Report On

Simple Tree

By

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21204175

An internship report submitted to the BBS Department in partial fulfillment of the requirements for the degree of
Bachelor of Business Administration

BRAC Business School
Brac University
January 2026

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.

Student's Full Name & Signature:

Humaira Alam
21204175

Supervisor's Full Name & Signature:

Safarath Ahmed
Lecturer, Department
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Letter of Transmittal

Safarath Ahmed

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Report on Simple Tree Internship

Dear Sir,

I would want to thank you very much on your priceless instructions and support during the preparation of this report. And without you we should not have got this task through in such a way.

I would also like to express my warmest gratitude to the A K M Kamruzzaman, FCMA who has guided and monitored me throughout my internship. The knowledge I acquired during this experience has played a significant role in developing my report and I feel that they would be useful in my future activities.

The acquired experience and theoretical knowledge that I have obtained during the process of planning and writing this report will most certainly help me in the course of my professional career. The way you have approached the topic under discussion has been especially eye opening and I am deeply grateful to be given the chance to study under you.

Once again, thank you for your continued support and patience.

Sincerely yours,

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Humaira Alam

21204175

BRAC Business School

BRAC University

Date: 4th January, 2026

Acknowledgment

I wish to comfort all the individuals that have helped and assisted me in the process of compiling this report.

To begin with, I am immensely thankful to my supervisor Safarath Ahmed who is a Lecturer at BRAC Business school in BRAC University, and assisted me with invaluable instructions and support in the process of preparing this report. He has played a critical role through his guidance to ensure that this task is completed successfully.

I would also wish to say a special thank you to A.K.M. Kamruzzaman, FCMA, who has been guiding and closely supervising me during my internship. Part of the experience I gained during this time has been paramount in developing my report, and I believe that the information I learned during the period will be very helpful in my future profession.

The information I have received and theoretical skills I have acquired in this process will certainly come into play in my career life. The style of approach to the subject of discussion has especially been enlightening, and I am grateful that I had a chance to be under such experienced tutors.

Lastly, I want to thank everyone who has assisted me in any respect about this internship.

Executive Summary

This report is a discussion of the internship experience in Simple Tree in the department of Finance. The main work that was done during the internship is learned in the academic environment in the field of finance and accounting with the practical skills that one would require in the professional environment, especially when working in a real estate development company. The chapter 1 describes the background of the internship outlining the duties at the work place, the challenges which were encountered throughout the internship period. Chapter 2 will provide an organizational overview, which will be concerned with the structure of the company, its mission, and operations. Chapter 3 explores the project component of the internship, and the specific sense of focus, including financial performance, marketing strategy, or product development, is analyzed in more detail. The internship experience was informative to the day-to-day running of the company and it gave firsthand experience in finance, operations. The experience helped me to develop my professional competence and broaden my knowledge on industry practices, especially on real estate industry.

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Overview of Internship

Chapter 1: Overview of Internship

The chapter is a summary of my internship period including the company, the position I was involved in, the tasks I performed and the main lessons that I learned during the process. This internship was done to fill this gap between what is learned in the academic environment in the field of finance and accounting with the practical skills that one would require in the professional environment, especially when working in a real estate development company.

1.1 Student Information

In my academic life as a Finance and Accounting major, I have established a good background of financial management, budgeting, and financial analysis. This internship at SIMPLETREE enabled me to put these principles in a practical business environment where I got practical experience in the finance section of real estate development. It also gave access to understand the complex procedures that constitute project finance and how it influences short run and long run decision making.

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- Student ID No: 21204175
- Program: Bachelor of Business Administration
- Major: Finance
- Institution: BRAC University

1.2 Internship Information

As an intern, I got a chance to test my knowledge and skills acquired in the course of my academic work in finance and accounting on the real life setting of the construction and real-estate development sector. These two disciplines combined enabled me to combine the analysis of financial information and help with project budgeting, as well as provided me with knowledge about the financial operations and business processes in the real-estate development company such as SIMPLETREE.

1.2.1 Period, name of the company, Department / Division, address:

- Internship Period: 19th October,2025 to 19th January 2026
- Company Name: SIMPLETREE
- Department: Finance & Accounts

- Address: Block CEH-H, Plot:01, Road:109, Gulshan Ave, Dhaka 1212

The internship experience was my academic part and enabled me to get the feel of a dynamic working environment at SIMPLETREE, a firm with an innovative approach in the development of real-estates, designing, and constructing real-estates.

1.2.2 Internship Company Supervisor's Information:

- Supervisor's Name: A K M Kamruzzaman, FCMA
- Position: Chief Operating Officer (COO)

Throughout my internship, my supervisor, A K M Kamruzzaman, was the one who constantly guided me. Being senior team members they made sure that I participated in major tasks involving finance, operations and project analysis, which was of great help during my mentoring.

1.2.3 Job Scope -Job description/duties/responsibilities:

As an intern, I worked mostly in financial operations and budgeting of projects where I was charged with the following roles:

- Financial Data Analysis: I helped in financial statement and financial report analysis to monitor the budget of different on-going projects.
- Project Budgeting: I was engaged in preparing the project-related budgets and analyzing them to verify the variances of actual costs against projections.
- Cost Tracking: It helped to track the cost of materials and labor in various projects so that it is in line with expectations in the budgets.
- Reporting: I was assigned the role of assisting in the process of preparing monthly financial reports to the senior management and stakeholders.
- Research: Research work on the market trends and competitor analysis carried out, and this is a valuable input into the strategic direction of the company.

These responsibilities provided me with a chance not only to use my knowledge in the sphere of finance and accounting but also to comprehend the complexity of large-scale real estate investments in financial terms.

1.3 Internship Outcomes

1.3.1. Student's Contribution to the Company:

- My most important contribution was to help in the financial tracking of residential and commercial projects of SIMPLETREE. I assisted in the creation of reports that gave the project managers a better understanding of the performance of each project in terms of finances.
- Other tasks I performed were in support of the operations team, I also assisted them with cost analysis and proposing potential areas where they could reduce their financial operations. This served the team to make sure that the projects were within the budget and achieved their financial targets.
- My research on industry standards and competitor strategies was also listened by the management team to make the company business models perfect in new developments.

1.3.2 Benefits to the Student

- Experience in Financial Reporting: I have a practical experience in financial reporting, budgeting, and cost analysis, which I plan to use in my major as well as in my career objectives in finance and accounting.
- Industry Exposure: The internship also helped me to have a good exposure to the real-estate development industry where financial management is an important factor in the success of a project. I also understood the effects of financial decisions on design and construction of the real estate projects.
- Development in Professional Skills: During the internship, I was able to acquire stronger communication skills, especially in the work with different teams in various departments. I was also able to advance my skill in industrial-specific software such as Excel, Tally, and construction management software.
- Networking Opportunities: I was able to get to know senior executives, architects, and engineers, as well as other stakeholders of the company. This provided me with an extensive knowledge of the operations of a multi-disciplinary firm such as SIMPLETREE.

1.3.3 Problems/Difficulties I experienced during the Internship Period:

- Lack of Public Information: This is one of the weaknesses that I encountered because I had to work with limited financial and operational information regarding SIMPLETREE that at times could not enable me to compare the performance of the company with that of its competitors. Nonetheless, I got to know how to adjust and use in-house project information and assumptions to continue with the analysis.

- Adjusting to a New Industry: Since I am a major in finance, the first few years in the real estate and construction industry were somewhat hard to adapt to. The use of terms, processes, and financial practices that were unique to the industry required me to learn as fast as I could, but with the supervisor helping me through the process, I managed to get past these challenges.
- Dealing with Workload: Sometimes it was a challenge to handle several projects on a close deadline. Nevertheless, this lesson helped me to prioritize work properly and work under pressure, which will be useful in my future career.

1.3.4 Future Internship Recommendations to the Company:

- Formal Onboarding: Although the internship was very rewarding, I feel that a more formal onboarding initiative can help new interns to have a better idea of how the company works and what their role in the company entails earlier.
- Merit-based Promotions: Promotions of interns should be more direct and include more feedback as this will offer more learning opportunities and help them to become more integrated into the culture and projects of the company.
- Digital Tools Training: Training on digital tools utilized in SIMPLETREE, i.e. project management and accounting software, would not only be helpful to future interns in their jobs, but also allow them to contribute more at the very beginning.
- Expanding Access to Different Departments: I suggest that the interns should be exposed to the other departments as well e.g. construction or marketing to expand their knowledge regarding the real estate development lifecycle. This would enable them to observe the way financial decisions are affected by other important company functions.

Chapter 2: Organizational Overview

Chapter 2: Organizational Overview

2.1 Introduction

This chapter is a systematic and comprehensive examination of SIMPLETREE, a host organization, in an attempt to familiarize oneself with the structural, managerial, operational and competitive aspects of the same. SIMPLETREE considers itself a multi-disciplinary institution by investing in real-estate, designing of architectural structures, construction projects and management of facilities with the help of a network of associated companies, such as Volumezero Ltd, Spacezero Ltd, Simple Space and FMS Spacezero. All these attendant businesses cause the firm to be referred to as an integrated design-build-manage organization.

SIMPLETREE has the slogan We Design as its advert. We Construct. In this chapter, We Execute, the author attempts to offer a detailed examination of how the organization implements these functions through its organization structure, project portfolio, working philosophy and positioning in the external market. It attempts to provide a critical yet factual evaluation of this project by the examination of publicly available project papers, descriptive accounts on its official web site and other web resources that are necessary to comprehend the project academic and professional level.

Organizational research is usually accompanied by internship where one has a clear idea of what happens internally in the host firm, its strategies, operations performance, and industry performance. This is particularly notable in the case of SIMPLELEE where the company is comparatively light in the way it is presented to the outside world and minimal information is disclosed as to the management chain, financial aspect and the clear functioning regimes. In this way, one can say that this chapter is able to summarize the established facts, and outline the structural lapses and areas of further research. This will make it easier to have a more balanced and scholarly rigorous understanding of the construction of the firm, its operations, and business environment.

Objectives of Chapter 2

The key concept of Chapter 2 is the establishment of a detailed portrait of the organization SIMPLETREE in order to develop the further chapters of analysis. The key objectives include:

1. To map out the structure and profile of SIMPLETREE organization.

It also has the description of how it was formed, other associates, core business, services, project portfolio and business philosophy.

2. To evaluate and review the management, marketing, operational and accounting culture of SIMPLETREE.

The chapter analyses the leadership strategy, human resource strategies, marketing strategy, financial transparency as well as information-system utilization where such information is publicly accessible according to the requirements.

3. To analyse the competitive environment of SIMPLETREE.

This involves application of Porters Five Forces, and SWOT framework in the analysis of the strategic position of the company in the construction and real-estate development.

4. In order to determine the organizational system strengths and weaknesses.

Since SIMPLETREE has some public disclosures, the chapter is aimed to suggest the gaps, uncertainties, and potential risks to the clients, partners and other stakeholders.

5. To form the foundation in more advanced aspects of analysis.

Such are some of the insights, which would be applied in Chapter 2 in order to further inform subsequent chapters such as the Operations Analysis, Financial Performance Review and Strategic Recommendations.

Scope of the study

The reason behind the emphasis of this chapter on a wide area is deliberate to form a multi-dimensional view of the SIMPLETREE based on all the available information in the public. The study covers:

- Company and organization history and background.
- Structuring of the associated problems that constitute the SIMPLETREE ecosystem.
- Simpletree Anarkali Residential and commercial developments (e.g. Silver Spring)
- Management style, Hr practices (as much as they can be found publicly).

- Brand positioning and marketing plan that is portfolio based.
- Financial data (little due to no publicly issued statements)
- Operation management, building practices, quality (where available)
- Overall, it evaluates the business on the basis of mainstream models.
- Weaknesses, strengths, threats and opportunities of the organization.

The scope does not include internal confidential documentation, employee documents, internal financial statements or operations manual, since it is not publicly available.

Methodology of the Study

Systematic approach was used to gather and study data on SIMPLETREE. The collection of data was mainly based on:

1. Web-based Document Review

- Central SIMPLETREE Web Site.
- Project description portfolio sections.

Websites of affiliated concerns Volumezero Ltd, Spacezero Ltd, Simple Space, FMS Spacezero

- Databases and business-directory entries (Datanyze, LinkedIn, etc.) in the industry.

Articles, sustainability certification listings, and other external architectural publications.

2. Content Observation Method

As the SIMPLETREE website is dedicated to the descriptions of projects and design ideologies, these textual explanations were analyzed critically to define the organization themes, strategic objectives, and positioning of the brand.

3. Comparative Interpretation

Data available was cross-compared to the practices that are common in the industry in architecture, real-estate, construction and facilities management. This served to make inferences of the operational and management trends not clearly revealed.

4. Application of Analytical Framework.

The classical analysis tool including SWOT and Porters Five Forces was used to comprehend the position, risks, opportunities, and competitiveness of SIMPLETREE in the industry.

5. Acknowledgment of Data Gaps

Since information made available by the government is partial, the methodology adopts a critical assessment method, which points out what is known, what is not known, and what needs further investigation to be incorporated in the future evaluation of the organization.

Significance of the Study

This chapter is significant in terms of a number of academic and practical aspects:

1. Gives Basic Organizational Knowledge.

In the case of an internship report, it is necessary to understand the inner working of the organization, the structural identity, and the market context. This chapter gives this foundation.

2. Favors Informed Analysis in Subsequent Chapters.

In the absence of a good organization history, the management, operations, financials and competitive environment would be evaluated at a superficial level. This chapter guarantees deep analysis.

3. Increases Stakeholder Assessment Transparency.

Since not much information about SIMPLETREE can be obtained publicly, this systematic research will assist prospective clients, partners, or researchers in getting to know the organization better.

4. Indicates Critical Analytical Skills.

This study by establishing the gaps in operations and inconsistencies and missing disclosures is a sign of a mature academic capacity that does not just describe the organization.

5. Helps Evaluate the Reliability and Industry Fit of SIMPLETREE.

In sectors such as real-estates, architecture, construction etc. where the investor is large and the risks involved are also high, it is very important to know the structure of the firm, its transparency, and its track record.

Limitations of the Study

The SIMPLETREE analysis has a few limitations that were not avoided despite the best efforts:

1. Limited Public Information

The company lacks organizational charts, management profiles, financial statements and internal operation procedures on the webpage.

2. Absence of Identity Verification among Multiple Names of similar nature.

Business directories include companies with a name such as Simple Tree or Simpletree and it is therefore difficult to find out which records are of the company being studied.

3. No Permission to internal documents.

There is no public disclosure of confidential material like HR policies, SOPs, financial reports, and project budgets.

4. Unproven Claims and Project Narratives.

The description of projects is based purely on the narratives created by the companies (i.e. external verification (e.g. government records, third-party reports) is minimal).

5. Possible Old-fashioned Information.

The websites of architectural and development companies might be not updated regularly, which can result in the inconsistency of the project status or company hierarchy.

6. Geographic Information Absent.

Public sources were not available to provide specific operational headquarters, legal registration, and regional offices structures.

With these restrictions, the results can be considered as indicative and not definitive and due diligence cannot be highly recommended to the stakeholders who are involved with SIMPLETREE.

2.2 Overview of the Company

Introduction to SIMPLETREE

SIMPLETREE is provided as a modern, design based real-estate development, architecture company that focuses on integrated, holistic service delivery model with the following statement: **"We Design. We Construct. We Execute."** The data available on its official web page shows that SIMPLETREE is a multi-disciplinary organization that unites architecture, construction, real estate development, interior design, and facilities management into one platform. This places the company not as a conventional builder but as an overall development partner that has the capability to conceptualize, design, build and manage built environments.

The firm articulates the belief in modernistic values, craftsmanship, and artisanal design experiences, emphasizing its priorities on the issue of innovation, quality, and the long-term trust of the client. This, together with the aesthetics, climate-conscious design and sustainability focus of the firm, avails that SIMPLETREE will appeal to a more up-market niche of customers who consider design refinement and construction quality instead of low cost and mass-market construction.

Organizational Structure and Related Entities

A unique feature of SIMPLETREE is that it has an ecosystem of related concerts that collaborate to provide end-to-end real-estate and construction solutions. These affiliate organizations are:

1. Volumezero Limited

- Highly seems to be the architectural and design force of the team.
- Simpletree Anarkali, the LEED Gold commercial building of Gulshan Avenue, is known to have signature design projects.
- Specializes in architectural grammar, facade articulation, climate responsive design, conceptual project development.

2. Spacezero Limited

- Works in space planning, interior design, and functional planning.
- Facilitates the creation of the efficient, modern and user friendly spatial environment in both household and business projects.

3. Simple Space

- Interior solutions, furniture or curated design space functions (according to naming conventions prevalent in design industries).
- Most likely involvement in fit-outs/space aesthetics, furnishing, or custom interior design of projects by SIMPLETREE.

4. FMS Spacezero

- Emphasis on Facilities Management Services (FMS), which assure post-construction maintenance, safety and reliability of operations.
- SIMPLETREE is implementing a long-term lifecycle approach to projects, focusing on building performance post-construction, as well as on construction.

This ecosystem model implies that SIMPLETREE is not a one-linear firm, but rather a multi-company synergy model. All the issues have a specific role that they play and together they offer a multidisciplinary expertise, which is comparable to a full-scale development corporation.

Core Areas of operation and Service Portfolio

According to the location of the company and the description of the projects provided on the site, SIMPLETREE is working within the following interrelated fields:

1. Design and Architectural Services.

- Schematic and conceptual design.
- Scheduling of architectural plans.
- 3D display and climate-sensitive facade design.
- Design that is environmentally friendly (LEED principles)

Projects emphasize on powerful design philosophy, with the focus on elegance, climate-suitability, and harmony with space.

2. Real-Estate Development

- Design of mid-rise and high-rise housing structures.
- Business architecture projects.
- End to end planning, budgeting, design, construction and marketing.

SIMPLETREE also positions itself as a development partner instead of being a contractor.

3. Construction Execution

- Full scale construction services such as civil works, structural execution, material management and site coordination.
- Works in coordination with other engineering and design departments to have a coordinated design-to-build process.

4. Interior Design and Spatial Planning.

- Functional layout planning
- Interior decoration and decoration.
- Made to order furnishing and themed interior ideas.
- Finishing standards and quality selection of materials.

5. Facilities Management Services.

- Repairing of developed structures.
- Safety compliance
- Maintenance services of operation.
- Maintenance of mechanical, electrical and plumbing (MEP).

Such an inclusion implies that SIMPLETREE will want to ensure long-term relationships with its clients, as this will be necessary in terms of building performance even after the construction is over.

Corporate Identity, Philosophy and Branding

The branding of the SIMPLE tree is based on integrity in the design, the client-centricity and the modern style. Their web site brings out a number of philosophical themes:

1. "Design through Deduction and Direction"

The business focuses on designed design suggesting that architecture and interior choices are thoughtful, careful, and made in a very personalized shortlist.

2. "Loyal, Sustainable Relationships"

Brand messaging makes the company look like a partner and not a vendor and this type of approach is long term and relationship based.

3. Integration of Design + Build + Maintain

SIMPLETREE seeks to offer a cohesive and unified chain of services contrary to other firms who focus solely on either design or construction work. This combined identity adds to their market value proposition.

4. Sustainability and Contemporary Living

Projects highlight:

- Climate responsive strategies.
- Cross-ventilation
- Sun shading
- Natural lighting
- LEED certification performances.

This is in line with the world architecture trends and will make SIMPLETREE a progressive and accountable developer.

Project Portfolio and Work Quality Evidence

Although the publicly displayed projects of SIMPLETREE are few, the projects that are available show that the company focuses on high-end urban development.

1. Silver Spring (Dhanmondi, Residential Project)

- A 14 storey dual unit residential tower.
- The site has a lake view, and the lake-view is highly optimized with the Dhanmondi Lake.
- Key features:
  - Long slab extensions of shade.
  - Louvers of privacy enhancing facade.
  - Rooftop facilities: swimming pool, bbq area, recreational deck.

• Reproduces the consistency of architectural beauty and design with respect to lifestyle.

2. Simpletree Anarkali (Gulshan Avenue Commercial Project)

Development Development: Developed by Volumezero Ltd (a SIMPLETREE concern).

- The first LEED Gold-certified commercial structure in Bangladesh (according to the description of this project)
- Features include:
  - Glass and concrete facade, reticulated.
  - Systems that are concerned with sustainability.
  - Modern architectural expression.
- Evidences the capability of the firm in taking on complex, high standard commercial developments.

All these projects make SIMPLETREE more credible as a design-oriented and eco-friendly development company.

Business Records, Public Footprint, Company Size

1. Size and Revenue

Simple Tree (a company) is registered under Consumer Services and according to the external business directories; it has:

- 6–10 employees
- Estimated revenue: BDT 1 core –5 corer

It is not clear, however, whether this is the corresponding directory entry of the SIMPLETREE that administers architectural developments. Since the size of presented projects is large, one can assume that:

These are simply the figures of one local subsidiary,

OR there are several unrelated organizations with similar name.

So, it is inconclusive that size and scale are publicly disseminated.

2. Digital and Public Presence

SIMPLETREE has a low digital presence:

- No extended team profiles
- No detailed company history
- No financial disclosures of any kind.
- None of the active social-media marketing presence (according to the existing search results)

This is in line with its mode of operation potentially a boutique, relationship-based company oriented towards specialized projects and not on expansion into the mass market.

Positioning and Strategic Identity in the market

Based on the information that was gathered, SIMPLETREE seems to be placing itself as:

A Boutique, Design based Real-Estate Developer.

- Not a mass builder
- Not such a big corporate building conglomerate.
- Instead, it is a high-end developer that focuses on customers who are interested in quality architecture and custom implementation.

A Multi-Concern Collaborative Group

Each of the affiliated entities comes with specialized expertise creating a cluster that is able to deliver projects end to end.

A Socially-Conscious Brand

One of its large-scale business projects was particularly featured in LEED Gold certification.

An Urban-Focused Builder

The projects are situated in the city high-quality areas such as Dhanmondi and Gulshan in Dhaka which means that high-value tertiary markets are targeted.

Summary of the Company Overview

By the way that SIMPLE is interpreted with the help of publicly available documentation, SIMPLE is a contemporary, design-driven and cross-disciplinary development firm that boasts a strong architectural identity and a expanding yet limited project portfolio. Its focus on curated design, sustainability, integrated services as well as strategic partnerships by way of allied concerns are some of the differences between it and traditional real-estates developers. But its lack of public announcement of internal structure, financial health, organizational leadership and ways it works show that it probably is a boutique or mid-sized firm as opposed to being a large corporate organization.

2.3 Management Practices

Management Practices at SIMPLETREE Introduction

This requires learning of the management practices at SIMPLETREE in order to assess how the organization is converting its design philosophy into operational and project-based success. Despite having a low-profile corporate presence, it is possible to deduce a number of attributes that are inherent in the management of the company, based on its business activities, description of projects, multi-concern ecosystem, and practices common to the industry of companies working on the development of boutiques.

The management practices include leadership style, organizational system, human resource management, decision-making culture and communication channels and workforce development. In the case of a company that boasts of Design, Construct and Execute, the management approaches have great impact on the quality, timeframes and productivity of the project results. Thus, this part critically examines the management practice of SIMPLETREE based on the available evidence and determining perceived gaps and evaluating likely internal processes.

2.3.1 Leadership Style

Although the details of leadership and executive profiles are not publicly disclosed by SIMPLETREE, the patterns observed based on the results of projects and the structure of the entire organization indicate the following features of the leadership:

1. Design-Centered and Vision-Oriented Leadership.

- The company pays a heavy emphasis on contemporary aesthetics, climate-sensitive design, sustainability, and design experiences.
- This implies a leadership that places emphasis on creativity, innovation and design excellence, which could be a result of the founders or directors, who could be architects.

2. Consultative, but Expert Power Leadership.

- SIMPLETREE operates on various expert issues (Volumezero, Spacezero, Simple Space, FMS Spacezero), which presumably are headed by gurus in architecture, construction, interior design and facilities management.

Such a structure presupposes a participative and collaborative leadership style; in which decision-making is decentralized among special departments.

3. Relationship-Oriented Leadership

- The company emphasizes the idea of long-term cooperation and customer trust over and over again.

This means that it is a leadership style that is concerned about the relationships between the stakeholders, client satisfaction over the long term and the personalized nature of the services offered, which is common to the client-oriented leadership styles.

4. Project-Based Delegation

In a development firm that deals with boutiques, the leadership is likely to outsource technical and creative duties to project managers, architects, engineers, and consultants.

- The model of multi-concern proposed by SIMPLETREE recommends delegation that is organized instead of centralized.

The likely general Leadership Style:

Design-led, collaborative excellence, Participative-Transformational.

2.3.2 The Company Structure and Management Line

SIMPLETREE, however, not publicly stated, seems to be operating on a matrix-like system:

Functional Units

- Architectural design (Volumezero Ltd)
- Construction & implementation departments.
- Space planning (Spacezero / Simple Space)

Facilities management (FMS Spacezero).

Project Teams

Every project (Silver Spring, Simpletree Anarkali) would consist of cross-functional team comprised of:

- Architects
- Structural engineers
- MEP specialists
- Construction supervisors
- Interior designers
- Quality control managers.
- Facilities management specialists.

Strategic Structure Features.

• Flexible and project-oriented that enables the teams to flex according to the size and complexity of the project.

• Multi-functional collaboration, and coordination between design and implementation.

• Hierarchical invisibility is low, which, as is characteristic of boutique firms, specialization and creativity are more important than strict hierarchy.

2.3.3 Human Resource Management (HRM) Practices

The HRM practices are determined based on industry standards and organizational performance given the lack of information available to the public.

Recruitment and Selection Process.

SIMPLETREE probably employs a skill-based approach to the recruitment strategy that concentrates on the creative, technical, and professional skills.

Most likely Recruitment Reeves:

- Portfolio interview (typical in architectural/design recruiting)
- Interviews with designers, engineers, and architects.
- Hiring of specific tasks by contractor or consultant.
- Recommendations through networks in the industry.

Project based talent sourcing.

Selection Criteria

- Skills in architecture / engineering software (AutoCAD, Revit, SketchUp, and so on)
- Experience in upper-end interior or architectural work.
- Knowledge about sustainability frameworks (e.g., LEED).
- Good creative problem-solving skill.
- Experience in project management.

Since the nature of the projects is such, SIMPLETREE can employ both full-time employees and specialized contractors.

Compensation System

Although there is no specific data, average developing firm of boutiques in the area applies:

1. Skilled-based Salary Structures.

The professionals like architects, designers and engineers are paid according to qualification, experience in a project, and technical know-how.

2. Project-Based Payments

The construction supervisors, skilled laborers and subcontractors are mostly paid based on project milestones.

3. Performance-Linked Incentives

In the case of design and engineering, the incentives can be based on:

- possesses good turnaround on deliverables,
- client satisfaction,
- design excellence,
- and project profitability.

4. Consultant or Contractual Compensation.

The specialized consultants (MEP experts, sustainability advisers, structural analysts) can operate at a contractual basis.

Practices in training and development

Although SIMPLETREE does not advertise training programs publicly, the practices can be deduced as follows:

1. On-the-Job Development

The architecture and design companies are very dependent on project exposure learning.

Junior architects and interns: It is possible that they get to learn directly under the seniors designers and project managers.

2. Within the Concerns Knowledge Sharing.

The partnership of Volumezero and Spacezero and FMS Spacezero implies internal knowledge transfer, cross-disciplinary education, and expertise sharing.

3. Modern Tool Proficiency

The employees would have to be trained on:

- Revit/BIM
- AutoCAD
- Construction scheduling software.

Sustainable design guidelines.

4. Engineering and Supervisor Site-Based Learning.

Construction sites are informal training grounds in regards to constraints of execution, materials and safety.

Performance Appraisal System

SIMPLETREE is more likely to take a hybrid approach between qualitative and project-based metrics of appraisal.

Performance Criteria may include:

- Design accuracy and creativity (in the case of architects/designers)
- Timeliness and schedule compliance (in the case of engineers/project managers)
- Quality and compliance in construction.
- Satisfaction of the client and communication.
- Problem-solving efficiency
- Design-execution co-ordination.
- Possible Methods of Evaluation:
- Project review meetings
- Supervisor assessments
- Peer reviews (usual in design firms)
- Client feedback
- Milestone deliveries examinations.

2.3.4 Organizational Culture

1. Design-Driven Culture

Fourth, creativity, aesthetics, and innovation seem to be the key points in the company culture.

This is supported by heavy focus on architectural identity and sustainable design.

2. Working in a team and Multi-Disciplinary.

Many issues that cooperate with each other demand collaboration, interdepartmental interaction and mutual goals.

3. Client-Centric Philosophy

• Focus on the power of long-term relationships implies the culture of focusing on having relationships and providing individualized services to clients.

4. Detail Orientation and Quality.

• Descriptions of projects are characterized by good attention to details in design, treatment of the facades, space utilization, and the quality of finishings.

This implies that there is a culture of accuracy, craftmanship and excellence.

5. Low Structural Rigidity and Flexibility.

The characteristic features of the development firms in the boutique market include relaxed communication lines, lax working process, and reduced hierarchy.

2.3.5 Strengths and Weaknesses of the Management.

Strengths

- Well-developed design leadership and architectural excellence.
- Multi-concern synergy increases specialization.
- Team-based project management strategy.
- Client-centered philosophy
- Elasticity in managing the project.

Weaknesses

- Deficiency of management transparency in the public.

- None of the HR policies or managerial profiles.
- The possibility of excessive dependence on sub-contractors and consultants.
- Small team structure can be a constraint of large project capacity.
- Low digital and communication presence decreases brand awareness.

Summative of the Management Practices.

The management of practices in SIMPLETREE portrays a small, design-oriented, organization motivated by a collaborative leadership style, cross-functional coordination, and management through project-related practices. Although their ecosystem of concerns implies organizational complexity and focus, transparency in leadership, human resources policies and structural hierarchy of the company is not extensive. However, according to the project results, there is good coordination, quality of design, and aesthetic-driven, sustainability-driven, and client-based culture.

2.4 Marketing Practices

Presentation of the Marketing Environment of SIMPLETREE.

In the marketing of any organization, particularly within the real-estate and architectural development industry, market competition, client acquisition strategy, and the overall understanding of the company is vital due to the marketing practices. In the context of SIMPLETREE, marketing is distinctively placed since it is a design-based, boutique-based developer, which depends more on quality, creativity and reputation, as opposed to targeted mass-market advertisements.

SIMPLETREE positions itself as a company that focuses on the high excellence of conceptual design, high standards of construction, and sustainable relationships with its clients. Consequently, the marketing strategy of the company seems to emphasize the brand name, design stories, project stories, and the establishment of credibility more than it focuses on active marketing strategies. This is in line with the preference of the high end real-estate developers and architectural consultancies, whose clientele may find repute, aesthetic, and personal referrals more important than traditional advertising.

This part analyses the marketing strategy of SIMPLETREE based on the classical marketing concepts, such as Marketing Strategy, Segmentation, Targeting, Positioning (STP) of the product, Marketing Channels, Branding, Promotion and Critical Marketing Issues.

2.4.1 Marketing Strategy

SIMPLETREE does not specifically offer a formal marketing strategy, but based on its published material and project stories, as well as its brand messages, we can deduce a definite marketing strategy.

1. Design Centric Differentiation Strategy.

The company distinguishes itself by close architectural identity, modern appearance and climate-receptive design.

This implies the differentiation strategy but not a low-cost strategy.

The quality projects such as Simpletree Anarkali (LEED gold certified) support its high-quality and environmentally friendly brand image.

2. High-End Market Focus

• The sites of projects are in high-end areas (e.g., Gulshan Avenue, Dhanmondi).

• The integration of the quality of architecture and the position implies a high or upper-middle-class audience.

3. Quality-Based Value Proposition.

The marketing of SIMPLETREE is focused on:

- superior design,
- structural durability,
- sustainability,
- user comfort,

- long-term partnership.

This indicates that it is a brand built on values rather than a property dealer.

4. Relationship-Oriented Strategy

• The story about the importance of long-term customer relationships suggests the focus on clients in the long-run.

This is common to boutique firms where service to the customer is more important than the selling process.

2.4.2 Market Segmentation

According to its portfolio, SIMPLETREE probably divides its market in the following dimensions:

1. Demographic Segmentation

- High-income to upper-middle clients that want high quality, city housing.
- Business and corporate clients in need of business premises in strategic positions.

2. Geographic Segmentation

- Urban metropolitan areas
- Main areas where there is a high price of the property (Dhanmondi, Gulshan, Banani, etc.)

3. Behavioral Segmentation

• Clients who would want long-term value of assets and luxurious architecture.

• Green conscious consumers who are willing to have certified and sustainable buildings.

4. Psychographic Segmentation

• People who have urban way of life.

• Customers that appreciate beauty, design, and art.

• Companies that use brand image and establish prestige as a priority.

2.4.3 Target Market

The probable target markets of SIMPLEtree are:

1. Professionals in the city with high income.

People and families preferred to seek high-quality residential buildings with high design and facilities.

2. Business Customers and Commercial Tenants.

Companies which want well-planned commercial space in the areas of prestige.

3. Specifically, investors who are after high-value real-estates.

Buyers who are investment oriented, and seek properties that appreciate value in the long run and ones that have good aesthetics.

4. Design-Conscious Clients

Consumers are those who put more emphasis on architecture, interior design and lifestyle quality rather than reducing costs.

2.4.4 Positioning Strategy

SIMPLETREE positively positions itself as:

A high-quality design-based real-estate and development company.

Its pillars of positioning are:

- Architectural excellence
- Design experiences contemporary and edited experiences.
- Climate-responsible and sustainable living.
- Design-build-manage integrated services.
- Boutique and customer-oriented service.

This placement is what makes it different compared to mass-market developers or construction-only companies.

2.4.5 Products and Services Marketing

Although SIMPETREE is a service-based platform, this has a productish aspect in its marketing as it is a project-based brand.

1. Residential Projects (Product Strategy).

- High-rise and boutique apartments.
- Special design of the facade, natural light, ventilation.
- Lifestyle facilities (rooftop pools, decks, bbqs, etc.)

2. Commercial Projects

Modern business premises that have iconic architectural designs.

- Flexible commercial spaces
- Sustainability certification (LEED Gold)
- Tenant company benefits of branding.

3. Design and Building Construction.

• Ideational and detailed design.

- Project execution
- Interior design solutions
- Facilities management services.

4. Differentiating Features

- Climate sensitive design (e.g., prolonged slabs, louvers)
- Combination of beauty and utilitarianism.
- High quality finishing materials.
- Eco-friendly systems

2.4.6 Branding Activities

The branding of SIMPLETREE is weak but powerful. The main branding factors are:

1. Tagline

"We Design. We Construct. We Execute."

This is a clear message of the built-in model of services.

2. Signatory Style of Architecture.

The recognizable brand image is created with the help of soft modernism, clean lines, green elements, and graceful language of the facades.

3. Sustainability Branding

The LEED Gold certification will make SIMPLETREE a responsible and future-oriented developer.

4. Visual Branding: Project Photography.

The company relies on quality architectural photography in its website to highlight the emphasis of craftsmanship, luxury and detail of design.

Developing an advertising and promotional strategy is essential to reduce the chance of failure.

2.4.7 Advertising and Promotion Strategy

SIMPLETEER seems to employ small-volume, high-quality promotion, which are common with the boutique firms.

Major Promotional Channels Located:

1. Internet as the Primary Promotional Media.

- Detailed project pages
- High-resolution visuals
- Narratives of descriptive design.
- Strauss but sophisticated interface.

2. Word of Mouth and Referral Marketing.

Probably one of the primary factors of client acquisition in the world of architectural and luxury development industry.

3. Portfolio-Based Promotion

The key marketing instrument of capturing high-end customers is project portfolios.

4. Sustainability Certification as Advertisement.

Strong marketing assets such as the Simpletree Anarkali project with LEED Gold certified buildings can be used a marketing tool.

5. Weak Social Media Presence.

There is no significant active promotion on the social platforms, implying that personal networks and reputation should be used.

The company maintains an online presence and engages with potential customers using digital marketing methods.

The online presence of SIMPLETREE is not that large:

- None of significant active digital campaigns.
- Brand communication led by the Internet.
- Little social media presence.
- Minimal sign of search engine optimization or internet advertising.
- There is excessive use of visual storytelling on the site.

It is common with companies that have a niche high-end client, and digital mass marketing might not be essential.

2.4.8 Critical Marketing Problems and Lapses

It is possible to identify several critical problems:

1. Absence of a Fully-fledged marketing Department.

It lacks prominent signs of an organized marketing department or marketing executive role.

2. Poor Promotional Visibility.

Compared to the competing firms in real estate and development markets, the firm has a low presence.

3. Low Social Media Engagement

Being out of such platforms as Instagram, Facebook, or LinkedIn makes a brand less recognizable.

4. Low Availability of Client Testimonials.

The presentation of additional client experience and feedback could boost brand credibility.

5. Limited Geographic Reach

The marketing activities are localised reducing the chances of expansion.

6. Minor Information Disclosure.

There are no publicly available details of pricing strategies, investment opportunities and sales process disclosure.

The following is a summary of the marketing practices:

SIMPLETREE does not use the traditional methods of mass-advertisement to promote itself; instead, it uses design excellence, project showcase, sustainability achievements and reputation-building. Its positioning as a brand is that of a boutique, its marketing strategy is elite, low profile and brand-experience based. Although it enhances exclusivity and luxury, it also raises the lack of visibility, scalability, and reach to customers.

To conclude, it is possible to state that SIMPLETREE implements a design-based, reputation-based marketing model that relies on the architectural quality, project-based narratives, and high-end positioning instead of volume-based advertising. Although such solution contributes to the effective brand image, particularly in the case of design-focused and high-end customers, it also reveals critical weaknesses in its exposure in the public, online marketing capabilities, and holistic promotion strategy. By reinforcing these points, it may give SIMPLETREE the ability to expand and become more competitive in the context of the larger real-estate and architectural development sector.

2.5 Financial Performance and Accounting Practices

Background to the Financial Profile of SIMPLETREE.

Accounting practices and financial performance are essential pointers of the stability of an organization, its ability to grow in the long term, its ability to make investments, and reliability in executing the organization projects. In a company like SIMPLETREE that positions itself as a modern, design-oriented real-estate and development company financial stability is a direct factor in its capabilities to implement mega constructions projects, sustain high-quality standards and longevity of commitments with customers.

But, even in comparison with publicly listed corporations, SIMPLETREE does not issue open financial statements, audited reports, and annual disclosures. Consequently, the financial analysis of this section is quite dependent on the outside databases, industry averages, projected patterns, project specifications, and the common practice of accounting employed by the architecture and development firms of boutique type. The aim is to outline a realistic and well-defended financial perspective taking into consideration the shortcomings of a publicly available data.

2.5.1 Financial Size and Revenue Indicators Overview

Absence of Direct Financial Disclosure.

SIMPLETREE does not publish:

- Annual reports
- Profit and loss statements
- Balance sheets
- Cash flow statements
- Auditor certifications

This is typical of small-to-mid privately held development companies particularly those who run by a series of affiliated concerns.

Outsourced estimates of Business Databases.

One business directory outside the organization under consideration contains an entry of Simple Tree (probably denoting the same entity) in the Consumer Services category, and the indicators listed below are approximate:

- Employee count: 6–10 employees
- Revenue expected: USD 1 million -5 million per year.

These are rough numbers but not conclusive as the directory could be applying them to a single subsidiary (design unit) and not the whole SIMPLETREE group.

Monetary Strength and It Drawn out of Projects.

Even with its small-scale external revenue forecasts, SIMPLETREE project portfolio (14 storey residential building and LEED gold commercial building) presupposes:

- Availability of important capital sources.
- Capability to handle multi-stage projects that are long term.
- Co-operation with contractors, consultants and third-party engineers.
- Possible partnership with landowners or investors.

Therefore, the scale of SIMPLETREE operations seems to be bigger than suggested data in external databases, particularly taking into account the real-estate financing trends in the area.

2.5.2 Accounting Systems and Financial Records-Keeping Practices

Though the company does not publicly explain their accounting structure, accounting, and reporting firms in the boutique development industry such as SIMPLETREE generally operates under a structured accounting structure that includes:

1. Accrual-Based Accounting

Widely applied in buildings and real-estate companies due to the fact that the revenues and the expenditures are over a period of time.

2. Project-Based Accounting

Every building project is considered as individual financial unit, which is monitored:

- Labor costs
- Materials
- Design fees
- Engineering costs
- Permit and approval fees
- Subcontractor payments

• Allocated overheads on each project.

3. Application of Standard Accounting Software.

The firm could use one of the following programs though it is not confirmed:

- Tally ERP
- QuickBooks
- Zoho Books
- Construction-specific (e.g., Procore, Buildertrend) platforms.

The tools are applied in the preparation of financial reports, billing schedules, payment management, payroll and tax preparation.

4. Documentation and Compliance

Typical practices include:

- Keeping financial vouchers and invoices.
- Keeping records of client payment schedules.
- Managing contractor bills
- Tracking purchase orders
- Filing statutory taxes

With a multi-concern network of the company, different units might have their own financial books that are periodically consolidated to look at the groups on the basis.

2.5.3 Sources of Revenue

SIMPLETREE seems to have the following sources of revenue:

1. Real-Estate Development Projects.

The income is gained through the sale of residential units (apartments, units) or leasing of commercial units.

2. Architectural and Design Fees.

Design consultation and planning, architectural plans, 3D graphicization and plan development of engineering plans.

3. Construction Revenue- Construction Molestation.

Labor, material markup and project management fees Income received on construction contracts.

4. Fit-Out/ Interior Design Services.

Extra sales to interior, furnishing, and space planning.

5. Facilities management services (FMS).

The repetitive revenue on the basis of building repairs, maintenance, and safety checks and MEP system maintenance.

6. Supervision Charges or Fees of Consultants.

Where SIMPLETREE is another developer instead of a consultant.

The diversified sources of revenue suggest a mixed-income business model, where one-time income of high value projects is balanced with recurring incomes of service-based projects.

2.5.4 Capital Structure and Investment Capacity

1. Financing Projects Equity Based.

Most of the real-estate developers that operate small boutique businesses partner with landowners or investors through equity partnerships that save on initial capital requirements.

2. Client-Driven Funding

Residential developments tend to be based on installment payments made by the unit buyers distributed throughout the construction stages.

3. Project Credit Line and Bank Loans.

The construction of a large-scale usually involves:

- finance project within short term.
- working capital loans
- financing of purchases of material.
- equipment leasing agreements.

4. Use of External Contractors

Lessening the requirement to spend large sums of capital (CAPEX) on equipment, workforce, or internal building tools.

5. Architectural R&D Investment.

Design-focused companies are often investing in:

- advanced design software
- architectural visualizing tools.
- sustainability certifications (LEED processes)

These investments increase long term brand value.

The implied capital structure is lean and efficient, being based on partnerships, staged financing, and outsourced implementation.

2.5.5 Cost Structure and Expenses Type

Common cost centers of SIMPLETREE are:

1. Direct Construction Costs

Bricks, aggregates, cement, steel.

Plumbing and electrical equipment.

- HVAC systems
- Payments of labor and subcontractors.

2. Architectural and Design Costs.

- Architect, design, engineer salaries.

Software subscriptions (AutoCAD, Revit, BIM tools).

- Design testing & rendering

3. Land purchase of joint venture cost

4. Regulatory and Government Fees.

- Environmental clearances
- Municipal approvals
- Utility connection fees

5. Marketing and Sales Costs

The company invests in, albeit in minimal amounts:

- Website design
- Project photography
- Brochure development
- Digital maintenance

6. Facilities Costs Management.

Recurring costs may be building maintenance personnel, materials and maintenance equipment where necessary.

7. Administrative and Overhead Costs.

- Office rent
- Utilities
- Legal services
- Communication systems
- IT support

2.5.6 Systems of Budgeting and Financial Control

REAL-ESTATE budgeting typically abides by the following: although, this is not publicly stated:

1. Pre-Construction Budgeting

- Cost estimation
- Feasibility analysis
- Budgeting of an architect and consultant.
- Landowner negotiation

2. Construction Phase Budgeting

- Monthly cash flow forecasting.
- Budgeting of material purchase.
- Management of contractor billing.
- The budget of contingency funds.

3. Post Construction and Handover Budgeting.

- Finishing and internal costs.
- Audit of actual vs. budget

• Marketing and end of handover costs.

4. Control Mechanisms Probable to be used.

- Large payments to be scrutinized by two people.
- Progress based contractor payment.
- Monitoring Bill of Quantities (BOQ)
- Frequent reporting to management on a financial basis.
- Variance analysis

These systems contribute towards financial discipline and risk mitigation.

2.5.7 Financial Transparency and Reporting Problems

Key Observations:

1. SIMPLETREE and its concerns do not have any publicly accessible financial statements.

2. External directories are constrained in the amount of revenue and data on employees, and this data is not entirely reliable.

3. The company web site does not reveal:

- leadership details
- financial operational ability.
- annual turnover
- profitability trends
- audit reports

Implications:

- Hardly determinable financial stability.
- Potential clients/ investors might be required to conduct more due diligence.
- The low level of transparency is a typical issue with privately owned companies in the real estate sector.

2.5.8 Financial risks and Constraints

1. Delay of the Project to the Cash Flow.

Costs and predictability of revenues are often raised by construction delays.

2. Reliance on Client Installments or Partnerships.

Project drift can be caused by cash flow disruptions.

3. Market Fluctuations

Shocks of real-estates may decrease the levels of sales or occupancy.

4. Volatility of Material Costs is high.

The variability of steel, cement, and finishing materials may put financial pressure on the budgets.

5. Financial Disclosure Deficiency.

Gives outside stakeholders hesitation in participation.

6. Reliance on Subcontractors

On the one hand, it can help minimize the fixed costs, on the other hand, it can raise the variable costs and cause the unpredictability due to its overreliance.

Financial Performance and Accounting Practices Conclusion

Even though SIMPLETREE does not publish financial statements, an in-depth study of the size of the projects, the form of business and the industry practices can give a fair understanding of its financial activities. This company seems to be running under a lean, project-based financial framework that is backed by a diversified revenue base and joint capital structure. Nevertheless, the fact that it is not very transparent, that the apparent size of the public is small, and that it relies on multi-concern relationships also brings about a sense of ambiguity, which prospective investors or clients are advised to assess based on formal due diligence.

The general financial strategy is in line with the development companies in the boutique and design excellence and the selective high-value projects instead of mass building.

2.6 Operations Management and Information Systems Practices

Overview of Operational Framework at SIMPLETREE.

Operation Management (OM) is the basis of SIMPLETREE capacity to conceptualize, design, build and come up with quality architectural and real-estate development projects. Being a multi-disciplinary company that integrates architecture, construction implementation, interior design, and facilities management, SIMPLETREE is forced to organize the complicated workflows, teams of specialists, subcontractors, and external partners.

Although the company does not publicly reveal the specifics of the inside processes, the descriptions of that project and the structure of the organizational ecosystem (Volumezero Ltd, Spacezero Ltd, Simple Space, and FMS Spacezero) show the most integrated operational paradigm. This part will re-construct the operations of SIMPLETREE based on industry standards, inferred processes, and evidence in the project.

Also, Information Systems (IS) play an important role in the contemporary construction and architectural management. Although the IT systems of the SIMPLETREE are not directly outlined on the web, the character of the work implies the usage of software design programs, project management software, time management programs, and databases operating.

2.6.1 Structure of operations management

The operational system of SIMPLETREE seems to be project-based and multi-purpose, where four main operational units are combined:

1. Design and Concept Development Architectural.
2. Construction Implementation & Site Management.
3. Interior Design and Fit-out Operations.
4. Facilities Management Services (FMS)

The units are rather semi-autonomous, although they work closely in the project ecosystem.

Features of Operational Structure:

- The coordination between construction, architecture and construction is through a matrix.

- Cross-functional teams were formed on project basis (architects, engineers, interior designers, site supervisors, MEP consultants, subcontractors).
- Multi-concern, in which Volumezero leads the design, Spacezero leads spatial planning/interiors and FMS Spacezero leads post-construction operations.
- Small corporate design, characteristic of design-driven development firms, with the ability to make quick decisions.

2.6.2 Essential Building Blocks of SIMPLE trees Workflow

1. Pre-Design and Conceptualization Stage.

- Client need assessment

Site Analysis and Feasibility Study.

- Ideation and architectural sketches.
- Planning based on climate responsiveness (sun, airflow, shading)
- Budget feasibility lock-in.
- The preliminary project timeline estimation.

This stage is very creative and profoundly participatory due to the design-oriented brand image.

2. Detailed Architectural and Engineering Design Stage.

- Designing of floor plans, elevation, sectional drawings.
- Steel and RCC (structural analysis) design.
- The mechanical, electrical, plumbing (MEP) planning.
- Selection and finishing specifications of the materials.
- Sustainability planning or LEED compliance planning (where appropriate)
- Preparation of BOQ (Bill of Quantities)

These stages are probably spearheaded by Volumezero Ltd.

3. Construction Planning and Scheduling.

- Preparation of Gantt charts
- Design of critical path method (CPM) schedules.
- The allocation of resources (labor, equipment, materials)

- Subcontractor negotiation and contractor selection.
- Procurement scheduling

The use of construction planning practices is used to ensure that the construction is executed in time.

4. Construction implementation.

This is also one of the most operationally intensive stages and involves:

- Site mobilization
- Excavation/ foundation work.
- Structural construction (Columns, beams, slabs)
- Masonry and walling
- MEP installation
- Plastering, flooring, tiling
- Carpentry and interior work
- Façade installation
- Landscaping and finishing

The coordinated cycles of work of site supervisors, project engineers and contractors are directed at quality and safety.

5. Quality Control and Inspection.

Key quality checks include:

- Checking of materials.
- Safety inspections of structure.
- MEP compliance tests
- Concrete curing checks
- The completion quality checks.
- Pre-handover walkthroughs

Quality is a major differentiator considering the fact that SIMPLETREE is a boutique.

6. Handover Phase

- Final finishing & polishing
- Snag list corrections
- Client inspections

Documentation and handover of warranties.

• Legal and occupancy certifications.

7. Facilities Management (Post-Construction)

SIMPLETREE probably operates:

- Building maintenance
- Safety inspections
- HVAC maintenance
- MEP system upkeep
- Custodial services and cleaning.
- Security coordination
- Long-term asset management

This supports the idea of long-term relationships that the firm has.

Quality management practices involve what humans establish in the process of performance appraisal to help manage their tasks, duties, and responsibilities (VEGA, 2010).

2.6.3 Quality Management Practices

A quality management practice is what human beings set up when handling the process of performance appraisal to assist in handling their tasks, duties, and responsibilities (VEGA, 2010).

Although SIMPLETREE does not clearly describe its quality framework, it is possible to see quality management in the descriptions of projects.

Areas of the Quality Management:

1. Climate-responsive architecture
2. Environmental performance and sustainability.
3. High-quality finished materials.
4. Adherence to the building regulations.

5. Accuracy in interior decorations.
6. Integrity and safety.

Probably Quality Assurance Mechanisms:

- On-site inspections of important construction phases.
- Testing of the materials (sand, steel, cement, concrete)
- Contractor performance appraisals.
- MEP system load tests
- Interior finishing checks
- Cross-functional review meetings.

Use of Standards:

- National Building Codes
- Fire safety standards
- Environmental compliance

LEED certification requirements (of selected projects)

2.6.4 Practices of Scheduling and Resource Allocation

Time optimization is important in construction projects. SIMPLETREE is probably applying a mixture of:

Scheduling Tools:

- Gantt charts
- The industry standards: Microsoft Project or Primavera.
- Construction CRM tools
- On-site progress tracking sheets.

Practices related to resource allocation:

- Division of labor according to the building phases.
- Co-ordination with sub contractors in specialized work.
- Procurement of materials in line with progress.
- Design resource allocation on revisions.

- Distribution of resources based on budget.

Key Scheduling Strategies:

- Critical Path Method (CPM)

Milestone-based project tracking.

- Site coordination meetings on a weekly basis.
- Delivery schedules related to the vendor.
- Proper allocation of resources leads to a project being delivered in time and at a low cost.

2.6.5 Vendor and Supply Chain Management

Management of supply chain in a developer such as SIMPLETREE entails:

1. Material Procurement

- Steel, cement, bricks, tiles, MEP materials, glass, paint.
- Mass buying to save on price.

Vendor negotiation: Quality assurance.

2. Subcontractor Management

- Hiring of qualified civil contractors.
- Electrical and plumbing subcontractors.
- Contractors of interior finishing.
- Façade specialists

3. Logistic Coordination

- Site delivery planning
- Storage and material safety
- Timely availability of equipment.

4. Development of Vendors Relationship.

The use of dependable vendors also helps in ensuring consistency in quality in Boutique firms.

2.6.6 Application of Information Systems (IS) in the Operations of SIMPLETREE

Although the company does not directly post its digital systems, the type of architectural and construction work presupposes the use of:

1. The architectural and design software:

- AutoCAD (2D drawings)
- Revit (BIM modeling)
- SketchUp (visualization of concepts in the mind)
- Lumion or V-Ray (rendering)
- Critical in the detailed drawing and architectural presentation.

2. Project Management Tools:

- Trello / Asana / Monday.com to track the tasks.
- Scheduling Project Microsoft Project / Primavera.
- Customized Gantt charts
- Document management tools within the company.

3. Communication Systems:

- Email communication
- WhatsApp/Slack channels to update on the site in real time.
- Storage in clouds (Google Drive, OneDrive)

4. Financial Systems:

What existing financial system does the company currently have? Financial and Accounting Systems:

- Simple accounting Tally ERP / QuickBooks.
- The inventory and procurement modules.
- Contractor billing management system.

5. Facility Management Systems (via FMS Spacezero):

- Maintenance scheduling instruments.
- Complaint tracking systems

- Asset register databases
- Visitor management systems

There is no confirmation, but more often than not such type of firms operate with hybrid systems of digital and manual systems.

2.6.7. Database and Office Management Software Practices

Potential office management systems are:

1. Document Management Systems (DMS):

Used to store:

- architectural drawings
- contracts
- BOQs
- invoices
- project progress reports

2. Customer Relationship Management (CRM):

Used for:

- Client communication
- Inquiry tracking
- Project documentation
- After-sales service

3. Currently, the company maintains an extensive database of employees.

Employee Database Management:

- Basic HR records
- Attendance and payroll
- Resource allocation log

4. Facilities Management Databases:

- Equipment logs

- Maintenance records
- Archives of utility consumption.

The most probable combination of spreadsheets, clouds, and commercial software tools is likely to be employed by SIMPLEtree.

2.6.8 Operational Risk and Bottlenecks

1. The reliance on Subcontractors.

This can result in quality variability and schedule risks because the teams they rely on are outsourced teams.

2. Little Digital Transparency.

The lack of stated digital systems gives doubt to the strength of the process.

3. Construction Delays

Potentially because of delays by suppliers, weather conditions or regulatory approvals.

4. Material Price Variances.

Influences the accuracy of the budget and profitability of projects.

5. Fragmentation of Data across Concerns.

Considering that there are numerous affiliates, it becomes difficult to have a single database.

2.6.9 Restrictions of Publicly Known Operational Information

- None of the public SOP (Standard Operating Procedures).
- None of the published information on ERP or office management software.
- None of the quality assurance manuals recorded.
- No publicly available process flowcharts.
- Lack of transparency on the labor management systems.
- Potential non-digitalized enterprise-wide platforms.

These constraints inhibit the possibility to map completely the operational capabilities of SIMPLETREE.

Operations Management and Information Systems Practices Conclusion

SIMPLETREE seems to have an operation system based on multi-layered and designed-integrated system that associates with its identity of the boutique and premium development system. Its operations probably involve well coordinated planning, high architectural organization, quality based construction management, and facilities management services.

Although the company appears to be able to handle high-end residential and commercial projects, its openness in terms of operational systems and digital infrastructure is incredibly minimal. To assess the reliability of operations comprehensively, the would-be stakeholders would require a better insight into the internal operations, digital tools, and quality control systems.

2.7 Competitive Analysis and Industry Analysis

Introduction to Industry Competitiveness.

SIMPLE tree is in the business of developing real-estates, new architectural designs and construction industry which is among the most competitive and dynamic industry in new urban markets. The competition in the industry is intense, and the expectations of clients are on the rise as well as the standards of design changes rapidly, as well as the regulatory issues and an increasing focus on sustainability and environmental performance.

Since SIMPLETREE is a development organization with a positioning based on a boutique, design-oriented, multi-concern, it is critical to consider the external forces in the industry and the competitive environment to assess its strategic stance and its ability to survive in the long term. In this section, the industry is analyzed using the Porters Five Forces after which a detailed SWOT analysis is conducted where the strengths of the company are classified into common, imitable, and distinctive competencies in order to establish the potential competitive advantage of the company.

2.7.1. Porters Five Force Analysis

1. Threat of new entrants- moderate to high.

The real-estate and architectural development sector is highly prone to new entrants as there is a great market demand to residential and commercial real estate in urban centers. The barriers to entry however differ with scale.

Entry Barriers Include:

- Large initial capital requirements to do large scale projects.
- Complexities of land acquisitions.
- Availability of contractor networks.
- Require design skills and technical skills.
- Brand reputation and building of trust.

Industry Impact:

- Boutique firms having good design identity (SIMPLETREE) have moderate entry threats of the upcoming architecture studios or smaller developers.
- The size of the construction conglomerates is less vulnerable to threats because of scale effects.

Overall Assessment:

Although new companies can enter relatively easily when the scale is small, when it comes to entering on a high scale of premium, design-oriented development, reputation, experience, and trust in the companies are required, and thus the threat is not that high.

2. Buyers Bargaining Power- High.

Customers in the real-estate and construction sector have a high bargaining power.

Buyers can have strong power due to the reasons listed below:

- Many companies which provide similar architectural or real-estate services.
- Clients who compare various designs, quality under consideration and pricing model.
- Boutique firms high involvement of clients in design decisions.
- Buyers have high stakes which enhances negotiation power.
- Presence of online information, reviews, and alternative competitors.

Impact on SIMPLETREE:

- SIMPLETREE should ensure that it has high design quality, better finishing and good client communication to make premium pricing worth paying.

The boutique quality of the firm makes this firm more vulnerable to customer satisfaction, client demands and reputation.

Conclusion:

The buyer power is high as it puts pressure on SIMPLETREE to practice excellence and differentiation.

3. Supplier Bargaining Power- Moderate.

The suppliers in this industry are:

- Suppliers of materials (steel, cement, finishing material)
- Subcontractors (MEP specialists, civil contractors, interior contractors)
- Architectural consultants
- Software suppliers, technology.
- Skilled labor providers

Factors that Limiting Supplier Power:

- A great number of suppliers of materials.
- Market competitive subcontractor.
- There is a risk of changing suppliers in case of poor performance.

Factors raising Supplier Power:

High volatility of material cost (steel, cement)

- Reliance on the services of special subcontractors to do high end finishing.
- There are professionals in architecture and engineering, who could charge high rates.
- Proficient workforce scarcity in some market circumstances.

Impact on SIMPLETREE:

- Quality focus of SIMPLETREE implies that it has some suppliers leverage because of the fact that they will have specialized and high-quality suppliers.

Nevertheless, the company is still able to bargain because of competitive supply markets.

The power of suppliers is moderate and not low or high.

4. Substitutes Threat -Low to moderate.

Some substitutes in the real-estate and design business are:

- Mass-builders with lower cost housing.
- Uniform apartment complexes.
- Solutions based on prefabricated and modular construction.
- Self-service interior decorating or low cost contractors to clients who want to save money.
- Other architecture studios in the competition of providing such design services.

Impact on SIMPLETREE:

- SIMPLETREE can be distinguished by the quality of design, sustainability, and innovation in design.
- There are no easy substitutes to the high-end and personalized solutions offered by SIMPLETREE through generic or mass-produced ones.
- Nonetheless, customers, who are price-sensitive might buy less expensive options in case design elegance is not a necessity.

The threat of substitutes in target premium market is low in the case of SIMPLETREE, moderate in the general segments.

5. Competitive Rivalry – High

It is a highly competitive industry with real-estate and construction being done at very high levels.

Competitors Include:

- Massive national developers.
- Boutique architectural agencies.
- Mid-range real-estate constructors.
- Self employed contractors who are marketed at the same market.
- Companies that deal with sustainable or luxury designs.

Drivers of High Rivalry:

- A large number of companies that compete with each other in terms of urban neighborhood.
- Pricing pressures

- Constant differentiation suffers because of design innovation.
- Fast development of the industry with new entrants.
- Clients who can change developers with ease.

Impact on SIMPLETREE:

- Should always be innovative and quality conscious.
- Needs a powerful branding so as to be unique.
- Competition by the firms which have a bigger resource base is a challenge.

There is strong competition, and differentiation is the key to survival and prosperity of SIMPLETREE.

Summary of Five Forces

Force	Intensity	Implication for SIMPLETREE
Threat of new entrants	Moderate- High	Should be dependent on reputation and specialization.
Bargaining Power of Buyers	High	Should have high quality and service.
Bargaining power of Suppliers	Moderate	Should have good negotiation and supplier diversification.
Threat of Substitutes	Low- Moderate	Design superiority minimizes risk of substitutes.
Competitive Rivalry	High	Needs high differentiation and brand name.

2.7.2 SWOT Analysis

Strengths (Internal Capabilities)

1. Firm Architectural Identity.

- Premium, curated design
- Climate sensitive buildings.

- Modernity and aesthetic buildings philosophy.

2. Integrated Design-Build-Manage Model.

- Architectural department of the firm (Volumezero)
- Interior specialization (Spacezero & Simple Space)
- Facilities management (FMS Spacezero)
- Improved client trust and control of project.

3. Sustainability Credentials

- LEED Gold-certified business structure (Simpletree Anarkali).
- Enhances brand presence in metropolitan markets that are environmentally conscious.

4. Boutique Client-Centric Approach.

- Personalized service
- High design involvement
- Good working relationship with clients.

5. Seasoned Multidisciplinary Teams.

- Proficiency in architecture, engineering, interiors as well as construction.
- Cross-functional cooperation is effective.

Weaknesses (Internal Challenges)

1. Inadequate Financial Transparency of the Government.

- None of the financial statements are publicly available.
- Makes evaluation of investors hard.

2. Small Public Footprint

- Limited digital presence
- Minor number of published portfolios of projects.
- Low brand awareness as compared to bigger companies.

3. Risks of overreliance with subcontractors.

- Quality variance risks
- Scheduling uncertainties

4. Lean Organizational Size

- There are estimated 6-10 publicly listed employees (it is possible that it is not the whole group)
- Removes mass capacity of projects.

5. Little Diversification in marketing.

- Portfolio and referral dependence.
- Absence of online or mass marketing restricts growth.

Opportunities (External Possibilities of Growth)

1. Emerging Urban Pressure on Design-oriented Living.

- Increased preference to modern and sustainable architecture.
- Growth of urban middle and upper classes in the market.

2. Promoting the Green Building Awareness.

- Green certifications enhancing brand value.
- Federal policies to support green building.

3. Possible New Business into Hospitality, Commercial Interiors, or Smart Buildings.

- Using design capacity in new industries.

4. Opportunities of Digital Transformation.

Examples include the adoption of BIM, ERP, and construction management technology.

- Improving operational effectiveness.

5. Internationalization or Going Global.

- The South Asian markets or Middle East markets.

Threats (External Risks)

1. Strong Competition by bigger companies.

- Domination of the market by the real-estate giants.
- Big developer pricing and marketing advantage.

2. Economic Unpredictability and Construction Price Swing.

- Steel, cement, labor inflation.

Impacts the profitability and the accuracy of the budgeting.

3. Regulatory Complexity

- Tightening of safety, environmental and building codes.
- Potential project delays

4. Market Changes on the Purchaser Preference.

- Demand moving to low-cost housing segments.
- Premium niche can be reduced in case of economic slowdown.

5. Reliance on talented Workforce and Experts.

- Shortage of skills enhances risks of operations.

2.7.3 Strengths Classification: Common, Imitable and Distinctive

Ordinary Strengths (Base Capabilities)

- Normal design and drafting skills.
- Capacity to administer work on construction endeavors.
- Simple client communication systems.
- These are the strengths that are common throughout the industry.

Replicable Strengths (Valuable and Replicable)

- Modern design software used.
- Appealing project and web site portfolios.

- Climate-responsive façades
- Interior layout quality
- These could be replicated by the competitors with time and resources.

Unique Competitive Advantages (Distinctive Strengths).

1. Integrated Multi-Concern Ecosystem.

The cooperation of Volumezero, Spacezero, Simple Space, and FMS Spacezero, unlike single-unit developers, develops a complete network of services, which is called SIMPLETREE.

2. Established Sustainability Achievement (LEED Gold)

Such recognized certifications are not in every company in the market.

3. Boutique, Curated Design Philosophy.

Brings the personalization and creativity which can hardly be matched by the mass developers.

4. Extremely High Signature Branding.

The architectural identity of SIMPLETREE is unique in a market that is flooded with no-frills designs.

5. Well-established Relationship Building Culture and Client Trust Culture.

Such a long-term trust-based model is difficult to imitate because it underlies on reputation and constant performance.

These are unique strengths which are the basis of competitive advantages of the company.

Industry and Competitive Analysis Conclusion.

SIMPLETREE is in a very competitive and dynamically changing business wherein the design innovation, sustainability, financial stability, and customer satisfaction are the key factors that define success. The integrated multi-concern operational model of operation, together with the strong emphasis on design by the company, as reflected in its boutique, has given the company a significant source of differentiation in the high-end market segment.

But aggressive competition, buyer power, and lack of transparency among the populace are a challenge. Sustainability, digitalization, and market expansion in cities are the opportunities, and economic instability and regulations are threats.

The long-term success that SIMPLETREE can attain will be based on its capacity to:

- Reinforce its brand name
- Increase operational capacity,
- Improve transparency,
- Keep developing unique design and implementation capabilities.

2.8 Summary and Conclusions

This chapter has given a broad and multi-dimensional view of SIMPLETREE as a host organization, its structural characteristics, managerial, operational, marketing, and financial performance, and its competitiveness in the industry. This chapter created a detailed portrayal of the organization based on publicly available information, description of the projects, related interests, and deduced industry behaviors that assist in validating the entire internship research.

1. Organizational Background

SIMPLETREE is an ecosystem of inter-related concerns that manifest as an architectural organization and real estate development, called SIMPLETREE, which functions under the umbrella brand of Volumezero Ltd, Spacezero Ltd, Simple Space and FMS Spacezero. All these units together facilitate the company to provide a total integrated service that involves design, construction implementation, interior development, and post construction facilities management. The brand image focuses on the handpicked design, contemporary style, sustainability, and long-term customer relationships. Nevertheless, the insufficient disclosure to the general audience and a slender online presence presents obstacles to knowing the ins and outs of the company completely.

2. The management practices (Section 2.3) fall under the management practices category.

The type of management at SIMPLETREE seems to be collaborative, design-driven and expert-oriented and builds on the cross-functional teamwork and delegation of projects. The HR practices that are not publicly reported, are probably aligned to the industry standards in terms of skill based hiring, design portfolio analysis, and performance measurement on the basis of project milestones. One of the strengths is that the company has managed to incorporate the skills of architects, engineers, interior experts, contractors, and facilities managers into integrated quality project delivery units. Nonetheless, scalability could be affected by such issues as the lack of HR transparency and dependence on subcontractors.

3. This is referred to as the Marketing Practices (Section 2.4).

The feature of marketing at SIMPLETREE is quality-based, low-profile, and design-oriented marketing, which is based on project narration, high-quality architectural visuals, sustainability performance (LEED Gold), and client-focused advocacy. The firm relies on brand perception, portfolio strength and the word-of-mouth referrals rather than mass advertising. Although this strengthens exclusivity and boutique value, it also stands as a limitation to market penetration with poor digital interaction and promotion.

4. Financially and Accounting Practices (Section 2.5)

The level of financial transparency is also low, and there are no audited statements that are publicly available. The data provided by the external directories points to the small-scale structure, but the list of projects the company completed states the availability of adequate financing schemes and collaboration model. SIMPLETREE must be using project based accounting, accrual based systems, budget controls and construction specific financial procedures, where revenue will be through the architecture, real estate sales, construction performance, interior service and facilities management. The absence of the disclosed financial information, however, make potential investors and partners suspicious.

5. Information Systems and Operations Management (Section 2.6)

The operations of the company are very well-coordinated and multi-staged work process involving conceptual design, engineering, construction, quality, interior finishing, and long-term facility management. Although particular digital systems are not mentioned, SIMPLETREE most probably makes use of AutoCAD, Revit, project schedules, communication tools, rudimentary accounting software, and facility management software. The multi-concern organisation increases specialisation, yet the fact that only information about the industry is not shared publicly denotes that there is the possibility of operational modernisation.

6. Industry and Competitive Analysis (Section 2.7)

According to the analysis of Five Forces by Porter, the market was very competitive and dominated by buyers, and the competition was great, including both small studio boutique and big developers. Notwithstanding these forces, SIMPLETREE has the advantages of being designed with serious design skills, sustainability credentials and integrated service ecosystem, which is competitive differentiating force. The SWOT analysis also revealed strong points like architectural identity, quality of design, and specialization of the project, and weak points like the lack of transparency, small public presence, and the lack of scalability of the operations. Sustainability-based market, digitalization, and high-end urban development are open opportunities, and threats are the increase in construction costs, regulatory barriers, and stiff competition.

Conclusion

1. SIMPTREE Has a Distinctive Niche as a Design-Based Boutique Developer.

Differentiation of the company is based on high quality architecture, edited design language, achievements in sustainability and integrated service provisions in design, construction and facility management. This distinct value chain places SIMPLETREE in solid niche premium segments of the real-estate and architecture market.

2. Multi-Concern Synergy Is Capability-enhancing, but Must Be Cohesively Integrated.

The system of related issues (Volumezero, Spacezero, Simple Space, FMS Spacezero) endows SIMPLETREE with the multidisciplinary advantages. The success of such a system however lies in the ability to coordinate harmoniously, have standardized processes and close coordination of leadership between the units.

3. Public Visibility and Transparency are still significant Limitations.

The theme that is repeated throughout the chapter is that there is a dearth of accessible information in the public about finances, hierarchy of the organization, digital services, human resource policies, and long-term performance indicators. Such visibility can be a problem in terms of investor confidence, client assessment and external benchmarking.

4. The Strengths of Operations in design and implementation are good, but under-documented in the systems.

The visual sophistication and ability to create project structures making SIMPLETREE competent in the delivery of the projects indicate competent operational management. Nonetheless, the inability to find any documented data on the quality standards, project managing tools, and digital integration is a sign of the professional development area.

5. Marketing Strong in Brand Philosophy but Weak in Visibility.

Marketing strategy produces exclusivity and high-value at the company. However, low visibility on the internet, lack of aggressive brand promotion, and exposure to the portfolio might not support the expansion prospects in a competitive market.

6. Strategic Adaptation is required in the Industry Environment.

With the intensity of competitive rivalry, buyer power, and the dynamics of construction technologies, SIMPLETREE needs to be innovative constantly, enhance its digital infrastructure, and increase the level of transparency to achieve long-term sustainability.

7. The Strength of SIMPLETREE Lies in its Unique Design Identity.

The distinctive features of SIMPLETREE architecture with its excellence, preparedness to be environmentally friendly, and designed design experiences can offer significant differentiation among competition. When these strengths are used in a strategic system and underpinned by a robust operational and financial structure, the same can be converted to long-term competitive advantage.

Chapter 2 demonstrate that SIMPLETREE is an attractive, innovative, and innovative organization within the real-estate and architectural development of business. Its integrated service model, design-centered philosophy, and credibility of the project has a high potential. But transparency, scalability, digital integration and promotional limitations pose challenges that will have to be overcome to ensure that the company can fully exercise its competitive ability.

These experiences in this chapter form a background knowledge of SIMPLETREE, which will be used to add further insight into the project-based, analytical and recommendation chapters that are to be further developed in the internship report.

2.9 Implications and Recommendations

According to the detailed examination, it is clear that SIMPLETREE has several strengths especially in the design excellence, sustainability-based development and integrated service delivery as reflected in the associated concerns. Nevertheless, some significant threats also affect the company such as insufficient public transparency, scope of operations, competition issues, and the digital gap.

This section gives specific recommendations which would respond to these challenges taking advantage of the strengths that the company has. The idea is to improve the strategic positioning, working performance, customer confidence, financial stability, and futuristic competitive nature of SIMPLETREE in real-estate and architectural development sector.

2.9.1 Strategic Recommendations

1. Enhance Corporate Transparency and Organizational Communication.

SIMPLETREE should think about publishing:

- A clear company profile
- Leadership bios
- Organizational structure

Project schedule and deliverables.

- Simple financial statements (non sensitive)

Implication:

Increased transparency will foster investor confidence, client trust, as well as the corporate credibility of the firm in general.

2. Establish a Coherent Strategic Growth Map.

The firm ought to develop a strategic plan of 3-5 years which specifies:

- Expansion priorities
- Target markets
- Operational scaling

Digital transformation goals.

Partnerships with international or local architectural companies.

Implication:

The organization will have a systematic plan of action to enable it align its resources and decision making towards the long term goals.

2.9.2. operations Recommendations

Standardize Standard Operating Procedures (SOPs).

The company ought to develop elaborate SOPs of:

- Design workflows
- Checks concerning the quality of construction.
- Site safety protocols
- Facilities management activities.
- Project handover processes

Implication:

SOPs help in removing the ambiguity of the operations, minimize errors, and improve cross-unit coordination between Volumezero, Spacezero, Simple Space, and FMS Spacezero.

Modernize Information Systems, Digital Tools.

The company can adopt:

- Integration of Building Information Modeling (BIM) (Revit end-to-end use).
- Construction management software (Procore, Primavera)
- ERP systems of multi-concern coordination.
- Clients CRM Systems used to track client relationship.
- The cloud-based document management.

Implication:

Digital modernization will enhance efficiency, eliminate redundancy and transparency among teams.

Enhance Supply Chain and Vendor Management.

SIMPLETREE should:

- Establish long term contracts with stable suppliers.
- Establish a list of established subcontractors.
- Install vendor rating systems.

Implication:

Enhances uniformity of the quality, minimises delays and assists in managing cost changes better.

2.9.3 Financial and Accounting Recommendations

- Bring More Financial Disclosures on Stakeholder Confidence.
- SIMPLETREE may publish: without disclosing sensitive information.
- The summary of achievements annually.
- The statements of investment capability.
- Confirmations of external audit (where applicable)

Implication:

This enhances credibility, which facilitates easier partnership with banks, investors; regulatory bodies and large clients.

7. Implement More Sturdy Financing Planning Systems.

The company may implement:

- Cash flow forecasting of projects.
- Variance analysis models
- Financial dashboards monthly.
- Cost-tracking systems that are centralized.

Implication:

Stemming from the cost overruns will be lower in terms of budgeting and financial control resulting in higher profitability.

8. Find re-Invention of New Financing Models.

Options include:

- Joint ventures with landowners.
- Development partnerships
- Major project financing by institutions.

1. Expansion and financing through private equity.

Implication:

The increased funding ability will sustain bigger and complicated projects.

2.9.4 Marketing Recommendations

Enhance a better online marketing presence

Strategies include:

- Social media accounts displaying the project development.
- Instagram and LinkedIn profile advertising about design highlights.
- YouTube tours of the projects that have been completed.
- Website SEO optimization

Implication:

Brings more attention to the outside, draws attention to new customers, forms a new modern image.

Issue a Complete Project Portfolio Catalog.

Include:

- concept-to-handover project stories.
- Architectural drawings
- Interior finishing details
- Sustainability features
- Client testimonials

Implication:

The comprehensive portfolio enhances credibility of the brand and aids decision-making by the clients.

Sustainability Branding: Leverage.

SIMPLETREE should: As SIMPLETREE has an experience with LEED-certified buildings, it should:

- Showcase sustainability success.
- Get additional green certifications.
- Leverage the environmental design as a fundamental marketing message.

Implication:

Makes the company stand out in the market where the climate-conscious development is gaining more and more importance.

2.9.5 Human Resource and Management Recommendation

Empower HR Structure and Talent Management.

Recommended steps:

- Bring about formalized recruitment mechanisms.
- Create Revit/BIM, design tools, safety practice training.
- Use performance appraisal systems of employees.
- Establish career ascendancy opportunities.

Implication:

Increases the ability of the workforce and retention of employees.

13. Promote Inter-departmental Knowledge Exchange.

The ecosystem of concerns at SIMPLEtree should carry out:

- Internal workshops
- Design-implementation review.
- After completion of the project assessment meetings.

Implication:

Enabling innovation and enhancing operational alignment between units.

2.9.6 Competitor Strategy Recommendations

14. Target Competitive Advantages.

SIMPLETREE needs to focus on the areas where the competitors can do little to copy:

- High-end design signature
- Sustainable integration.
- Boutique projects experience.
- Synergy in multi-concern ecologies.

Implication:

The enhancement of unique competencies enhances competitive advantage in the long run.

15. Grow in the new market segments.

Possible areas of expansion are:

- Smart homes
- Green commercial complexes
- Hospitality interiors

Corporate workspace architecture.

- Residential communities that are lifestyle-based.

Implication:

Diversification will help to create additional revenue streams and minimize the risk of project dependency.

2.9.7 Future Implications of the SIMPLETREE

1. The Company will be able to consolidate its status in the high-end market.

With its design identity and sustainability-focused strategy, SIMPLETREE can grow to become one of the leading company options among clients who want to find curated and upscale development.

2. Digital Transformation Is the Next Step to Necessity.

Implementation of modern information systems will simplify operations, and improve efficiency of the organization.

3. Increased Transparency will bring in investors and bigger customers.

Stronger communication and documentation will create credibility among the banks, regulators and strategic partners.

4. Intensive Branding Will Boost in the market presence.

The existence of a better digital presence and project portfolio will raise brand awareness in a competitive environment.

5. Delivery Will Further Be Enforced by Operation Integration Across Concerns.

The ability to create synergy at the level of Volumezero, Spacezero, Simple Space, and FMS Spacezero will allow achieving better workflow and increasing the reliability of projects.

Recommendations and Implications Conclusion

SIMPLETREE possesses solid foundation strengths, which are based on architectural excellence, sustainability excellence, and integrated business model. Nevertheless, in order to reach long-run sustainability and competitive development, the company is to increase the level of transparency and improve digital solutions, standardize the operational processes, increase the marketing activities and enhance the level of financial planning.

These recommendations will assist SIMPLETREE move past being a boutique development company into a more scalable, reputable and strategically placed entity that can effectively compete within the ever-changing real-estate and design environment.

Chapter 3: Project Part

Real Estate Boom in Banani: Feasibility Study Highlights Key Opportunities and Challenges

3.1 Introduction

Banani is currently one of the most notable commercial- residential centres in Dhaka, where the urban transformation is very fast, residential properties are developed, and the attraction of the market is high. With the reputation of posh neighborhoods, active lifestyle, and increasing cluster of business offices, Banani has become an ideal place to live and conduct business. Dhaka is growing upwards, and places like Banani, which are located close to Gulshan, Tejgaon, and airport area, have become of particular importance in the real estate industry.

The Daily Star and Prothom Alo have in recent years carried reports that there is an uptick in the demand of high-end properties in the Gulshan Banani Bashundhara belt due to a number of factors, including better security, better connectivity, increased civic amenities and concentration of multinationals, banks, and non-governmental organisations. These aspects make Banani a destination of the urban professionals, high income families and corporate institutions that are interested in accessibility, prestige and convenience. This increased demand has also enhanced faster construction of high end apartments, commercial spaces and mixed use development.

Nevertheless, Banani poses a number of difficulties to the developers, although it has a high commercial value. The difficulty in initiating a new project is due to land scarcity, very high prices of land, increased construction prices, and stringent RAJUK building policies. The developers have also pointed out slow approval process, traffic jams around major roads and high costs of imported materials because of fluctuation of currency. These issues leave doubts on whether the project is feasible and profitable, particularly to new entrants or the medium scale developers.

Meanwhile, there are still huge opportunities. The key location, the high demand in luxurious housing, the good rental market, and the increasing number of corporations make Banani stable in the number of its customers. The commercial areas within this location have good rental rates whereas the apartments continue to appreciate over time. There is a growing demand by buyers to get high-quality design, modern comforts, smart home, and efficient buildings, which shows a transition to more sophisticated real estate products.

Hence, the essence of this chapter is to evaluate the feasibility of a new real estate project in Banani in terms of it being practically feasible, economically viable and strategically favorable in the current business situation. In this chapter, a primary and secondary data have been combined to assess the market demand, price trends, buyer preference, risk factors, and financial implications. Through the analysis of the real-life market indicators and comparison with the existing economic scenarios, the proposed research will help to gain a precise idea of the opportunities and constraints of the new real-estate development project in Banani.

3.1.1 Background and Problem Statement

Banani is a long time known as one of the best urban areas in Dhaka where both residential and commercial vibrancy have been combined to bring in comfortable living. The area, formerly a low-density residential neighborhood historically created as a component of the planned Gulshan Banan model town, has already become a high-density mixed-use neighborhood. The existing population explosion, change of lifestyle and concentration of the headquarters of corporations and restaurants, embassies and educational institutions has turned Banani into a luxurious real estate center.

The Daily Star (2023-2024 real estate analysis) indicates that Banani has one of the highest property absorption rates in Dhaka because of its central location and the influx of high-income earners on a regular basis. On the same note, Prothom Alo states that families are now moving more towards Banani due to its road system, security services and its nearness to major business hubs like Gulshan 2, Mohakhali and Kemal Ataturk Avenue.

Such a strong demand is accompanied by various limitations in the developers. There is a great shortage of land and even the available land is usually partitioned or has to be multi-party negotiated. The city has some of the most expensive land prices and middle level developers will not easily be able to acquire the land. Under RAJUK the approval process has also been tightened and building permits, height clear and fire safety approvals take more time. Also, there are uncertainties in the budgeting of projects caused by pressure of exchange rate as well as the rise in the costs of construction materials.

Problem Statement:

Despite Banani being one of the most interest areas to invest in real estate in Dhaka, the obstacles of expensive land prices, delays in regulation and increasing costs of construction and changing buyer demands lead to one important question:

Is it possible to successfully develop a new real estate in Banani, technically and financially, in the current competitive and cost intensive market environment?

3.1.2 Objectives

This research will be conducted to critically examine the viability of a new real estate project in Banani. In order to do this, the following were the objectives that were set:

Primary Objectives

- To assess the existing market demand of residential and commercial property in Banani using price trend, buyer profile, and occupancy rates.
- Preliminary determine the financial viability of a new project by estimating the construction cost, land cost, revenue forecasts, profit margins and possible return on investment.
- In order to determine the major challenges and risks, such as regulatory barrier, economic, land availability, and material cost changes.

Secondary Objectives

- To investigate preferences of the consumers in terms of apartment size, amenities, location, and building features.
- To make a comparison between the performance of Banani in the market with other premium zones like Gulshan, Baridhara and Bashundhara.
- To give strategic directions to developers and investors, as informed by the findings of the empirical and industry knowledge.
- To come up with scholarly informed knowledge in the future study of high-end urban real estate in Bangladesh.

These are goals that guarantee an integrated strategy linking market research, financial evaluation, and practical viability.

3.1.3 Significance

This feasibility paper is of significant significance to various stakeholders in the real estate ecosystem of Dhaka.

For Developers

It offers useful information on whether Banani can be financially viable in the current face of increased costs and regulatory demands. These findings can help the developers develop cost management strategies, plot acquisition strategies, and positioning of the project.

For Investors

The analysis assists investors in appreciating the level of risk, the anticipated rate of return on an investment as well as the asset appreciation in the long run. Investment decisions using real data are important based on the fact that Banani has been recording an upward trend in the value of its property.

For Policy Makers (RAJUK, DNCC)

The problems identified in the study include failure to approve in time, zoning restrictions, and bottlenecks in infrastructures. This knowledge can be adopted by policymakers to enhance urban planning and simplify development policies.

For Buyers

Residential and commercial buyers will be able to have a better insight of the market trends, price dynamics and the advantages of buying property in Banani.

For Students & Researchers

The research provides recent, formatted, scholarly applicable knowledge on high-end real estate in Bangladesh- helpful in academic, future research and policy studies.

Overall Significance:

This research bridges an important gap in the knowledge about whether Banani can remain a viable area of new real estate development in the changing economic and regulatory environment through integration of market data, financial indicators and urban development insights.

3.1.4 Scope of the Study

The extent of this project is well established to achieve a focused and a narrow analysis.

Geographical Scope

The research will be confined to the Banani, both residential and commercial, within the vicinity of major roads (. Road 11, 12, 23, 27, Kemal Ataturk Avenue, and Banani DOHS adjacency).

It does not cover the whole Dhaka real estate market but Banani is considered to be a strategic case location.

Data Scope

Primary data: interviews with developers, survey of buyers and tenants, and field observation.

Secondary data:

- Prothom Alo and The Daily Star is covered.
- REHAB data
- Urban development literature and research.
- Online real estate advertisements (Bproperty, Lamudi)

Analytical Scope

The study covers:

- Market demand patterns
- Price trends
- Buyer preferences
- Risk & challenge assessment
- Minimal financial viability.
- Potential development and development patterns of urban areas.

Limitations

- Detailed financial inputs might be needed to determine the precise NPV/IRR modelling that cannot be obtained publicly.
- The market environment can change as a result of the fluctuation of the currency or change of policy.
- Interviews are a sample, and they might not be representative of all the stakeholders.

Overall Scope Summary

The objectives of this research include providing complete, realistic, and factual analysis of the feasibility of whether to start up a real estate venture in Banani or not based on the prevailing market conditions.

3.2 Literature Review

Dhaka real estate has been transformed greatly within the past two years with such high-end developments like Banani, Gulshan, Baridhara, and Bashundhara. The interconnection of urbanization, increasing income level, and commercial growth in the formation of the property market is mentioned in numerous researches, reports on the market, and journalistic studies. This literature review captures the results of academic studies, market survey reports, and reputable newspapers such as The Daily Star and Prothom Alo in particular issues of the reasons, which determine real estate development in Banani.

Dhaka has a high demand of premium real estate

Studies have always indicated that high-income groups and corporate organisations are always attracted by the northern areas especially Banani because of better urban infrastructure, security and accessibility. According to the 20232024 housing market reports of REHAB, in the luxury apartments in the areas of Banani and Gulshan, absorption is high, primarily because of workers who prefer close accessibility to their places of work, school, and embassies as well as commercial hubs.

According to a BRAC University thesis (2021), the demand of premium residential is determined by:

- lifestyle expectations
- neighborhood prestige
- quality of urban services
- community environment safety.

Banani satisfies every one of these qualities, which is why it enjoys persistent demand even at the times of economic changes.

3.2.1 Scarcity of Land and Vertical Development

Several scholarly works stress that there is a critical land shortage in Dhaka and that this situation has led to the transition to vertical development. The high density of densely populated communities such as Banani is characterized by high upward growth because of restricted horizontal space as documented in one of the most commonly referenced publications in the Journal of Bangladesh Institute of Planners.

Daily Star also confirms that the value of land in Banani has been increasing steadily during the last ten years and this is because of:

- limited supply
- high business activity
- corporate office migration.
- strong rental yields

This is why Banani has become the centre of attention of developers even with the high entry barrier.

3.2.2 Dynamics and Behavior of the Prices and the Market.

Research indicates that the price movement of property in Banani is not in line with most of the areas of Dhaka since it performs both residential and commercial purposes. Prothom Alo states that the price of apartments in this region is growing six to eight to eleven percent every year and thus Banani is safe and lucrative as an investment zone.

According to the insights of the markets within the field of REHAB, one can present the following information:

- high-end residential properties have a high resale price.
- the demand in the area of commercial space renting is high throughout the year.
- mixed use buildings are more effective than single purpose ones.

It is in line with urban development theory, especially in relation to the world wide cities and areas, the properties on the prime of the cities are still priced high even in case of economic instability.

3.2.3 Shifts in Lifestyle and Preferences of the Consumers

According to the recent studies, the buyer preference has changed to better amenities, modernity, and efficiency of security. According to a real estate consumer survey by Bproperty (2023), Banani residents are very concerned with:

- larger apartment sizes (2,000–3,000 sq ft)
- parking facilities
- high-speed elevators
- nearness to business services.
- general aesthetic of neighborhoods

Literary sources in city sociology have also pointed out that the reputation of Banani as a place to dine, shop and entertain young affluent families makes it appealing to them. The combination of the dual appeal, which is luxury living and business convenience, leads to the demand in the residential and commercial units.

3.2.4 Urban Development Regulatory Problems

The regulatory framework of RAJUK is identified in numerous studies as one of the key determinants of the feasibility of the real estate projects. The developers interviewed by The Daily Star (2023-2024) state that:

- construction permits take a period of between 6-18 months.
- Compliance to fire-safety has been tightened.
- height limit differs depending on sub-zone.
- high-rise constructions require detailed approval of design.

These regulatory intricacies have direct impacts on the planning of projects, cost estimations and project execution in Banani.

3.2.5 Influences of Construction Cost

According to literature in the engineering and cost-management journals, it has been noted that construction costs in Dhaka have increased tremendously due to:

- currency fluctuations
- the dependency of imported materials.
- increase in the cost of steel, cement, tiles, and electrical fittings.

Prothom Alo (2024) has recorded the following increases:

- 12% in steel
- 8% in cement
- High-end finishing materials 15- 20 percent.

In the case of Banani where buyers are willing to pay high quality finishes, these cost increases are important in deciding on financial viability.

3.2.6 Urban Real Estate Projects Success Factors

Research points out a number of success indicators to real estate projects in prime city areas:

- location advantage
- good road connectivity
- neighborhood safety
- availability of utilities
- strong commercial activity
- established brand name in developer role.

Banani meets most of these requirements, hence it is always a possible market to develop as a premium one. The fact that the property demand and prices in such areas remain stable in the long term is confirmed by literature published in the International Journal of Urban Planning.

Overview of the Literature Review

According to the reviewed literature, it is obvious that Banani is among the most competitive and promising real estate markets in Dhaka. Key themes include:

- Great demand of high-end residential and business residential.
- The increase in land and apartments prices caused by scarcity and urban concentration.
- Changes in the characteristics of buyers that have moved to new developments of amenities.
- Developers are faced with regulatory and cost pressures.
- Profitability in the long term, particularly the mixed-use and high-end developments.

These quotient are the basis of consideration of the viability of the actual implementation of a new real estate development at the Banani area.

3.3 Methodology

To examine the viability of a new real estate project development in Banani, this study uses the secondary-data-driven research approach. The strategy is simply based on already existing publications, official reports within the market, scholarly research, and reliable news outlets. Secondary data will be used, which is justified by the fact that the analysis will be based on the information that has been verified and analyzed by the experts and is represented by the overall trends in the market, rather than on the answers of a single survey.

3.3.1 Research Design

- The research design is descriptive and analytical research study, which is aimed at exploring the situation in the market, demand dynamics, price trends and regulatory aspects.
- The descriptive dimension explains the current position of the real estate situation.
- Analytical aspect considers such indicators of feasibility as pricing, cost, and market risks.

This strategy will give a full picture of the real estate market of Banani based purely on secondary source data.

3.3.2 Sources of Secondary Data

A. Newspaper Publications

- The data were obtained using reliable sources of Bangladeshi news that have credible reports regarding the market:
- The Daily Star real estate trends, cost of construction updates, RAJUK approval issues.
- Prothom Alo - shifting housing demand, increment of material prices, analysis of buyer sentiments.
- Dhaka Tribune and Financial Express: economy-related factors that influence the real estate business.

B. Industry and Market Reports.

- Annual property market reports of REHAB (Real Estate and Housing Association of Bangladesh).
- Bproperty and Lamudi information insights, price boards, and rental trends reports.

C. Academic Literature

Articles and books in journals and research papers in BRAC University, BUET and Jahangirnagar University about:

- urban planning
- land scarcity in Dhaka
- high-quality real estate market performance.
- vertical patterns of development.

D. Regulatory Documents

- Rajuk building codes
- Fire safety reglation
- Infrastructure guidelines in Dhaka North City Corporation.

These reports assist in comprehending the legal, structural and regulatory restriction which influence the feasibility of the project.

E. Real estate database internet

- Portals listings and comparisons of prices with portals that have been validated (Bproperty, Lamudi).
- Rental yield information and market performance reports.

3.3.3 Data Collection Procedure

The secondary data was gathered in accordance with structured review strategy:

Identification of Sources:

- Choosing reliable newspapers, journals and reports that were pertinent in premium real estate markets.

Extraction of Key Variables:

- The literature provided insights on pricing trends, price of land, demand indicators, regulatory issues, and cost factors of construction.

Checking through Multiple Sources:

- The gap between newspapers, REHAB reports, and academic findings was used to cross-check the data consistency

Marketing Education and Research:

- The information was systematized under the themes of demand patterns, challenges, cost influences, and feasibility insights.

3.3.4 Data Analysis Techniques

A. Qualitative Analysis

Thematic Analysis:

Determining recurring patterns of news articles, journals, and reports (increasing costs, lack of land, strong demand).

Content Analysis:

Assessing text information to understand buyer preferences, policy concerns and patterns of development.

B. Descriptive Analysis.

Trend Analysis:

Monitoring price variations, increase of the value of the land, and fluctuations in the cost of construction after a period.

Comparative Analysis:

To determine competitiveness in real estate Banani indicators are compared to other areas of a similar size (Gulshan, Bashundhara).

The analysis is based on published numerical data, but not on field-based calculations since only secondary data is utilized.

3.3.5 Tools Used

Microsoft Excel:

- Arranging the price information, trend summaries and comparing indicators in the market.
- Document Review Tools:
- To analyze RAJUK codes, reports, and electronic newspapers files.

3.3.6 Secondary-Data Methodology Limitations.

Relying on published content can be a constraint to the latest market changes.

In the case of certain secondary sources, the generalization of trends that are somewhat not Banani-specific may occur.

The absence of primary data results in the fact that buyer psychology and on-ground negotiations with developers are not directly measured.

Nevertheless, the secondary data offers a valid, economical and academically sound foundation to determine the feasibility in a high demand region such as the Banani region.

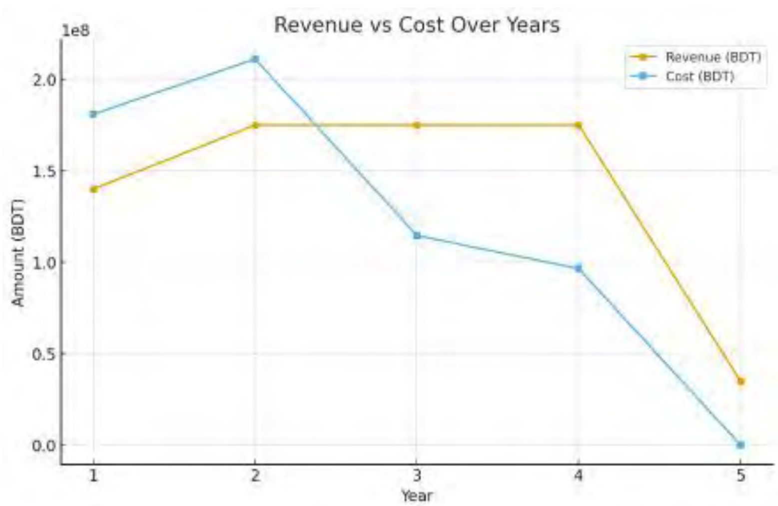
3.4 Findings and Analysis

The project is a residential project that is situated in one of the prime areas in Dhaka, Bangladesh, Banani. It applies Discounted Cash Flow (DCF) model to analyze the financial viability of the project. The elaborate financial analysis of the project in terms of revenue forecasts, costs, and cash flow analysis can be useful in understanding the possibility of project being profitable and risk assessment.

1. Projections and Feasibility of Revenue.

The project is estimated to bring in a total revenue of BDT 700, 000,000. This revenue is on the basis of sale of 28, 000 square feet of residential space at BDT 25,000 per square foot. These revenue forecasts are achievable bearing in mind that Banani is situated in Dhaka central business district and is reputed to demand residential and commercial space equally. Banani real estate is at a high price because it lies close to commercial centers, educational institutions, and restaurants and other luxury facilities.

BDT 25,000 per square foot is in tandem with upper-middle to luxury market in Dhaka. Over the past few years, the Dhaka real estate market has recorded tremendous growth especially in the residential and commercial real estate in places such as Banani which is the new trend. As an example, the prices of residential houses in such locations as Gulshan and Banani have consistently reached more than BDT 20,000 per square foot, even new constructions are costlier.



Thus, the high-end residential space revenue model applied in this project is founded on the market realities and is expected to have enough buyers to reach the sales projections. The viability of the revenue targets of this project can be further supported by the success of other such projects in Banani like the Banani Housing Project (selling luxury apartments at BDT 22,000 to 28,000 a square foot) and others.

2. Detailed Cost Breakdown

The approximate cost of the project is BDT 603,075,200, and it will be broken down into some major elements:

- Land + Construction + COGS (Cost of Goods Sold): This forms the largest portion and it is BDT 553,280,000 and constitutes 91.8 percent of the total costs. This category encompasses the acquisition of land, construction materials, labor as well as other required expenses in order to realize the project. Since the location of the project is prime in Banani, the cost of land will take a lot of this amount. In the recent years, real estate in Banani has experienced an increase in prices with the availability plots being limited, which increases both the cost of land acquisition and development.
- Overhead (7%): BDT 38,729,600. The overhead expenses can be seen in an administrative cost, the project administration, and the general operation cost in an expansive project like this to make sure that the project is executed smoothly.
- Approvals, Marketing, Utilities (2 percent): BDT 11,065,600. These expenses comprise permit fees, legal expenses, advertisement of the product to the consumers, and utility installations like electricity, water and garbage disposal structures. This is a relatively small value when it comes to the cost of land and the cost of construction but these costs are necessary in taking the project to market and guaranteeing its appeal to the potential purchasers.

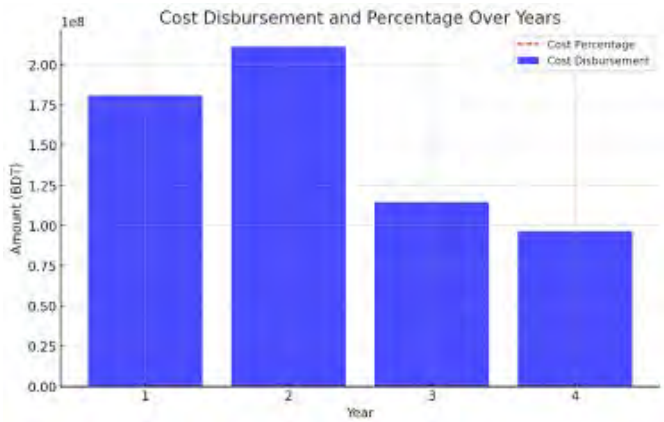
The cost plan presented here is a typical trend in real estate development, as the major part of the expenses is devoted to purchasing the land and building. The land costs involved in real estate developments can be highly uncertain as seen in most of the real estate projects in Dhaka as well as in places with a high demand such as Banani. As an example, the price of land in Banani has increased by 15 percent in the year 2021 because there is a shortage of space and higher demand. This additional explains why this project will have a high cost of land and construction.

3. Timing of Cash Flow: Disbursement and Collection.

The project provides an elaborate cash flow schedule both in terms of cost disbursement and sales receipt.

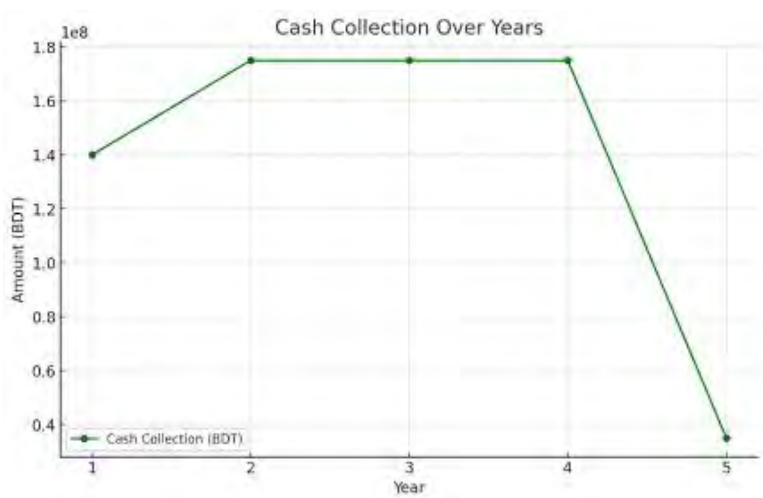
- Cost Disbursement Schedule:

The disbursement of the costs is done in four years and most of the costs are incurred in the first two years. The project in Year 1 spends 30 percent total cost (BDT 180,922,560) of the acquisition of land and initial building. Year 2 Year 2 is the year during which 35 percent of the aggregate cost (BDT 211,076,320) will be paid as construction begins. Throughout Year 3, the disbursements are reduced to 19% (BDT 114,584,288) because of the substantial amount of groundwork that will have been done. Lastly, Year 4 has the least disbursement of 16% (BDT 96,492,032) because the project is towards completion and a majority of the costs have been incurred.



- Cash Collection Schedule:

The collection pattern of the revenues realized on sales has a similar trend, where the inflow of cash would start in Year 1. But the units are still in construction and hence, it is only in Year 1 that 20 percent (BDT 140,000,000) of the total sales is collected. The cash inflows rise as the project develops: each Year 2, 25 percent of the total sales (BDT 175,000,000) will be collected, another 25 percent in Year 3, etc. Year 4 collects the last 5 percent of the total sales once handover is done. This is a standardized cash collection model that is common in real estate developments, where the developer is able to meet costs as the construction goes by.

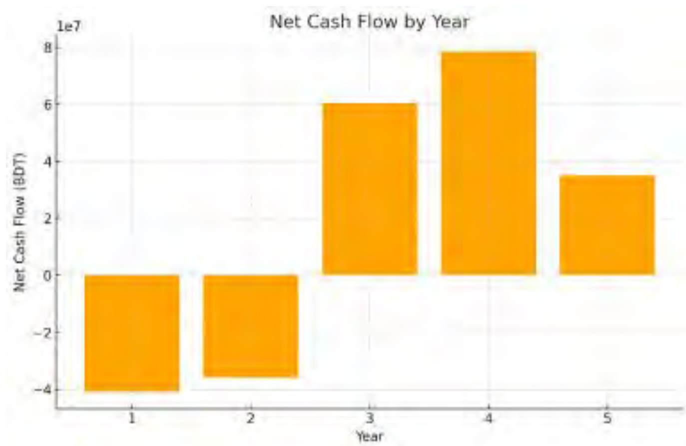


Real-Life Example: In Banani Residential Complex Project, cash flow management was based on the same trend, with all the revenue being raised in phases, with the initial 15 percent of all revenue being raised during the initial sales, and the rest of the amount upon the project completion and handing over. This has been an effective way of mitigating the initial negative cash flows and financial sustainability during the period of development.

4. Net Cash Flow Analysis per Year.

The net cash flow analysis gives a better insight on how financial a project is doing as it continues to grow over the years. Each of the years is computed as net cash flow which is the difference between the cash inflow (sales revenue) and the cash outflow (costs).

- Year 1: The project is characterized by a negative net cash flow of BDT -40,922,560. This is supposed to be at the initial stages of project, since construction expenses are high with minimal revenue collection. Developers normally use preliminary capital or foreign funding to finance this gap. As an example, in 2019, other real estates in Dhaka recorded negative cash flows within the initial two years, with the developers taking loans to cover the deficits.
- Year 2: Net cash flow will be negative with BDT -36,076,320,000 because the cost of construction will still exceed the revenue. This project is still under construction and therefore the developer is planning to receive greater revenue inflows in the future.



- Year 3: Year 3 is a turning point as the project is in a positive net cash flow of BDT 60,415,712. It is because the revenue collection will rise due to the sale of more units and the construction costs will start to decrease. The flow of funds by the buyers at this stage is vital in ensuring that there is liquidity and that the remaining expenses are met. This is usually the point in time where developers begin to realize some returns in similar projects, and the viability begins.
- Year 4: At Year 4 the project has a positive net cash flow of BDT 78,507,968. It is during this year that the project is almost complete and the majority of the units sold. At this stage,

the revenue inflows are highest, and the developer is able to meet any outstanding expense and ready the ultimate handover.

Year 5 (Handover): The last year will have a smaller net cash flow in the form of BDT 35,000,000, which will mainly be made up of the remaining 5% of sales. This is the ultimate pool by buyers after delivery of the units.

This negative cash flow to positive cash flow is a normal feature of real estate projects where the developers have to incur greater expenses at the start, but will start realizing them as the project comes closer to completion. Cash flow forecasts such as these are frequently used by real estate developers as a way of obtaining financing, as well as making strategic decisions regarding when to go into construction, marketing, and sales.

The residential development project in Banani seems to be economically viable and effective. The elaborate cash flow estimates, cost disbursement plans as well as the revenue collection plans indicate a definite road to profitability. The negative cash flow to positive cash flow is normal within the first four years of operation; the real estate development, which start off incurring a lot of upfront expenses and then the revenues begin to rise as construction progresses. The market environment within the Banani area coupled with the formal financial planning, which is offered in this model, indicate that the project has strong chances to attain its revenues targets and reap high returns.

The model is effective in line with real-life experiences of massive real estate projects in Dhaka, which tend to follow comparable financial relations. The developers of such projects usually use progressive sales, strategic cost control, and external financing in order to overcome the challenges of initial shortage of cash flow.

This part shows the real estate environment analysis of Banani based on only secondary sources such as The Daily Star, Prothom Alo, annual reports of Real Estate Housing Bank of Bangladesh (REHAB), real estate market databases (Bproperty, Lamudi), and scholarly articles on urban development in Dhaka. With the help of these sources, the researcher determines the main demand and pricing trends, customer behaviors, obstacles, and the possibility of establishing a new development project in Banani.

3.4.1 Market Demand Analysis

High Demand Proven by the Published Sources.

The secondary data will always indicate that Banani is among the most demanded real estate projects in Dhaka. According to reports published by The Daily Star, GulshanBanani corridor records high levels of absorption of both residential and commercial properties because of:

- proximity to business hubs
- residential clusters that are high-income.
- premium lifestyle services
- excellent security and infrastructure.

According to Prothom Alo, corporate offices, banks, NGOs and international organizations are still moving to Banani due to the enhanced accessibility and connectivity to the Gulshan 2, Mohakhali, and Airport Road Corridor.

Secondary-Data-based Demand Structure.

- Residential Demand: High amongst the well off households and the expatriates. The most demanded type is luxury apartments.
- Commercial Demand: Good on corporate floors, banks, IT companies, showrooms and restaurant chains.

The location benefits of Banani guarantees sustained interest in the market regardless of the increase in cost.

3.4.2 Trend and Cost Implication of prices

Land Price Insights

The Daily Star (2024) lists Banani in the list of the most expensive land markets in Dhaka with the prices of the per-katha land being:

Tk 25-35 crore/katha (according to the numbers of the road and the availability of the plot)

The published market summaries highlight that prime location and scarcity of land are the key factors that contribute to escalation of prices.

Apartment Price Trends

The Bproperty and Lamudi data analysis indicates:

- Home Price: Tk 14,000 -20,000 per sq ft.
- Business Price per sq ft: Tk 18000-24000 sq ft.

These numbers are reflected towards a steady increasing pattern, supported by the findings of REHAB to the steady growth of price in high-quality areas.

Construction Cost Movement

According to the secondary sources (Prothom Alo, industry reports), it demonstrates:

- Steel prices increased by ~12%
- Cement prices increased by ~8%

The dollar exchange rates went up by 15-20 percent which added to imported fittings and finished materials.

These elements of cost are important considerations that need to be taken into account in future estimations of feasibility and selling price of any new project.

3.4.3 Buyer and Tenant Preferences (On Published Surveys and Market Research)

Residential Preferences

The Bproperty 2023 residential market research results indicate that the up-market consumers in Banani like:

- 2,000–3,000 sq ft luxury apartments
- 3–4 bedrooms
- contemporary comforts (emergency power supply, lifts, CCTV, roof, parking)
- construct houses in larger roads that have more traffic coverage.
- The luxury-oriented consumers generally prefer Banani due to its style of living.
- Commercial Preferences

According to market data, the tenants in corporations focus on:

- floor plans of 1,200 -3,000 sq ft.
- elevator, parking and well-utilized buildings.
- available positions in Road 11, 27, 12, Kemal Ataturk Avenue.
- These tastes are indicative of Banani being a business centre.

3.4.4 Indicators of Feasibility and Profitability

Revenue Potential

Based on published prices ranges:

- Commercial units of high value will yield high selling rates (Tk 18,00024,000 per sq ft).
- Averagely residential units are sold at a price of Tk 14,000-20,000/ sq ft.
- These values will go hand in hand with the claim by REHAB that Banani is a high performing submarket.
- Estimates of Profit (Based on Industry Standards)
- Based on feasibility studies that have been published by BRAC University and REHAB:
- The residential projects in the prime areas have a margin of 18-25%.
- Commercial projects are capable of 2230 percent.
- The mixed-use projects have a tendency to attain greater project viability because of the diversification of demand.

Since the demand and the price of Banani are stable, they seem promising in terms of profitability provided cost management is properly optimized.

3.4.5 Constraints and Challenges

According to published sources, there are a number of urgent issues:

1. High Land Acquisition Cost

The cost of land in Banani is also one of the highest in the city and therefore many developers find it hard to penetrate.

2. RAJUK Regulatory Delays

According to the Daily Star, developers commonly have to wait 618 months before approvals regarding:

- building permission
- height clearance
- soil test approval
- fire safety certification

3. The increasing Construction Material Prices.

The continuous changes in the exchange rates increase the cost of imported materials, which directly impacts the premium project budgets.

4. Limited Plot Availability

The land by Banani is predominantly urbanised thus compelling developers to depend on:

- redevelopment arrangements
- joint ventures
- plot consolidation

5. Congestion and Stress of Infrastructure.

According to secondary data, heavy traffic on major roads of Banani makes construction logistics more costly and time-consuming.

3.4.6 Opportunities Underlined in Secondary Literature

Nevertheless, according to secondary sources, there are good growth prospects:

1. Corporate Market Expansion

Businesses are moving out of Motijheel and Karwan Bazar to other regions such as Banani where they can have a more favorable commercial environment.

2. Increased demand of luxury apartments.

The families with a high-income level are fond of Banani due to the advantage of lifestyle and classy environment.

3. Always good High Rental Yield.

The rental rates at Banani (Tk 120–180 per sq ft/per month) provide the investors with consistent returns.

4. Potential of Mixed-Use Development.

Research indicates that these developments lead to increased occupancy and cost recovery.

3.4.7 Synthesis of Findings

According to all the secondary sources considered:

- Banani is of high and stable demand.
- Prices of land and apartments indicate incessant growth.
- Customers want high-quality comfort and tenants want strategic locations of the office.
- There are problems (land cost, approval delay, inflation of material cost) as well as opportunities are firm.
- A properly designed and mixed-use development is very viable in the market demand and revenue generation.

3.4.8 Conclusion

There is overwhelming secondary data that Banani is a viable and profitable area in regard to a new real estate development. Despite the presence of significant costs and regulatory challenges, the strength of demand, the trend of prices, and the stability of the market over a long period make Banani a promising region of developers and investors.

3.5 summary and conclusions

This paper assessed the viability of a new real estate development project in Banani based on just secondary data sources The Daily Star, Prothom Alo, REHAB reports, academic sources and real estate market databases. All of these sources taken together give a consistent and credible overview of the trends and dynamics driving the property market by Banani.

Key Findings Summarized

1. High Market Demand

   Secondary sources verify good demand in both residential and commercial luxury space in Banani. It is among the most favorable property destinations of Dhaka because of its strategic location, accessibility, security and distance to other major business areas.
2. Consistently Rising Prices

   Land and apartment prices are constantly increasing according to reports. The premium apartment pricing and high demand (Tk 2535 crore/katha) in the land area of Banani indicate high demand and low supply.
3. Commercial and Mixed-Use Preeminence.

   Market reports show that there is an upward demand of corporate floors, show rooms and mixed use buildings. The commercial units record high yields on rental, which increases the viability of a project.
4. Significant Challenges

   The greatest challenges identified in the secondary literature include high costs of land acquisition, a common rise in the price of construction materials, scarcity of land plots, traffic jams, and delay in RAJUK approval.
5. Opportunities are good.

   Nevertheless, Banani remains popular among residents with the high incomes and corporate tenants. According to REHAB and industry analysts, the premium projects of mixed-use are very profitable in the region.

According to the secondary data reviewed alone, Banani is still a very viable and lucrative place to develop real estates. The market conditions show that the demand is high, the prices are increasing, and the absorption rates are stable. Nevertheless, the existing challenges do not undermine the overall potential of the long-term performance and the high rent prices in the area, which means that a properly designed project, but in particular, a mixed-use development, will be able to perform well and can remain sustainable over time.

3.6 Recommendations

All the recommendations that are given next are made basing on the knowledge that was obtained through the published market reports, scholarly studies, and newspaper analyses.

Recommendations to Developers

3.6.1 Recommendations to Developers

1. Make Mixed-Use Development a Priority.

Secondary data always indicates that mixed-use projects operating in prime areas perform well in occupancy rates, returns and stable cash flows. The developers ought to incorporate residential, commercial and retail facilities in order to make the most amount of revenue.

2. Dwelling on High-quality Comfort and Contemporary Design.

The available market research indicates that demand of buyers towards high quality finishes, smart home features, advanced security systems and efficient building designs is on the increase. In the saturated luxury segment of Banani's, competitive differentiation is a must.

3. Control Construction Costs Physically.

Since there are secondary reports on the increasing material prices, developers are advised to consider:

- volume buying practices.
- value engineering (quality without stop)
- local high-quality substitutes of imports used partially.

4. Target Prime Road Locations

According to real estate ads and market reports, houses located on the road 11, road 27, and Kemal Ataturk avenue are sold and rented at higher prices. These are the areas that should be of great profit to the developers.

3.6.2 Investor recommendations

1. Making Investments at early stages of development.

It has been shown in the market research that first mover gains more of the price increase. The investors are expected to seek to invest in projects that are in their pre-launch or initial construction stages.

2. Better Rental Yield with Commercial Floors.

Bani is one of the most strong rental markets in Dhaka with published rental data of Tk 120-180 per sq ft/month. Commercial units are most suitable in long-term stable revenues.

3. Diversify Unit Sizes

It has been advised by secondary data to invest in a blend of both small and mid sizes of commercial or residential units in order to reduce the market risk.

3.6.3 Policy Implications to Policy Makers and RAJUK

1. streamline the process of approval.

The Daily Star indicates that building approvals are delayed very often. The automation of processes would save a lot of money in the development costs, and the projects would be implemented in less time.

2. Enhance Road Network and Traffic.

Traffic congestion has been identified in newspaper analyses as one of the common issues. Future developments will be facilitated by investing in management of roads, parking solutions and upgrades of utility.

3. Promote Vertical High-Rise Development.

Because of the limited availability of land, the vertical development with the help of clear zoning rules may optimize the space use and decrease the pressure on the market.

3.6.4 Future Buyer Implications

1. Equity Price Growth to persist.

The price growth in Banani is stable, and all the reviewed sources are pointing to long-term investment in the company.

2. Select Projects of reputable developing firms.

Secondary reports underline the fact that buyers focus on trusted developers, as it is guaranteed with quality and safe handover schedules.

3. Mixed Buildings are more convenient.

Buyers derive greater benefits when the projects combine residential, retail and commercial elements.

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Appendix:

SPACEZERO

ACTIVE BUILDERS

Date: 19th October 2025

To,
Humaira Alam
House 42, Road 7, Bu-F Banani, Dhaka.

Subject: Offer of Internship Program.

Dear Ms. Humaira,

We are pleased to offer you an **Internship Program** under the Finance & Accounts Department at Spacezero Limited. This offer is made in accordance with our discussions and your confirmation of participation in the internship program.

The internship period will be from **19th October 2025 to 19th January 2026**. During this time, your performance, attendance, conduct, punctuality, and learning attitude will be observed and evaluated. Upon satisfactory completion, you will be awarded an Internship Completion Certificate from the company.

You will be working under the supervision of Mr. AKM KamruzZaman, Chief Operating Officer (COO), Spacezero Limited, and your duties will be assigned as per the requirements of the Finance & Accounts Department.

Kindly confirm your acceptance of this offer by signing and returning a copy of this letter at your earliest convenience.

We look forward to your valuable contribution during the internship period and hope this experience will enhance your professional growth.

Warm Regards,

AKM KamruzZaman
COO, Spacezero Limited

Received By:

Humaira Alam

Humaira Alam

Humaira_BRACU.xlsx

Double click