

EXECUTIVE SUMMARY

Today Bangladesh stands on the juncture of economic emancipation. The stage is set for rapid growth and development in every sector of the economy. The Real Estate sector is also experiencing significant changes. 'Professionalism' is the key word for success nowadays and in the years to come only those companies which have a total commitment to this sector will thrive. Vision 21 Design & Developments Ltd. is determined to play a leading role in the development of the Real Estate sector in the twenty-first century. Over the past three years & eight months it has worked towards building a strong foundation and establishing a professional corporate identity for our company. Today, in the field of Real Estate, Vision 21 Design & Developments Ltd. is a recognized leader; respected for its achievements, professional ethics and innovative concepts.

The corporate philosophy of Vision 21 Design & Developments Ltd. is however based on a very simple principle "Customer gets the first preference". To this end, Vision 21 Design & Developments Ltd. is constantly working towards upgrading and improving every aspect of their activities. The quality of their architectural designs or their after-sales service & the emphasis is to keep on improving. It is because of this unrelenting quest for excellence that Vision 21 Design & Developments Ltd. has earned the goodwill of so many of their customers.

Today Vision 21 Design & Developments Ltd. is dignified for a new phase of dynamic growth. Its human resource is well trained and motivated; the financial fundamentals are strong and they have an excellent goodwill in the market and vision is to constantly set challenging goals for the organisation. It will continue to expand and diversify and be an example of a progressive company playing a dynamic role in the economic development of Bangladesh.

The Human resources played a vital role for the growth of Vision 21 Design & Developments Ltd. So, I prepared the internship report of the topic HRM practices and Employee Satisfaction Level of Vision 21 Design & Developments Ltd. Lots of functions are related in the HR works to determine the employee satisfaction level and turnover is

very much important for the growth of the company. Various departments are related to the functions of a real estate firm like HR, Admin, Marketing, Sales, Credit Realization, Finance & Accounts, Land Procurement etc. For the smooth operation and coordination it is important to understand all the HR functions of these departments. I tried to highlight all the functions that normally do the HR functions of a real estate firm and especially give the emphasis of the employee satisfaction level of the various departments' employees.