**Report On**

# Beyond Horizons: Elevating East West Properties as Bashundhara Group's Icon of Excellence (2025 and Beyond)

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

**BRAC Business School**
**BRAC University**
**September 2025**

**Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

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

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**Supervisor Full Name:** Fabiha Enam

**Designation:** Senior Lecturer, BRAC Business School, BRAC University

## Letter of Transmittal

Fabiha Enam
Senior Lecturer
BRAC Business School
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Kha 224 Pragati Sarani, Merul Badda, Dhaka 1212
Subject: Submission of internship report on "Beyond Horizons: Elevating East West Properties as Bashundhara Group's Icon of Excellence (2025 and Beyond)"

Dear Madam,
This is my pleasure to display my entry level position in Sales and Marketing Department of East West Properties PVT LTD, Bashundhara Group, which I was appointed by your direction.

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

Sincerely yours,
Khondoker Muhammad Abdul Kader Zilani
21304029
BRAC Business School
BRAC University
September, 2025

**Acknowledgement:**

To begin with, I would like to express my heartfelt gratitude to Almighty for giving me such an opportunity and dedication to complete the report. Then I would like to express gratitude towards my on-site supervisor, DGM Md. Shahdat Sir for his guidance during my internship at East West Properties PVT LTD, Bashundhara Group. I am grateful to him since he guided me through the entire process, explaining what to do, what not to do, and how to do it, as well as what extra I could add or eliminate. He held multiple one-on-one consultation sessions with me and assisted me with my report. He shared many ideas that were permissible to share with me during my internship tenure.

Furthermore, I am grateful to my honorable faculty and academic supervisor, Fabiha Enam, Senior Lecturer, BRAC Business School, BRAC University to assist me demonstrating my experience and the learnings from my internship in the report.

Finally, a heart-warming thanks to all of the colleagues of East West Properties PVT LTD for their cordiality and co-operation that helped me to adapt with the working environment smoothly.

**Executive Summary:**

This report intends to elevate East West Properties PVT LTD’s brand image as the icon of excellence of Bashundhara Group. EWPD is already a standing pioneer of Bashundhara Group with its strong brand image in the land business sector. This report will highlight how EWPD has achieved this position and how it can hold it consistently further beyond 2025. The report intends to demonstrate how EWPD’ brand equity and perception can be enhanced with its extensive list of high value amenities. Furthermore, the report will do an analysis on EWPD’s project delivery and cost management measuring the after-sale collection as well as an analysis on residential pricing in the quantitative part. In addition, the report aims to highlight the digital adaption of EWPD to focus on its commitment of building “Smart City” with technological integration. The report will analyze data on EWPD’s performance in diverse market segments starting from retail outlets to mid-scale business towers. The report targets to analyze the pricing tables for both residential and commercial plots starting analysis from “Entry-level” to “High-net worth residentials”. It will assist in further research on EWPD’s emerging customer demands as well as its demographic shifts.

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## Chapter-1

## Overview of Internship

### 1.1 Student Information:

**Name:** Khondoker Muhammad Abdul Kader Zilani

**ID:** 21304029

**Program Major/Specialization:** BBA Major in Marketing

### 1.2 Internship Information:

#### 1.2.1 Internship Period and Department Information:

**Internship Period:** 3 Months

**Company Name:** Bashundhara Group – East West Property Development (Pvt.) Ltd

**Department/Division:** Sales and Marketing Department

**Address:** ABG Tower, Plot #125/A, Block-A, Bashundhara Residential Area, Dhaka-1229, Bangladesh

### 1.2.2 Supervisor's Information:

**Name:** Md. Shahdat Hossain Khan
**Position:** Deputy General Manager

### 1.2.3 Job Scope - Job Description, Duties and Responsibilities:

My internship journey at East West Property Development (Pvt.) Ltd has enlightened me with thorough knowledge and understanding of corporate work experience, with hands-on practical experience. East West Property Development (Pvt.) Ltd aims to build an eco-friendly living environment to save the environment for a better tomorrow for our next generation. Their slogan: **"Live in Green and Live Sustainably."** This internship has prepared me for a real-world experience. I started working in sales & marketing. I have been taught a vast range of activities during my internship. Starting from regular small jobs to project site visits with the clients of East West Property Development (Pvt.) Ltd.

During the internship tenure at East West Property Development (Pvt.) Ltd. I was responsible for customer service. Assigned with project site visits and branding of Gold's Gym. Interviewed potential and existing clients about their land purchase, experience, and references (if anyone referred them or they referred others) to East West Property (Pvt.) Ltd. I have talked with my on-site supervisor of Sales & Marketing, DGM Md. Shahdat Sir, about my project topic. He guided me through the entire process, explaining what to do, what not to do, and how to do it, as well as what extra I could add or eliminate. He held multiple one-on-one consultation sessions with me and assisted me with my report. He shared many ideas that were permissible to share with me, drawing on his years of experience as Executive Engineer (Civil) at East West Property Development (Pvt.), Ltd., Md. Amzad Hossain took me to project site visits at the **P** and **I** block extension. I am very grateful to Amzad Sir for allowing me to accompany him on a project site visit. I got hands-on experience and practical knowledge. I have visited two new ongoing projects. One is the "Bashundhara City-2" shopping mall, located in the **N-block**. **N-block** is the most facilitated among all the blocks. For daily essential needs, there is a modern, up-to-date bazaar called **“Bazar Protidin”,** also known as **“Bashundhara City-3”**. During the project visit to **P-block**, I interacted with the client and gathered information about his purchase and his experience with East West Property (Pvt.) Ltd.

I have also come to know about the land size, prices, and details of their availability in the respective blocks. Through field visits and official assignments, I have gained practical experience in corporate work, gaining an understanding of how various departments, including management, finance, accounts, marketing, and HR, function. I also visited the Bashundhara Sports City Complex at **N-block** and gained some valuable insights. I have managed to collect a few useful pieces of information from Mr. Anisul Islam Boby, the head of marketing and operations at Gold’s Gym Bangladesh. From one of his YouTube videos, I also obtained some information about the promotional, marketing, and operational activities of Gold’s Gym. I interviewed Mr. Miraz, the manager of Bashundhara Sports City Complex. He gave me a tour of the Bashundhara Sports City Complex. He showed me everything from A to Z about how it is functioning right now and how they plan to operate in the future, including their marketing, operations, and management. As an intern, I have gained many valuable insights, which will undoubtedly benefit me in my future endeavors.

It is understandable that, as an intern, I am not authorized to obtain such sensitive information. Additionally, the 3-month timeframe makes it challenging for me to collect vast customer data, which could have helped me analyze future customers and take targeted marketing steps. My senior, Md. Asif Imran (executive in sales and marketing) has guided me through the entire internship tenure.

### 1.3 Internship Outcomes:

### 1.3.1 My Contributions to the Company:

- ➢ I have assisted in daily administrative operations.
- ➢ I have also supported customer service by answering queries and helping with project handbooks.
- ➢ Actively participated in assisting employees with proper documentation and record-keeping.
- ➢ I have assisted international clients in their entire land purchase journey.
- ➢ I have meticulously assisted in property listing updates.
- ➢ I was assigned to map marking of "sold lands" and "exchange lands".
- ➢ Branding and promoting of "Gold's Gym" of the Bashundhara Group.
- ➢ Marking of newly completed roads and blocks, and ongoing projects on site.

### 1.3.2 Benefits Gained as an Intern:

- ❖ An active exposure to real estate operations with vast knowledge of real estate corporate functioning.
- ❖ An opportunity to improve my communication skills.
- ❖ Gained a gist overview of the practical aspects of handling mega projects.
- ❖ Learned professionalism and dedication to work.

### 1.3.3. Difficulties Faced During Internship:

Fortunately, East West Property Development (Pvt.) Ltd's working environment is perfect and well-designed for its employees. The working environment and employees were so friendly that they made me feel like I was a part of their team, rather than just an intern. Initially, the real estate industry was new to me and I struggled to adapt, but gradually I could cope with it. My supervisor has assisted me with every detail and with his utmost dedication. That helped me learn more about the real estate industry.

### 1.3.4 Recommendations on Future Internships:

I have found the East West Property Development (Pvt.) Ltd's work environment is quite work-friendly and well-suited for interns. I do not feel like recommending anything to them. I would suggest that they continue with their friendly approach and encourage more interns to work and learn with them.

## Chapter-2
## Organization Part

### 2.1 Introduction:

This chapter provides an in-depth and detailed overview of East West Property Development (Pvt.) Ltd. It aims to emphasize the organizational framework of the company along with marketing practices.

### Objectives:

- Understanding the organizational structure of East-West Property Development (Pvt.) Ltd.
- Analyzing the financial health of the company.
- Examining the marketing operations of East-West Property Development (Pvt.) Ltd.
- Conducting a strategic analysis of the company.
- Evaluating operational functionality of East-West Property Development (Pvt.) Ltd.

### Scope of Study:

The study is primarily focused on Bashundhara Group's flagship real estate enterprise.

### Methodology:

The data used in the project was collected through my internship experience from my direct observations and involvement in the daily tasks of the Sales and Marketing Department. The project also incorporates data collected from my customer interviews and some from published articles and the Bashundhara Group's website.

### Significance of the Study:

The project provides significant insights about the real estate industry of the East West Property Development (PVT.) Ltd. It demonstrates an overview of the operations of one of Bangladesh's largest conglomerates, Bashundhara Group's East West Property Development (PVT.) Ltd.

**Limitations:**

- Due to confidential concerns, I could not incorporate some data on the company's internal financial statements into this project.
- The project is based on data collected during my 3-month internship tenure, so there is a time constraint.

## 2.2 Overview of Bashundhara Group's East West Property Development (Pvt.) Ltd:

### 2.2.1 Background

The journey of Bashundhara Group started with its very first real estate company, "East-West Property Development (Pvt.) Ltd in the year 1987. Its headquarters are located at **ABG Tower,** Block A, Bashundhara R/A, Dhaka, Bangladesh.

This new idea involves gathering scattered people under one roof in a sophisticated manner. East-West Property Development (Pvt.) Ltd, being a new concept of a premium housing system back then, caught the attention of the rising population of Bangladesh. East West Property Development (Pvt.) Ltd grabbed the attention of those people looking for a better standard of living in Dhaka city. This housing project quickly became a success, which led to Bashundhara's landmark achievement and ultimately established it as one of the largest business conglomerates in Bangladesh. Bashundhara Group shortly gained success and got motivated to set foot into other business sectors or fields like manufacturing and trading. It now has almost 50 companies and concerns across the whole country. Unique offering of recreational facilities, commercial operations of Bashundhara Group have toughened its relationship with the masses. "Bashundhara City" shopping mall added allure to the group's identity and growth. In April 2022, "Bashundhara Group was chosen as "Greatest Brand of the year" at an international forum, stating the meaning of how successful it has become over the years. Bashundhara Paper Mills has a market cap or net worth of 5.58 billion as of June 20, 2025. The number of its employees exceeds 7 lacs.

East West Property Development (Pvt.) Ltd focuses on going a long way to reach goals by listening to its clients' needs, continuously trying to learn lessons from past projects. Some notable business concerns, along with East West Property Development (pvt.) Ltd, including news and media companies, sports academies and teams, multi-food products, beverages, and a noble cause charitable arm, the "Bashundhara Foundation".

Most of the projects bear a success story. It is indeed a strong base or point to justify Bashundhara Group's confidence. The contribution of the Bashundhara group is immense in the development of Bangladesh and is still ongoing. Taking our country to a financially stable condition from where it was a few decades ago. Only a handful of companies have dared to take big steps.

### 2.2.2 Mission

***"For the People, For the Country"*** a prominent slogan of Bashundhara, also marks itself as a devotion to the people of Bangladesh and their well-being. To be at the top of the business world and march ahead with success is no easy task. Bashundhara Group continually strives to collaborate with the government for the sustainable development of Bangladesh's delicate environment.

### 2.2.3 Vision

Bashundhara Group's vision is to go global, and with that in mind, it aims to expand its employment sector to serve the maximum number of people. To achieve its vision, the Bashundhara Group has already initiated numerous plans and hopes to establish its global presence shortly. In this rapidly changing tech world, challenges are uninvited. Nonetheless, the Bashundhara Group marches ahead with unwavering confidence, facing both favorable and unfavorable conditions, standing firmly on its slogan: **"For the People, For the Country."**

### 2.2.4 Goals

Setting the latest modern technology in the industry to satisfy the customers using new products and services. Contribution to the economy of the geographic boundary. Securing a concrete brand identity by ensuring high-quality products. Collaborating with the top-level suppliers to be able to provide the best quality product to the consumers. Offering attractive career opportunities by paying competitive wages and benefits, providing training, and bringing them into the Bashundhara Group's working territory. Gaining long-term financial performance. Securing investment opportunities with national boundaries. To bring foreign currency into the country's economy via export.

### 2.2.5 Bashundhara Group's Mentionable Enterprises:

1. East-West Property Development (Pvt.) Limited
2. Bashundhara Paper Mills Limited
3. Bashundhara LPG Limited
4. Bashundhara City Development Limited
5. Bashundhara City Development Limited-2
6. Bashundhara Steel Complex Limited
7. Meghna Cement Mills Limited
8. Bashundhara Industrial Complex Limited
9. Bashundhara Steel and Engineering Limited
10. Bashundhara Logistics Limited
11. Bashundhara Foundation
12. International Convention Center Bashundhara
13. Bashundhara Dredging Company Limited
14. Bashundhara Technical Institute
15. Bashundhara Telecommunications Network Limited
16. Bashundhara Food and Beverages Industries Limited
17. Bashundhara Food and Beverages Industries Limited-2
18. Sundarban Industrial Complex Limited

19. East-West Media Group
20. Bashundhara Industrial Complex Limited
21. Mirsarai Steel Plant
22. Bashundhara Kings Football Team (Men's)
23. Bashundhara Kings Football Team (Women)
24. Rangpur Riders Cricket Team
25. Gold's Gym
26. Amazon Cafe
27. Bashundhara Sports Complex
28. Bangla news24
29. Bashundhara Public School and College
30. Kebab Turki Baba Rafi (Bangladesh)
31. Pocket (Mobile banking App)

## 2.3 Management Practices:

### 2.3.1 Leadership Style:

Bashundhara Group pursues a "Participative Leadership Style". The company has a policy of ensuring effective collaboration among all stages of employees. The departmental manager always cooperates with team members and employees at all levels. Bashundhara Group always makes sure that effective employee involvement can be achieved while contributing to superior goal achievements.

### 2.3.2 Human Resource Planning:

East West Property Development (Pvt.) Ltd has a structured recruitment and selection policy, making a conducive framework for candidates through job postings, interviews, screening, and finally selection. It has a well-designed competitive salary system along with attractive bonuses on a performance basis. East West Property Development (Pvt.) Ltd ensures proper training of its employees with annual appraisals.

## 2.4 Marketing Practices:

**2.4.1 Marketing Strategy:** East West Property Development (Pvt.) Ltd focuses on providing quality housing solutions to the middle and upper-middle class population of urban areas.

**2.4.2 Targeting and Positioning:** It targets the population seeking for seeking secure and convenient urban housing. The company has positioned itself as a premium brand image in Bangladesh’s real estate market.

**2.4.3 Marketing Channels:** The company utilizes both traditional and digital platforms as marketing channels. In traditional promotion, it uses TV, newspaper ads, etc. As part of a digital platform, East West Property Development (Pvt.) Ltd uses its website and its own media group, including print media, electronic media, for promotion with proper, updated information. It also uses social media platforms for brand promotion, as well as real estate portals.

**2.4.4 Product Development:** East West Property Development (Pvt.) Ltd is focused and dedicated to growing as an eco-friendly housing solution with modern urban facilities.

**2.4.5 Branding:** The company is committed to continuing branding with trust and a long-standing reputation. It has already branded itself by building a long-term, sustainable relationship with its customers.

**2.4.6 Promotional Strategies:** East West Property Development (Pvt.) Ltd follows an aggressive digital marketing strategy on Facebook, Instagram, and YouTube. It also performs an event marketing strategy along with online ads.

## 2.5 Financial performance and Accounting Practices:

### 2.5.1 Financial Performance:

The financial performance of EWPD is quite praiseworthy with a stronger customer segment and on time installment payments. EWPD maintains the proper supervision if all of the payments are made on time or not. Considering EWPD's June and July performance in this year, thought it faced a minor slowdown in customer payments, by the end of July, it has restrucered it position and most of the payments are met. EWPD has well-structured residential plans for customers positioning project plans for both upper-middle-class and high net worth customers. This planning structure undoubtedly let EWPD to gain more profit with higher margins. EWPD has designed separate pricing structure for commercial and institutional buyers. Moreover, the median priced plots of 5 to 10 katha have a good deal of customer base opting for affordability. EWPD deals with bult transaction values with stronger one-time cash inflow balancing working capital liquidity as well.

### 2.5.2 Accounting Practices:

EWPD is Bashundhara Group's prominent and premium real estate platform. It pursues accounting practices meticulously recognizing percentage of revenue on completion and hand over of plots. A deferred revenue and advances are recorded on installment-based sales. Expenses related to land acquisition and development are recorded when incur. Cost of goods sold is also measured at the time of plot sale. As part of its accounting practices, EWPD supervises the recording of receivables and payables on timely basis. Daily collection from sales are recorded with accurate collection schedule.

## 2.6 Operations Management and Information System Practices:

**2.6.1 Operations Management:** East West Property Development (Pvt.) Ltd has a strict feasibility analysis structure followed in land acquisition. Projects are scheduled using MS Project and ERP tools. Every resource allocated in project planning is done based on the project phase and funding.

**2.6.2 Information Systems:** ERP and CRM software are used in project planning and management. Every data is processed with updated automation and proper cloud support.

## 2.7 Industry and Competitive Analysis:

### 2.7.1 Porter's Five Forces:

- **Bargaining Power of Buyers:** East West Property Development (Pvt.) Ltd's buyers have moderate to high bargaining power. The real estate sector is now confronting buyers with prior knowledge due to growing access to online listings. Buyers now check reviews and then decide to buy. They evaluate multiple properties before buying. Buyers have options available to switch to Concord or Amin Mohammad Group. That is why the bargaining power of East West Property Development (Pvt.) Ltd's buyers are moderate to high, considering the factors.

- **Bargaining Power of Suppliers:** Suppliers have moderate bargaining power for the East West Property Development (Pvt.) Ltd. Bashundhara Group's East West Property Development (Pvt.) Ltd has a long-term partnership with its suppliers. Due to this, suppliers cannot create an unnecessary shortage of supply or cause delays. However, sometimes steel prices rise and raw materials for technological tools become expensive. In such a case, suppliers get moderate bargaining power.

- **Threat of New Entrants:** Due to the huge capital requirement in the real estate industry, the threat of new entrants to East West Property Development (Pvt.) Ltd is low. However, not only huge capital requirements, land acquisition and regulatory approvals' very strict procedures now. In such a situation, building trust for customers is becoming difficult as well. Fortunately, East West Property Development (Pvt.) Ltd has attained all these things in its long journey. So this threat is low for East West Property Development (Pvt.) Ltd.

- **Threat of Substitutes:** Bashundhara Group has already become a brand standing as one of Bangladesh's largest conglomerates for more than 30 years. It is difficult to come up with substitutes for the Bashundhara Group's offerings. However, building a strong position in commercial property development is not easy at all. Substituting such a mega brand like Bashundhara Group is impossible. Hence, the threat of substitutes for the Bashundhara Group is low.

- **Industry Rivalry:** Industry rivalry is low for East West Property Development (Pvt.) Ltd, considering the current real estate market of Bangladesh. Bashundhara Group has many competitors surrounding it, such as Building Technology & Ideas (BTI), RANGS Properties, NAVANA Real Estate, Shanta Assets Development, etc. But the way East West Property Development (Pvt.) Ltd has strategically captured a huge market share successfully that its competitors are nowhere near to it in terms of competition. East West Property Development (Pvt.) Ltd has land projects all over the country.

### 2.7.2 SWOT Analysis:

**Strengths:**

- Bashundhara Group has established East West Property Development (Pvt.) Ltd. as an upscaling sector of Bangladesh.
- It has robust capital support.
- The company's commercial complex plans are well-diversified and structured.

**Weaknesses:**

Since the Bashundhara Group has become the largest conglomerate, it has to maintain many hierarchies in its corporate sector. That is why sometimes decision-making might become slow while ensuring the active participation of all hierarchies.

**Opportunities:**

- East West Property Development (Pvt.) Ltd. is successfully growing in the urban housing sector, and due to its upscale on customer satisfaction, it has growing potential for quality housing.
- The company has partnerships with foreign investors that ensure its global expansion.

**Threats:**

- Rising competitors like Building Technology & Ideas (BTI), RANGS Properties, NAVANA Real Estate, and Shanta Assets Development can create a potential threat for the company.
- Economic downturn, inflation, and unexpected policy shifts in land registration laws can also create a potential threat for the company.

### 2.8 Summary and Conclusion:

East-West Property Development (Pvt.) Ltd has been standing as a pioneer of the Bashundhara Group in Bangladesh. It has created a strong brand image and has kept developing the real estate sector with robust marketing and continued success. The enriched participative leadership style also makes a strong contribution to the company’s development. It has extended its pat away from Bangladesh boundaries and exploring internationally as well. East-West Property Development (Pvt.) Ltd has a good amount of foreign customers from China, Japan, USA, UK etc. It explicitly mirrors a strong international position and recognition of East-West Property Development (Pvt.) Ltd that it has achieved till now.

### 2.9 Recommendations / Implications:

- A strong customer engagement should be created to build more trust and reliability.
- A more digital transformation is required.
- An increased exploration of foreign partnership opportunities.
- Adequate language translators are required to interact with Chinese and Japanese clients because such clients barely understand proper English.

# Chapter-3
# Project Part

## 3.1 Introduction

This section highlights the business plan that extends beyond the motivation of East West Property Development (Pvt.) Ltd. It describes the company's in-depth operational strategy and marketing background scenario. It emphasizes the objectives, core values, and specific opportunities of the projects undertaken by EWPD Ltd. The target is to elevate East West Property Development (Pvt.) Ltd to an unparalleled level, establishing an identity of unparalleled excellence within its target market and the Bashundhara Group.

### 3.1.1 Background

East West Property Development (Pvt.) Ltd has played a vital role in the success of the Bashundhara Group. With a heritage of completed projects, EWPD has made a significant contribution to Bangladesh's urban development. Some of the completed projects of EWPD are:

- Bashundhara Baridhara Land Project (Phase-1 A to G block, Phase-2 H to P block, Phase-3 I-Extension and N-Extension, Phase-4 Q-block and P-Extension)
- Riverview Greentown Project
- Bashundhara Mouchak Project
- Bashundhara Mouchak Project-2
- Baridhara Apartment Project
- Savar Project
- Bashundhara Riverview Residential Project
- Bashundhara Riverview Dokhina Project
- Judicial Officers Housing Project
- City View Project
- Bashundhara Uttorkhan

**Problem Statement**

East West Property Development (Pvt.) Ltd (EWPD) is a concern sector of the Bashundhara Group moving forward with evolving challenges and high competition in the land business sector of Bangladesh. Despite being the part of the largest conglomerate in Bangladesh, EWPD confronts several challenges and struggles to maintain its brand image. To some extent, EWPD has limited technological integration. Though it is trying to diversify with lucrative offerings, still some inefficiencies in operation are creating challenges for East West Property Development (Pvt.) Ltd. Some properties are too highly priced that they are left out and no one is opting to buy. Political discrepancies and crisis are also creating threat for EWPD. During my internship, I have observed that sometimes there is a lack of coordination in cost efficiency and project effectiveness. Sometimes, a gap is created between customer's expectations and company's service delivery capacity. Undoubtedly, East West Property Development (Pvt.) Ltd has a high-performing workforce, but still it lacks to streamline work coordination. This project will analyze EWPD's overall performance and pricing strategies they are pursuing to elevate their performance as well as it will cover the challenges addressed in the problem statement with proper recommendations on how to overcome them to maintain the position of an icon of excellence.

### 3.1.2 Objectives

The ultimate goal of the project is to tactically enhance the market position of the Bashundhara Group in the Bangladeshi market. To achieve those objectives, East West Property Development (Pvt.) Ltd needs to follow the following accurately.

- **To improve the brand equity and perception:** EWPD has efficiently positioned itself as a flagship project, "Smart City Bashundhara Housing". It incorporates an extensive list of top universities, hospitals, commercial zones as well as sports complex. The objective of this report is to highlight how EWPD's brand perception that it has already created through high-value amenities can be enhanced further.

- **To ensure the smooth flow of the internal operations:** The report targets to demonstrate EWPD's project's scale of development and its robust operational efficiency in the qualitative analysis part. In order to show the smoothness of internal operational efficiency, EWPD's project delivery, cost management analysis, construction process analysis will be demonstrated in the quantitative analysis part.

- **To integrate cutting-edge technology for sustainable development practices:** In this objective, the report aims to highlight the digital adaption of EWPD to focus on its commitment of building "Smart City" with technological integration.

- **To design a superior customer experience:** This report targets to analyze the quantitative data on drop in sales collection and customer engagement in order to ensure a potential smooth and consistent journey for EWPD's existing and future customers.

- **To diversify EWPD's project portfolio:** The report aims to analyze data on EWPD's performance in diverse market segments starting from retail outlets to mid-scale business towers. The report targets to analyze the pricing tables for both residential and commercial plots starting analysis from "Entry-level" to "High-net worth residentials". It will assist in further research on EWPD's emerging customer demands as well as its demographic shifts.

### 3.1.3 Significance

Executing the project successfully has an impact on many other areas as well. East West Property Development (Pvt.) Ltd is on a continuous mission to attain a secure market position in the long run. EWPD aims to develop a brand identity that resonates with its ambition. It will create a greater market capture or share, leading to higher revenue and profitability and a concrete foundation for future growth. East West Property Development (Pvt.) Ltd's growth will significantly increase the overall fame and create a strong brand identity, which Bashundhara Group has been striving for ever since it started its journey. This will help reinforce Bashundhara Group's image as a pioneering business entity at the forefront of the business arena. Moreover, this project is expected to have a profound impact on the overall landscape of the housing industry in Bangladesh by setting up a new benchmark for quality, long-term sustainability, and customer satisfaction. Bashundhara Group has the power to motivate and drive industry changes, effectively impacting urban development in Dhaka and other major cities in Bangladesh. Ultimately leading to people's quality of living standards. This will leave behind a legacy of exclusivity that surpasses conventional boundaries of living up to the title "Beyond Horizons: Elevating East West Property Development (Pvt.) Ltd as Bashundhara Group's Icon of Excellence (2025 and Beyond)".

### 3.1.4 Scope of the study

**The scope covers:**

- **Current situation survey:** An in-depth look at East West Property Development (Pvt.) Ltd's current operational activities, management of projects, performance, and CRM process.
- **Evaluation of the market and competition:** The research on the dynamic Bangladeshi market encompasses demand and supply trends, pricing strategies, legislative frameworks, and an in-depth analysis of the major players in the market.
- **Technological integration:** Identifying technological needs that are suitable for the land and real estate business, like building information models, advanced smart home solutions, and carbon-neutral and eco-friendly construction materials.
- **Sustainable and green building practices:** Continuous pursuit of integrating eco-friendly architecture, energy efficiency, and proper waste management solutions.
- **Enhancing customer service experience:** Consistent analysis of customer journey with Bashundhara Group, starting from after-sales service such as post-handover support, and providing flawless service and a pleasant experience.
- **Financial Potentials and Investment Analysis:** An initial analysis of the financial effects of the proposed investment strategies, plus return on investment, and the requirements of funding.
- **Focusing on geographical aspects:** The prime focus is on the East West Property Development (Pvt.) Ltd's operations within the national boundary of Bangladesh, this

research will emphasize the insights and guidelines from upper-level real estate businesses and markets.

- **Time frame:** The strategic recommendations and suggestions that have been started from 2025 and stepping into the future, making sure of the sustainable growth and apropos.

### 3.2 Literature review

The literature review part will emphasize the current knowledge from academic studies, research, and findings, available industry reports, and publications available from widely available sources throughout the crucial areas, and provide a concrete foundation for this project.

- **Urban real estate housing development and planning:** According to the report "Urban Real Estate Housing Development and Planning," by Shi Xu, the best practices for executing large-scale real estate development include strategies for acquiring land, high-end master planning, adopting top-level architectural design trends, and utilizing the most efficient construction techniques. Exploring the smart city concepts and developments can be considered an effective strategy for housing development. The author also suggests exploring concepts of smart cities, mixed-use developments, and community-centric planning. Key authors and case studies on successful urban transformations will be examined. ***(Shi Xu, 2024)***

- **Brand and corporate reputation within the conglomerate:** The critical observation from the article "Corporate Brand Reputation and Brand Crisis Management" of Stephen A. Greyser, the brand equity, positioning, and the strategic management of the conglomerate encounter threats to maintaining brand reputation. The article also analyzes the way how other leading group of companies uses their leverage to increase their success individually to increase the entire brand, emphasizing to differentiate their strategies, value proposition, and management crisis. ***(Stephen A. Greyser, 2009)***

- **Project management methods and operational excellence:** The article “APPLICATION OF SIX SIGMA FOR QUALITY IMPROVEMENT IN BUILDING CONSTRUCTION” by Bhatt Rajiv and Bathija Divya covers the methods that are followed for construction, such as Six Sigma, evaluating the application procedures and their benefits in the real estate or land sectors. According to the authors, focus is mostly needed on the continuous effort to increase efficiency, reduce wastage, strive for the improvement of quality control, and to make sure the timely delivery of the projects. ***(Rajiv & Divya, 2020)***

- **Environmental, social, and governance:** The article of Alina Elena, “The Importance of ESG in Real Estate Investments”, Lonascu delves into the growing importance of factors such as environmental, social, and governance of green building and sustainable development. These are mandatory for the achievement of the green building certifications. To include renewable energy in projects, buildings, and also use sustainable construction materials, conservation of fresh water. The social and economic benefits of these steps will also be evaluated. ***(Lonascu, 2024)***

- **Customer relationship management and customer experience:** According to the article “Eastern Housing Limited: Marketing Strategies of a Real Estate Company in Bangladesh” written by Jashim Uddin Ahmed, Hafiza Sultana and Anisur Faroque, in the case of the land and real estate sector in Bangladesh, the customer's journey from start to end is a roller coaster ride. Ensuring the smooth journey of the customer and providing the best service for their satisfaction, and also the ease of operational activity for land industries is a challenging task. A smooth journey for the customer with the company must be ensured for a better customer experience. After-sales service, feedback after the land delivery to the customer is required for the improvement within the industry. ***(Ahmed et al., 2017)***

- **Property Technology:** According to the article “Innovation in Real Estate Technology: Trends and Digital Evolution” published by JIITAK, artificial intelligence, the emerging technology, impacts the land business sector in terms of operational activity, marketing activity, sales performance, and management of property. The article also explores in which way such technologies can bring innovation and efficiency to land business industries. ***(JIITAK, 2025)***

- **Market competition dynamics and trends emerging:** The article "Bangladesh's Real Estate Dynamics and the Road to Overcoming Challenges" *published* by INNOVISION delves into the context of the Bangladeshi market, reviewing the economic reports, market analysis, and forecasting industry-specific reports will help a better understanding of the Bangladeshi market differences, investment trends, and consumer behavior patterns. ***(INNOVISION, 2023)***

### 3.3 Methodology

A sturdy mix method of research approach, including both qualitative and quantitative data collection and analysis techniques to provide everything needed to understand and also insights that are applied.

#### 3.3.1 Research Design:

◘ **Initial Phase:** To gather information and to know the in-depth of a problem, put together hypotheses, it is necessary to interview or hold focus group discussions in case of qualitative research.

◘ **Descriptive Phase:** Survey and data analysis for measuring variables, specifically, describing the target population characteristics, and lastly identifying the trends.

◘ **Explanation Phase:** Merging both the quantity findings and quality findings, cross-checking hypotheses, and developing the practical recommendations.

#### 3.3.2 Data Collection Process:

#### 3.3.2.1 Primary Data Collection:

**In-depth interview:**

◘ **Target audience:** Heads of each department, such as sales and marketing, Project in charge, Head of finance, Head of Human Resource, and senior management employees within East West Property Development (Pvt.) Ltd.

◘ **Purpose:** The aim is to collect strategic vision, challenges faced within the company, identifying strengths and weaknesses, and future hankerings.

◘ **Methodologies:** Holding semi-structured interviews semi-structurally, allowing adaptability, and emerging theme research.

**Customer Surveys:**

◘ **Target audience:** Existing customers of East West Property Development (Pvt.) Ltd, potential customers, and the people who are in the targeted demographics of East West Property Development (Pvt.) Ltd

◘ **Purpose:** To judge brand awareness, satisfaction level, and insight into the East West Property Development (Pvt.) Ltd's projects and services, the unfulfilled needs of the customers.

◘ **Methodologies:** Arranging a questionnaire session online via email, social media, East West Property Development (Pvt.) Ltd's sales channel, open-ended questions.

**Focus group discussion:**

◘ **Target audience:** Internal employees from different departments chosen for discussion in groups.

◘ **Purpose:** To acquire qualitative insights deeply in precise aspects of a perception of the brand, their customers' experience, and also on the feedback of potential offerings and features that East West Property Development (Pvt.) Ltd will be launching newly.

◘ **Methodology:** Smooth discussions encourage interactions and various standpoints on pre-set topics. This helps to make the group discussion fruitful and effective in finding out any particular information or query that an employee of East West Property Development (Pvt.) Ltd, it would not be able to know.

**Expert interviews:**

◘ **Target Audience:** Inviting consultants from top-tier real estate companies, architects, urban planning specialists and experts, and tech solution mainstay.

◘ **Purpose:** The intention is to collect in-depth of the best practices of the real estate or land industry, unfolding and new trends, advanced technology, and innovations upcoming to the industry.

#### 3.3.2.2 Secondary Data Collection:

◘ **Internal company documents:** Going through the East West Property Development (Pvt.) Ltd's annual reports, financial reports, operational audit reports, project practicality research, annual sales data, marketing planning, and customer feedback records.

◘ **Industry reports:** Evaluating the reports that are already available on the internet, published by the member association of the real estate industry and the government body Rajuk that deals with the land and real estate sector.

◘ **Publications:** Academic journals, professional journals, and magazines from prestigious publications.

◘ **Analyzing competitors:** Analyzing key competitors' publicly available information, materials for marketing, and their project portfolios in Bangladesh.

### 3.3.3 Data analysis

#### 3.3.3.1 Qualitative data analysis:

**"Smart City Bashundhara Housing"** is the first and largest planned private housing project of East West Property Development (Pvt.) Ltd in Bangladesh, approved by Rajuk. This area provides all the necessary urban facilities, making it the best residential area in Bangladesh. Bashundhara Housing is planned in such an outstanding and futuristic way that an individual can get every single facility of a good life within walking distance.

**Urban amenities of Bashundhara Housing (East West Property Development (Pvt.) Ltd.):**

**Road network:** The Road network is one of the most important aspects of any housing project. There is a 300-feet-wide road, widely known as "Purbachal Expressway" on the northern side of the Bashundhara residential area of East West Property Development (Pvt.) Ltd. 200 feet wide lake with a walkway inclusively with the "300 feet Purbachal Expressway". On the south side of housing, there is 4 lane 120 feet wide road network that links with "Madani Avenue". Every plot has a space of a minimum of 25 feet along with every plot in front of them. Other road networks include 200 feet, 130 feet, 100 feet, 80 feet, 60 feet, 50 feet, 40 feet, and 30 feet roads. Dhaka Mass Rapid Transport has six stations all around the Bashundhara housing, East West Property Development (Pvt.) Ltd. Metro Railway has metro rail lines-1 and metro rail lines-6 dedicated for the people travelling in this direction and the area around East West Property Development (Pvt.) Ltd.

**Universities:** The country's top universities have opened their campus inside Bashundhara Housing of East West Property Development (Pvt.) Ltd.

- North-South University
- Independent University, Bangladesh
- American International University of Bangladesh
- United International University
- Proposed Prime Asia University

**Schools:** Keeping in mind the ease to education East West Property Development (Pvt.) Ltd allocated spaces for educational institutions inside the "Bashundhara Housing"**.** There are international standard schools for children's education inside the residential area, so that the parents have a hassle-free journey from home to school.

- Bashundhara Public School and College
- AGA Khan Academy
- ISD School
- Play Pen International School
- Ebenezer International School and so on.

**Banks:** Renowned Banks have opened their branches inside the residential area of East West Property Development (Pvt.) Ltd.

- BRAC Bank
- Dhaka Bank Ltd
- City Bank
- Trust Bank
- Prime Bank Ltd
- IFIC Bank Limited
- Southeast Bank Limited
- First Security Islami Bank and so on.

**Hospitals:** World's top level facilities, enriched hospitals, are in the residential area.

- Evercare Hospital
- Bashundhara Eye Hospital
- Afroza Bagum Diagnostic and Consultation Center
- BIRDEM Bashundhara Branch

**Mosques:** There are 44 mosques in the housing area. As there are so many blocks starting from **A-block** to all the way up to **P-block.**

**Security System:** East West Property Development (Pvt.) Ltd provides strict security 24/7 to the people residing in the residential area. 1000 members of the security forces are deployed all around the year for the uninterrupted security of the people. Latest technology equiped with an Artifical Intelligence cameras are engaged for continuous monitoring of the housing area.

**Community park:** 11 Bighas of land space have been allocated for the community park at **N-block.**

**Kids World:** Dedicated 14 bighas of land for Kids World zone at **M-block** with 200 feet wide road. It also includes,

- Soft play area
- Slide area
- Kiddie play area
- Magic net climbing area
- Swing area zip line area
- Sand area
- Youth recreation area additional features
- Trampoline
- Cycling track and so on.

**Amusement Park:** 35 bighas of land space has been given for the amusement of children at **N-block** along with 200 feet road. The amusement park includes:

- Musical Fountain (Longest in the country)
- Skating Park (Largest in the country)
- Water Trampoline (Biggest in the country)
- Rock Climbing (Biggest and largest in the country)
- Double storied Go-Cart and so on.

**Golf Driving Range:** I-block holds the most advanced golf club on 30 bighas of land. Features include:

- 144 golfers can play at a time
- Restaurant
- Coffee shop
- Business meeting rooms
- Conference rooms
- Pro-shop
- Golf and cricket simulators
- VIP lounge
- Banquet hall (capacity of holding 300 guests)

Moreover, the third floor of the golf driving range is specially designed for VIP and elite personnel only. The lounge will provide a facility for elite quality time and meetings.

**Gym and Fitness center:** State of the earth gym facility and fitness center. **"Gold's Gym"** has been newly launched in "Bashundhara Housing" of East West Property Development (Pvt.) Ltd. Every single item that exists in the world of the gym is available here.

**Bashundhara Sports City, East West Property Development (Pvt.) Ltd:**

Bashundhara Sports Complex is under way developing on the vast 300 bighas of land. East West Property Development (Pvt.) Ltd's aim is to proudly showcase our Bangladesh on the global stage. Bashundhara Sports Complex includes:

- AFC standard football stadium having the capacity of more than 10 thousands spectators with floodlights for night time matches.
- International Cricket Council (ICC) level standard cricket stadium with spectator holding capacity up to 30 thousands.
- Indoor cricket stadium and practice facility.
- Futsal grounds with a facility to practice (FIFA and AFC level standard).
- The country's first ever paddle tennis court.

Another indoor sports facility of 1 lakh square feet includes,

- The first 6 pitch cricket practice ground facility in Bangladesh.
- Basketball courts.
- A badminton complex of 24 court facilities.
- Tennis court
- Kabaddi court
- Archery
- Facility of yoga for 10 thousands people at a time.
- An Olympic standard size swimming pool of 50 meters or more.
- Separate kids and females only swimming and diving facility of 25 meters.
- Squash court.
- Volleyball court
- Hand ball court
- Judo
- Karate
- Taekwondo

- Bowling
- Weight lifting facility (from beginner level to professional level, every single weight lifting equipment is available).
- Zulkan indoor arena
- Muaythai
- MMA
- Boxing
- Rock climbing

**Shopping malls:**

- Bashundhara City Development Limited-2 (BCDL-2)
- Jamuna Future Park
- Rupayon Shopping Square
- Apon Family Mart
- Shwapno
- Meena Bazaar

**Commercial Zones:**

Dedicated commercial spaces for corporations. Renowned conglomerates of Bangladesh like BDG Group, Walton Group, JCX Group, and Grameenphone.

**Food Courts:**

Another key important business sector, like food courts and restaurants, is spread across the East West Property Development (Pvt.) Ltd's residential area "Bashundhara Housing" or "Bashundhara Residential Area",

- Bashundhara Heritage Restaurant
- Herfy
- Wooden Spoon

- Sushi Aki
- Green and Pepper
- Sunflower Restaurant
- Saffron Dine
- Pavo Restaurant
- Green Lounge

**Coffee shops:** A day without coffee is almost unimaginable and incomplete now a days. To serve to coffee cravings and a quality time spending while having a cup of coffee, there are multiple coffee chains at “Bashundhara Residential Area”, East West Property Development (Pvt.) Ltd.

- Cafe Amazon
- North End Coffee Roaster
- Living Coffee
- Cosmo Coffee
- Crimpson Cup
- Window Coffee
- Cafe Leo

**Convention Hall:** International Convention Center Bashundhara (ICCB), East West Property Development (Pvt.) Ltd offers 5 mammoth community halls. Ideal for family events, corporate events, and cultural programs. Each hall can accommodate up to 10 thousands guests and can give parking facilities to 3 thousands vehicles at a time. International Convention Center Bashundhara (ICCB) promises to ensure coherent and appropriate event experiences for every occasion.

**Graveyard and Eidgah:** Reserved 105 bighas of land space for a graveyard and an Eidgah for Eid prayers.

### 3.3.3.2 Quantitative data analysis:

**An Overall Collection Summary from sales of the Baridhara Project Phase 2, according to the 30th July Dashboard Information**

| After-Sales Collection Period | Total Amount of Collection (approximately) |
|---|---|
| 30th July | BDT 5,92,000 |
| 29th July | BDT 7,210,000 |
| Overall July Month | BDT 454,920,000 |
| Overall June Month | BDT 607,240,000 |

***(Hoque, n.d.)***

**Insights:**

On July 30th, East West Property Development (Pvt.) Ltd has experienced a lower early-day collection, whereas on the previous day, July 29th, the total collection was high, indicating stronger customer engagement. Regarding the overall collection from sales in July, it was healthy enough. Lastly, comparing the July month's performance with June, there was a slight fall of approximately 25% in July in sales-collection performance, while June demonstrates a strong performance. However, if the collection rate continues to drop slightly, other months forward might underperform.

**Residential Land Pricing (BDT 92-95 Lakh per Katha approximately)**

| **Plot Size** | **Estimated Price (BDT approx)** | **Size** |
|---|---|---|
| 3 Katha | 2.76 Crore | Entry-Level Housing |
| 4 Katha | 3.68 Crore | Mid-size Housing |
| 5 Katha | 4.60 Crore | Popular Size (Duplex Homes) |
| 7 Katha | 6.44 Crore | Large Residential Plot |
| 10 Katha | 9.20 Crore | Luxury Homes |
| 2 Bigha | 18.40 Crore | High-net worth Residentials |

***(Hoque, n.d.)***

**East West Property Development (Pvt.) Ltd**

**Bashundhara Baridhara Land Project**

**Price List of saleable Plots**

| **Serial no** | **Block** | **Size** | **Facing** | **Road no** | **Rate (BDT approx)** |
|---|---|---|---|---|---|
| 1 | I-block | 4 katha | North and lake side | 25 | 1 crore 19 lacs |
| 2 | I-block | 4 katha | South | 25 | 1 crore 27 lacs |
| 3 | I-extension | 5 katha | South | 25 | 1 crore 27 lacs |
| 4 | I-extension | 3 katha | South | 25 | 1 crore 9 lacs |
| 5 | I-extension | 3 katha | South | 25 | 1 crore 9 lacs |
| 6 | I-extension | 3 katha | South | 25 | 1 crore 9 lacs |
| 7 | I-extension | 3 katha | South | 25 | 1 crore 9 lacs |
| 8 | I-extension | 3 katha | South | 25 | 1 crore 9 lacs |
| 9 | I-extension | 3 katha | South | 25 | 1 crore 9 lacs |
| 10 | I-extension | 4 katha | South | 25 | 1 crore 12 lacs |
| 11 | I-extension | 4 katha | North | 25 | 1 crore 12 lacs |

**Prices are valid up to 6 months from the date of approval**

***(Hoque, n.d.)***

**Plot list for sale**
**(Corporate Office)**

| | | | | | |
|---|---|---|---|---|---|
| 1 | N-extension (VIP Zone) | 10 katha | South | 40 | 1 crore 25 lacs |
| 2 | N-extension (VIP Zone) | 10 katha | North | 40 | 1 core 20 lacs |
| 3 | P-extension (VIP Zone) | 10 katha | South | 40 | 1 core 25 lacs |
| 4 | P-extension (VIP Zone) | 10 katha | North | 40 | 1 core 20 lacs |
| 5 | P-extension (VIP Zone) | 10 katha | South | 40 | 1 core 25 lacs |
| 6 | N-block | 5.7 katha | North | 25 | 95 lacs |
| 7 | N-block | 3 katha | South | 25, near 200 feet wide road | 92 lacs |
| 8 | N-block | 3 katha | North | 25 | 92 lacs |
| 9 | N-block | 3 katha | North | 25 | 90 lacs 80 thousand |
| 10 | N-block | 3 katha | North | 25 | 90 lacs 80 thousand |
| 11 | N-block | 3 katha | North | 25 | 90 lacs 80 thousand |
| 12 | N-block | 3 katha | North | 25 | 90 lacs 80 thousand |
| 13 | N-block | 3 katha | North | 25 | 90 lacs 80 thousand |
| 14 | N-block | 3 katha | North | 25 | 90 lacs 80 thousand |

| | | | | | |
|---|---|---|---|---|---|
| 15 | N-block | 3 + 3.38 = 6.38 katha | North | 25 | 95 lacs |
| 16 | N-block | 3 katha | North | 25 | 92 lacs |
| 17 | N-block | 3 katha | North | 25 | 91 lacs |
| 18 | N-block | 3 katha | North | 25 | 92 lacs |
| 19 | N-block | 3 katha | North | 25 | 92 lacs |
| 20 | N-block | 3 katha | North | 25 | 92 lacs |
| 21 | N-block | 3 katha | North | 25 | 92 lacs |
| 22 | N-block | 3 katha | North | 25 | 92 lacs |
| 23 | N-block | 3 katha | North | 25 | 92 lacs |
| 24 | N-block | 3+3 = 6 katha | North + South | 25 | 96 lacs combined |
| 25 | N-block | 3+3 = 6 katha | North + South | 25 | 96 lacs combined |
| 26 | N-block | 2.56 + 3 = 5.56 katha | North + North | 25 | 96 lacs combined |
| 27 | N-block | 3 + 2.54 = 5.54 katha | North + North | 25 | 96 lacs combined |
| 28 | N-block | 3 + 3 = 6 katha | East + East | 25 | 96 lacs combined |
| 29 | N-block | 6 katha | East | 25 | 96 lacs |
| 30 | N-block | 10.82 katha | West | 25 | 96 lacs |

| | | | | | |
|---|---|---|---|---|---|
| 31 | N-block | 5.50 + 8.94 = 14.44 katha | West + West | 25 | 96 lacs combined |
| 32 | N-block | 3 + 3 = 6 katha | North + North | 25 | 96 lacs combined |
| 33 | N-block | 3 + 3 = 6 katha | North + South | 25 | 96 lacs combined |
| 34 | N-block | 3 + 3 = 6 katha | North + North | 25 | 96 lacs combined |
| 35 | N-block | 3 + 3 = 6 katha | North + North | 25 | 96 lacs combined |
| 36 | N-block | 3 + 3 = 6 katha | North + North | 25 | 96 lacs combined |
| 37 | N-block | 3 + 3 = 6 katha | North + North | 25 | 96 lacs combined |
| 38 | N-block | 3 + 3 + 3 + 3 = 12 katha | North + South (corner both) and East | 25 (North and South) and 40 (East) | 1 crore 5 lacs combined |
| 39 | N-block | 3 + 3 = 6 katha | North + North | 25 | 96 combined |
| 40 | N-block | 8.36 katha | North | 25 | 97 lacs |
| 41 | N-block | 9 katha | North + South | 25 and 30 | 98 lacs |

| | | | | | |
|---|---|---|---|---|---|
| 42 | P-block | 5 katha | South | 25 | 1 crore |
| 43 | P-block | 5 katha | North | 25 | 1 crore |
| 44 | P-block | 5 katha | West | 25 | 1 crore |
| 45 | P-block | 4.85 katha | West + Lake side | 25 | 97 lacs |
| 46 | P-block | 6.53 katha | East + Lake side | 25 | 96 lacs |
| 47 | P-block | 5 katha | North | 25 | 93 lacs |
| 48 | P-block | 5 katha | North | 25 | 93 lacs |
| 49 | P-block | 4 katha | West | 25 | 91 lacs 50 thousand |
| 50 | P-block | 4 katha | North | 25 | 91 lacs 50 thousand |
| 51 | P-block | 4 katha | South | 25 | 93 lacs |
| 52 | P-block | 4 katha | South | 25 | 93 lacs |
| 53 | P-block | 4 katha | North | 25 | 91 lacs |
| 54 | P-block | 4 + 4 = 8 katha | North + North | 25 | 95 lacs combined |
| 55 | P-block | 8.09 katha | South | 25 | 95 lacs 50 thousand |

***** Prices are valid up to 3 months from the date of approval**

***(Hoque, n.d.)***

**Commercial Land Pricing (BDT 92 Lakh × 1.2 = BDT 1.104 Crore approx. per Katha)**

| Plot Size | Estimated Price per Katha (BDT approx.) | Total Estimated Price (BDT approx.) | Housing Size |
|---|---|---|---|
| 3 Katha | 1.104 Crore | 3.312 Crore | Cafe or Small Shopping Complex |
| 4 Katha | 1.104 Crore | 4.416 Crore | Retail Outlets |
| 5 Katha | 1.104 Crore | 5.520 Crore | Approximately 5-story Commercial Building |
| 7 Katha | 1.104 Crore | 7.728 Crore | Clinics, Showrooms, Small Shopping Outlets |
| 10 Katha | 1.104 Crore | 11.04 Crore | Mid-Scale Business Towers |
| 2 Bigha | 1.104 Crore | 22.08 Crore | Large Commercial Projects |

| Residential Land Price | Value (BDT) | Commercial Land Price | Value (BDT approx) |
|---|---|---|---|
| Minimum Price | 2.76 Crore | Minimum Price | 3.312 Crore |
| Maximum Price | 18.40 Crore | Maximum Price | 22.08 Crore |
| Average Price | 7.85 Crore | Average Price | 9.42 Crore |
| Median Price | 5.52 Crore | Median Price | 6.624 Crore |

***(Hoque, n.d.)***

**Insights:**

The above tables explicitly demonstrate that EWPD is now targeting upper-middle-class to high-income individuals. Commercial plots are showing a boost in revenues with higher profit margins. The land value, ranging from BDT 2.76 Crore to BDT 22 Crore, provides customers a flexible entry point opportunity. Larger plots above 10 Katha are more attractive to real estate developers and have good potential. Hence, EWPD has positioned itself as Bashundhara Group’s premium real estate brand.

### 3.3.4 Ethical reflections:

- To confirm the authorization of all the individuals interviewed and surveyed during the research.
- Ensuring the confidentiality and privacy of the data that is collected.
- To represent the findings and objectives unbiasedly and transparently.

### 3.4 Findings and Analysis:

The data and findings derived down from the primary data and secondary data of their deeper analysis, and how they will interpret those findings. These findings are broken down into sections, sub-sections for transparent exposure.

#### 3.4.1 Contemporary market positioning and brand perception

#### 3.4.1.1 Brand awareness and remembrance:

◘ **Findings:** Although the strong brand reputation of Bashundhara Group boosts the East West Property Development (Pvt.) Ltd's reputation as well, but as an individual identity, EWPD's brand name is remembered as a different brand in its competition. Other real estate companies invest heavily in marketing of their companies for brand identity enhancement. It has been found out from the market survey of the real estate market industry that the connection is higher with the name "Bashundhara" rather than East West Property Development (Pvt.) Ltd itself.

◘ **Analysis:** The reputation of the Bashundhara group as a parent company does help the brand identity of EWPD, but it puts limitations on the East West Property Development (Pvt.) Ltd's appeal in the consumers' mind and the market as well, and affects the uniqueness of the company itself. However, there is a very good chance to build up the EWPD's brand chronicle.

#### 3.4.1.2 Brand associates and attributes:

◘ **Findings:** It is human psychology and nature to connect with anything that is reliable and durable, and has a strong brand reputation. It is called "sensory memory", it is a brief recording of the sensory information that has been in the memory. As a result of that, the rich heritage of the Bashundhara Group, its sub-brand East West Property Development (Pvt.) Ltd has been able to capture the market share and pull the customer base toward itself. Nonetheless, the core attributes that it bears are not fully related to the innovative and sustainable.

◘ **Analysis:** It highlights that the insight gap that exists in between the East West Property Development (Pvt.) Ltd's potential and present day brand image. EWPD needs to shape the insights actively for becoming the "Icon of Excellence" straightforwardly.

### 3.4.1.3 Market share and competition:

◘ **Findings:** Although East West Property Development (Pvt.) Ltd holds an outstanding market share, but it still faces the challenge of increasing competition from alcove real estate developers. The data shows a stable market share not expeditiously.

◘ **Analysis:** The contemporary strategies are effectual if compared to the conventional points. But in order to upraise the market share and dominate the competition, East West Property Development (Pvt.) Ltd must protect these segments with additional aggressive steps in terms of its offerings and to step in to the new market more strategically and higher segment growth.

### 3.4.1.4 Customer satisfaction and feedback:

◘ **Findings:** So far, the customers are satisfied with the quality of the product and the timely delivery of the plots. The feedback received from the customers is mostly related to the after sales services like registration, plot boundary work, solving minor problems, and the ongoing construction process communication.

◘ **Analysis:** After sales service needs some concentration for refreshments, as in changes need to be brought in. Intensification of after sales service experience will massively boost the goodwill and loyalty of the customers, resulting in the positive word of mouth, which is very important to achieve the title "Icon of Excellence".

**3.4.2 Project's operational efficiency and delivery assessments:** East West Property Development (Pvt.) Ltd's internal operations and its project capabilities are explained in detail in this part of the report.

#### 3.4.2.1 Project design and planning period:

◘ **Findings:** Plannings and designs that are followed initially are inclusive. Parallel processing is often required despite the consecutiveness. It is very time consuming and also requires internal coordination of the different departments of East West Property Development (Pvt.) Ltd. It could be more consolidated.

◘ **Analysis:** Embracing more dexterous and simultaneous engineering approaches could remarkably decrease the time frame from the ground to completion of the project.

#### 3.4.2.2 Project construction and its quality control:

◘ **Findings:** East West Property Development (Pvt.) Ltd emphasizes on maintaining a strong structural ethics and hires reputed engineers and contractors for their projects. Sometimes there are delays if delayed by the subcontractors or suppliers because of their instability or unanticipated situations. Ensuring quality control is sturdy for major project elements, but at times, they do get less rigorous for completing the project and attention to detail.

◘ **Analysis:** Introducing modern day supply chain management systems and more highly detailed quality protocols. Ensuring these protocols, especially in interior finishings, will intensify the project quality and lessen the reworkings.

#### 3.4.2.3 Modern technological adoption in operations:

◘ **Findings:** East West Property Development (Pvt.) Ltd uses modern technology and softwares used for project management, but the problem is that such technologies like "Building Information Modeling" used for detection of clashes and lifecycle managements are limited to specific projects which is very costly as they are used for specific projects and upon completion of the projects they are of no use for the next or new project.

◘ **Analysis:** Property technologies can be used for improving efficiency, eliminating errors, increasing collaborations, and delivering more quality data for making better decisions regarding the lifecycle of the project.

**3.4.2.4 Budget allocation and cost management:**

◘ **Findings:** Small or minor costs often occur due to the variable cost of construction materials, market volatility, sudden or unexpected governmental or regulatory changes, and requirements.

◘ **Analysis:** East West Property Development (Pvt.) Ltd's increased real time cost of monitoring and a more forward looking initiative to risk managing, to be more specific, the concerns regarding the price variations may improve the financial predictability of EWPD.

**3.4.3 Sustainable practices and Landscape innovation:**

**3.4.3.1 Currently existing green initiatives:**

◘ **Findings:** Exploring the present engagement with the sustainability and innovations in technology, EWPD has integrated a few basic sustainable green elements like rainwater harvesting and energy efficiency lighting in a few of their recent projects in common areas. Notwithstanding, an inclusive sustainable policy for green building certifications is not yet systematized.

◘ **Analysis:** Despite the positive steps taken by East West Property Development (Pvt.) Ltd before, there is a need for a next level strategic and integrated approach for meeting the evolving demands and the regulatory pressures building in the market.

#### 3.4.3.2 Smart technology adoption:

◘ **Findings:** Some of the projects of East West Property Development (Pvt.) Ltd has features of smart homes like a security smart lock, semi automation. But these technology integration advancements in community living are not widely seen in our country yet.

◘ **Analysis:** There are many noteworthy chances to distinguish East West Property Development (Pvt.) Ltd through its offerings like smart living experiences and making them appealing to the new tech savvy generation, which will lead to the enhancement of the EWPD's property value.

#### 3.4.3.3 Emphasizing Research and Development:

◘ **Findings:** EWPD puts a lot of effort when it comes to the quality of their projects. Even in minor things, attention to details like design aesthetics and the usefulness of the layouts. EWPD has a dedicated research and development team for the continuous exploration of new environment friendly, sustainable, and innovative technologies. But the problem arises is that innovative technologies are limited in the land sector.

◘ **Analysis:** Creating or building up partnerships with expert researchers and institutions can elevate East West Property Development (Pvt.) Ltd as a market leader in innovation and green construction practices in the land sector.

### 3.4.4 Evaluation of after sales service and customer service engagement:

#### 3.4.4.1 Customer journey with EWPD:

◘ **Findings:** Although the customers ' pre-sales journey and the sales process are well organized, a few minor issues like delayed registration and, land handover process may lead to customer dissatisfaction.

◘ **Analysis:** Executing a customer dedicated portal for tracking the progress could remarkably improve the customer experience and satisfaction throughout the journey of their purchase with East West Property Development (Pvt.) Ltd.

### 3.4.4.2 After sales service and Problem solving:

◘ **Findings:** EWPD already have a software that deals with the handover and after sales service issues. But from an internal source it has been found out that the response time and the problem-solving time varies sometimes. Few customers have mentioned that they have faced delays in their problem solving with minor issues.

◘ **Analysis:** Well organized after sales service process, possibly through a dedicated customer relationship management (CRM) feature emphasizing on the customer management aspects in particular. This would eventually lead to enhanced customer loyalty and a positive brand perception of East West Property Development (Pvt.) Ltd.

### 3.4.4.3 Community building and customer loyalty:

◘ **Findings:** EWPD focuses on the quality of the project for customer loyalty and turning that loyalty into repeated business. But the problem is that formal loyalty programs for customers has not been developed to an extended level yet among the existing customers.

◘ **Analysis:** Encouraging for a community building and rewarding repeat customers because of their loyalty will create brand advocates and take East West Property Development (Pvt.) Ltd on the top of the leaderboard, growing the brand image more concrete like.

## 3.5 Conclusion

All the findings reflected in this project are presented very thoroughly by analyzing the information found from the East West Property Development (Pvt.) Ltd. It aims to understand the in depth situation and the overall scenario of present and future potential of the company to achieve the "Icon of Excellence" goal. Although the research shows the benefits that EWPD gets from the Bashundhara Group being its parent company it still needs an independent brand identity recognition, market size in customers mind and a strategic enhancement is required.

East West Property Development (Pvt.) Ltd illustrates a strong capability in construction and their on time project delivery. But still there are smooth processes. Boosting the project timeframes via dexterous methods. Also integrating fully advanced property technology (PropTech) solutions like building information modeling (BIM). Ongoing engagements with sustainability practices, growing continuously EWPD still faces challenges in inclusive structure and fulfilling a concrete commitment to green building industry certification. Moreover, the customer experience, to be more specific the after sales service and maintaining the continuous communication with the customers during the ongoing construction process. It plays a crucial role in certain critical areas by which it creates a strong and deep customer relationship, loyalty and creates brand advocates.

Last but not least, East West Property Development (Pvt.) Ltd owns a deep foundation strengths, a legacy, a renowned reputed parent company "Bashundhara Group" with a excellent manifesting record of project completion in order to gain the vision of "Icon of Excellence". Nevertheless, EWPD must address the gaps pointed out in brand perception, efficiency in operational activities, integrating sustainability, customer engagement. The present situation suggests that East West Property Development (Pvt.) Ltd is a reliable and established dominant player in the industry. The problem is that EWPD is not considered as innovative, futuristic and customer centric that the leader claims, "Icon of Excellence" title. This achievement requires a cautious approach and a integrated strategic shifting beyond all the aspects of its marketing interactions and operations.

### 3.6 Recommendations

Based on all the overall findings and concluding, the recommendations mentioned below for East West Property Development (Pvt.) Ltd to uplift the brand image of the Bashundhara Group's icon of excellence from 2025 and beyond are:

### 3.6.1 Strategically repositioning the brand and communication:

- **Recommendation:** East West Property Development (Pvt.) Ltd should launch a targeted multiple channel ways of brand repositioning campaigns that will showcase the EWPD's commitments that it has made to its customers about innovation, providing sustainability living and an outstanding customer experience, differentiating EWPD from the competition by leveraging the Bashundhara Group's comprehensive strength. This comprehends a fresh approach of visual identity, captivating storytelling through digital media and traditional media as well by showcasing the exclusive projects that represents these features.

- **Implication:** It will point out the perception gaps straightforwardly, by increasing the East West Property Development (Pvt.) Ltd's own brand identity, equity, attracting new sophisticated buyer segments and lastly demanding a premium pricing for their land projects making EWPD not only a dynamic, pioneering, progressive type of leader but also a reliable brand.

### 3.6.2 Operational excellency via tech and supple methods:

**Recommendation:** Implementing an adoption phase that is comprehensive and includes enterprise resource planning in East West Property Development (Pvt.) Ltd's system merged with building information modeling throughout all the project lifecycles. Introducing flexibility in project management principles to critical designs, planning stages to quick decision making and reducing lead times. Introducing a project innovation hub is the only dedicated step for piloting new construction technology and materials for the projects.

**Implication:** It will gradually lead to mentionable improvements in the operational efficiency, reducing project timeframes, minimizing costs, increasing quality control and much better utilization of resources. EWPD will be able to complete and deliver their projects quickly to the customers cost efficiently with higher exactitude, strengthening the reputation of efficient work.

### 3.6.3 Sustainable competitive development consolidation:

**Recommendation:** Developing and implementing a mandatory “Green Building” policy for all the new and upcoming projects and targeting for a recognized certification globally. Investing in renewable energy sources, modern day waste management systems, and water conservation processes. Actively promoting the benefits of green and sustainable living standards to the customers.

**Implication:** This step will fit in East West Property Development (Pvt.) Ltd as an eco friendly brand into the customers' mind, specifically appealing to the customers who are more concerned about a safer environment. It is beneficial for the company in the long run also, saving companies a big chunk of money in the operational costs, lower maintenance, and other expenses for the residents as well and increasing the EWPD’s corporate social responsibility image, coordinating with the world’s best organizational practices.

### 3.6.4 Digital engagement and enriched customer experience:

**Recommendation:** Introducing state of the art customer relationship management system, which will facilitate a complete overview of the customer. Developing a customer centric portal that will give real time updates, access to documents, and diligently solve customers' problems. Introducing a proactive after sales service team dedicated to faster problem solving and continuous feedback, and improvements. Launching loyalty programs and building a community for the residents of the East West Property Development (Pvt.) Ltd.

**Implication:** These steps will improve the customer satisfaction level even more appreciably. An outstanding customer experience will eventually turn them into brand advocates, spreading positive word of mouth among their community bringing in more customers. Thus creating a reputable cycle of customer circle growth and strengthening East West Property Development (Pvt.) Ltd’s brand image as a customer focused business organization.

### 3.6.5 Flair development and innovation:

**Recommendation:** Designing and implementing a strong training program focusing on the new technologies like building information modeling, smart home system and skills like advanced customer service. Promoting a ongoing learning process, innovations, all the departments working together to pursue a common goal. Announcing rewards and incentives based on the employee performance, skills and excellency.

**Implication:** Skilled, innovative, motivated is very essential for any organization. East West Property Development (Pvt.) Ltd being the best company in the real estate industry requires the best of the best highly skilled, experienced, motivated and an innovative workforce. This will ultimately increase the working capability, lessening of employee turnover, and confirming EWPD an endless competition advantage.

### 3.6.6 Niche market penetration and diversification:

**Recommendation:** Organizing viable research study for stretching towards new ideas like smart city, modern day urban planning approaches like integrating residential, commercial and institutional lands all under one roof creating a vibrant community. Continuous hunt for new opportunities for bringing in global trend and architecture to achieve international standard and expertise.

**Implication:** It will gradually increase the East West Property Development (Pvt.) Ltd's revenue, reducing dependency on segments done traditionally. Opening new market opportunities for EWPD. Strategic collaborations could speed up the growth of the company by bringing in expertise and knowledge, creating bonding to a greater extent for the organization. In essence, EWPD will become a fully versatile position and elevated to such a leading position in the industry.

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