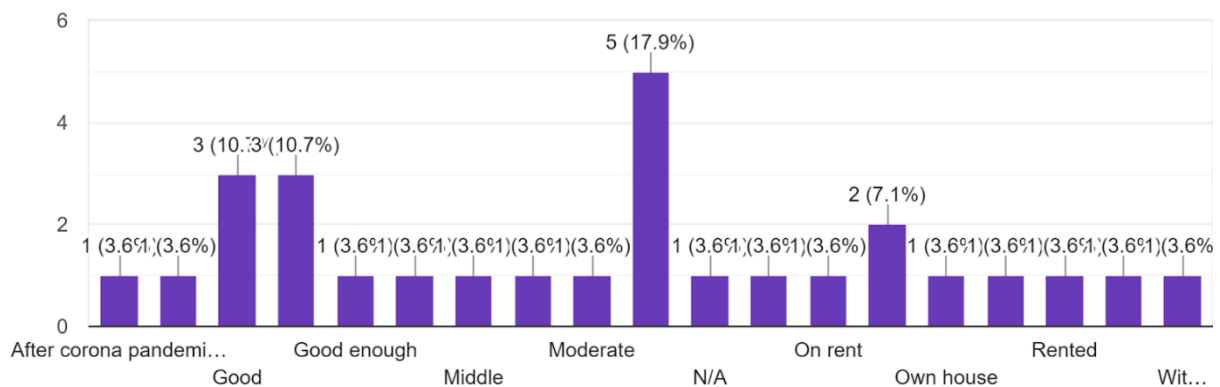
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 13:**

The thirteenth question was to find out what the living condition of the participants are where the opinion was varied with the majority of them 17.9% saying it was moderate with a mentionable 7.1% saying they live on rent.

How is your current living condition like?

28 responses



This means that the different types of segments can be easily identified to properly address in their own needed ways. The personalized aspects can be easily identified and catered to by the planned platform.

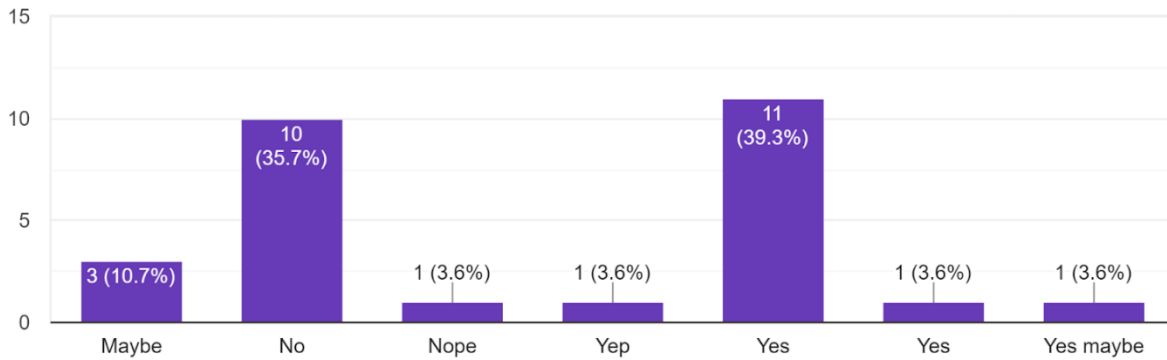
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 14:**

The fourteenth question was to find out if the participants had any investment plans in the future and 70% said yes in some manner with the rest being confused and not interested.

Do you have any future investment plans?

28 responses



This means that the majority of the demographic are interested in the investment aspect of the real estate allowing them to become better at their investment portfolio and profits.

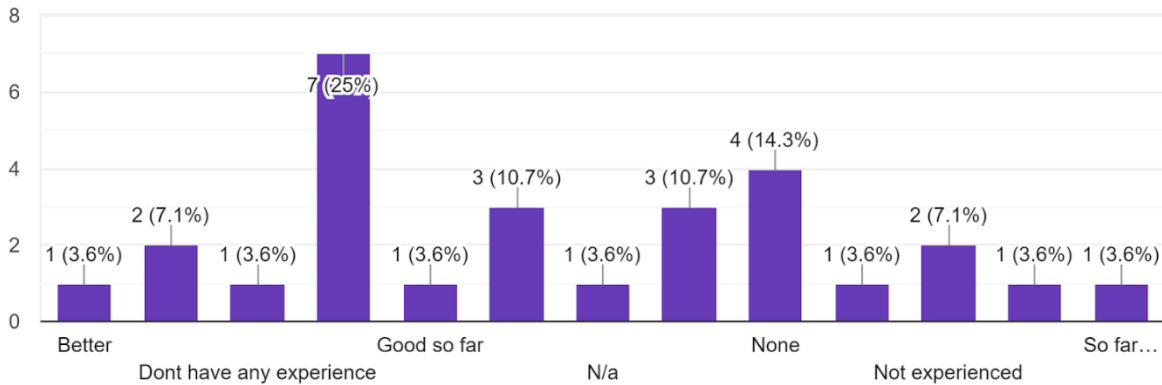
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 15:**

The fifteenth question was to find out what the real estate functions experience has been like with 25% saying it was moderate with 14 % of them saying that they do not have any.

How was your online real estate functions experience been like?

28 responses



This means the market is still in the preplanning state allowing for a beginners advantage for the market to work with. The customers can be acquired using the better marketing and informative propaganda.

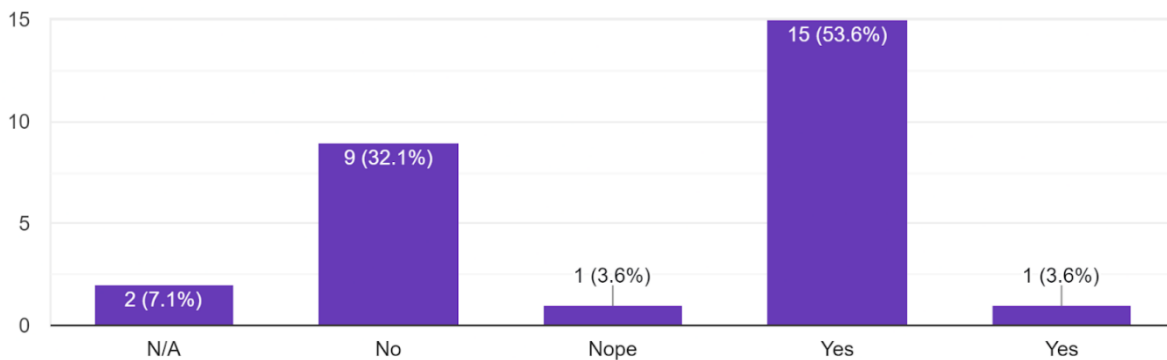
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 16:**

The sixteenth question was to find out if the participants have encountered any real estate advertisements lately with 53.6% saying they have encountered them with 32.1 % of them saying that they have not encounter such advertisements.

Have you encountered any real estate advertisement lately?

28 responses



This means that the advertisement scenario is almost on its way to reach saturation so that the market has to be acquired faster in order to have control over them. This is also why the move on the market has to be quicker to have better control over it.

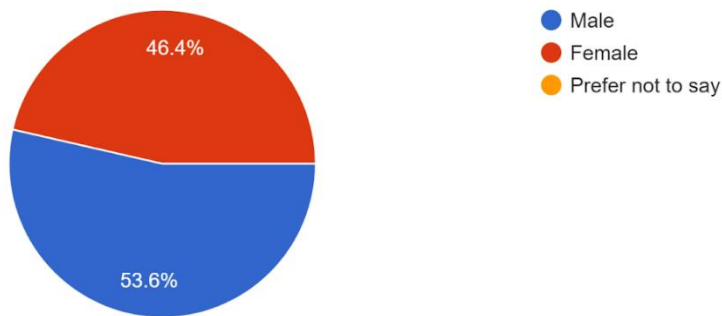


**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 17:**

The seventeenth question was to find out what the participants gender is with 53.6% saying they are male and 46.4% saying they are female.

what is your gender?  
28 responses



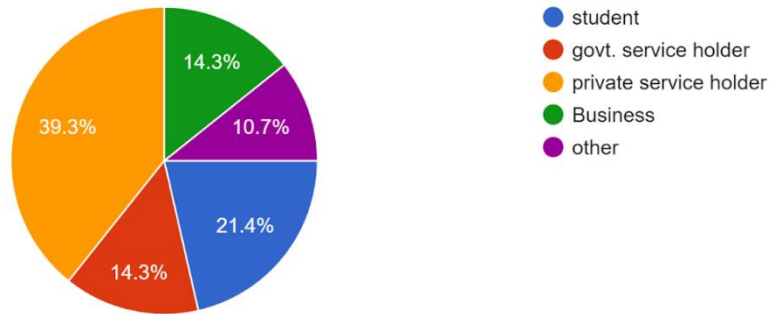
**According to my objective which was to find out factors that influence the consumer to use the online platforms for real estate investments. I built questions. These are:**

**Question 18:**

The eighteenth question was to find out what the participants profession was with 39.3% saying they were private service holders and 14.3% of them were business owners and 14.3% saying they are government service holder and 21. % of them being just students.

what is your profession?

28 responses



This means the country's economy can be studied to understand the demographic who would like to invest in real estate for easier targeting. This is why companies can find their way for segmentation and targeting of the products.

## Recommendation

My recommendation to the Dakhina Real Estate (Pvt.) Limited is to keep on doing what they were doing with a dedicated budget set aside for IT development so that the company can adapt to the current market trend and can properly utilize the boom in real estate. By doing so the company will rise into being one of the fasted growing countries that exist so far in this country. For doing so they have to setup servers and a website. It is better go get an app that help to understand the customer better. Most importantly there needs to be a free platform for the customers to form a community this can be on Facebook or Instagram where people can come together and share their questions or bring more people who are going to be educated by it.

## Conclusion

The development of the real estate business is expanding day by day, with an indication of future growth. Economic growth and the GDP share of real estate are evolving. This structure has proved that this division has a bright future. Rise in home leasing, increasing need for housing, simple financing office, rapid urbanization, insufficient arrival, and several other factors are creating enormous opportunity for this division to grow. As a result, total demand for homes and flats appears to be increasing and is projected to continue. In spite of the fact that inadequately, supply of flats with the number of real-estate designers has also demonstrated expanding development and offers future advancement. Financing for this real estate industry has become simpler and more accessible than in the past. Private sector housing finance is available at competitive interest rates for flexible terms, although the total amount of loans issued is unusually low when compared to credits in other sectors. The home finance division is particularly concerned with strengthening the administrative and supervisory framework for the financial division, as well as pushing forward and expanding obligation markets. Varied places have different costs, which is a huge issue. Customers were also charged an additional fee for additional services. On the other hand, this contemplate discovers an awfully hopeful and good tone of development, if this division is given suitable thought and offices. It has obviously become quite important to meet the growing lodging demand while also reducing the supply gap inside the country. With the addition of an internet platform, the company can reach a million people with the tap of a finger. By contacting a big number of people in a short period of time, the company can greatly improve its sales. This will allow the company to grow faster and diversify into a larger market share.

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