Report on

Importance of Quality Assurance in Real Estate to Enhance Customer Satisfaction and Brand Image: A Study on Rancon FC Properties Ltd.

By
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Student ID: 20204082

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
February,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:
____   **Monalisa Akther**   20204082

Supervisor's Full Name & Signature:
____   **Afsana Akhtar**   Assistant Professor   Brac Business School   BRAC University

Letter of Transmittal

Afsana Akhtar
Assistant Professor
BRAC Business School
BRAC University
Merul Badda, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

I am pleased to submit my internship report titled "The Role of Quality Assurance in Enhancing Customer Satisfaction and Brand Image in Real Estate: A Study on Rancon FC Properties Ltd." This report has been prepared as part of the requirements for the Bachelor of Business Administration (BBA) program at BRAC University.

The preparation of this report has been a valuable learning experience for me. Through my internship at Rancon FC Properties Ltd., I was able to gain practical knowledge of real estate operations, quality assurance practices, and customer service activities. This study helped me relate academic theories to real-life organizational practices and improved my understanding of professional work environments.

I would like to express my sincere gratitude to you for your guidance, support, and constructive feedback throughout the preparation of this report. I am also thankful to my co-supervisor, Ms. Nadia Afroze Disha, Lecturer, BRAC Business School, for her valuable suggestions and encouragement.

I hope that you will find this report acceptable for evaluation. I shall be grateful for your kind consideration and feedback.

Yours sincerely,

____
Monalisa Akther
ID: **20204082**
BRAC Business School
BRAC University

Date: ____________

Non-Disclosure Agreement

This Non-Disclosure Agreement is a contract between Rancon FC Properties Ltd and the student who is signing this on behalf of BRAC University to protect the proprietary and confidential information of the company against unauthorized disclosure.

RANCON FC
PROPERTIES

Non-Disclosure Agreement

I, Monalisa Akther, herein realize that, as an internship in Rancon FC Properties Ltd., I might be provided with confidential and sensitive information concerning the business operation, strategies, financial records, customers information, internal documents, and other proprietary data of the company.

I realize that such information can be given to me in the form of written documents, electronic proceedings, emails, verbal communications, software systems, or any other means in the course of my internship. I also agree that all this information is confidential and that it belongs to Rancon FC Properties Ltd.

I therefore confirm that I shall not, at any time, at the time of my internship or following the completion of the internship, reveal, duplicate, relay, publish, or misuse any of the company information that is confidential without prior written consent of the company. I also undertake to do all reasonable measures to ensure that such information remains confidential and does not leak or get into wrong hands.

I also do not want to misuse or disclose any passwords, access codes, identity badges, and system credentials to which I have access. I will also notify the concerned authority of the company immediately in case of any loss, misuse or unauthorized access of confidential information.

I know that this confidentiality requirement would continue to apply even after the end of my internship/ completion. I also accept that breach of this agreement is subject to disciplinary measures and/or any other legal implication to the extent that it is in line with company policies and relevant statutes.

It is on this basis that I affirm that I have read, comprehended and accepted to abide by the terms and conditions of this Non-Disclosure Agreement by signing below.

Monalisa Akther

Signature

RANCON FC PROPERTIES LTD. RANCON

Authorized Signatory

RANCON FC PROPERTIES LTD.
Atlas Rangs Plaza (Level- 9,10 & 14), 7. Sk. Mujib Road, Agrabad C/A, Chattogram.
Phone: 333312023- 5, 333319906- 8 | info@ranconfc.com
www.ranconfc.com

Acknowledgement

I believe that good guidance and encouragement can make an internship experience valuable, comfortable, and successful. Although this report has now been completed, it would not have been possible without the help and encouragement I received throughout this journey.First and foremost, I want to thank Almighty Allah for giving me the strength and chance to keep learning and finish this report.

I would also like to express my deepest gratitude to my academic supervisor, Ms. Afsana Akhtar, who provided me with constant guidance, motivation, and positive feedback when preparing this report. Her assistance and guidance were very useful as I managed to enhance my performance and grasp the academic demands better. I would also like to thank my co-supervisor, Ms. Nadia Afroze Disha, and her helpful suggestions and collaboration during the process.

I would like to give my sincere thanks to Mr. Tanvir Shahriar Rimon who is also the Chief Executive Officer of Rancon FC Properties Ltd., in giving me the privilege to undertake my internship at such a well-known company. This was a chance that gave me practical exposure and enabled me to have an insight into the real estate industry in Bangladesh.

The person I want to particularly thank is my organizational supervisor, Mr. Imtiaz Bashar, who has consistently helped, guided, and cooperated with me during my internship. His work suggestion and real-life experiences made me appreciate the actual world of practice in corporations and this played a significant role in preparing this report.

Lastly, I want to express my gratitude to every Rancon FC Properties Ltd. employee for their cooperation and support throughout my internship. I am also grateful for my family and friends a lot because they also encouraged, showed patience and moral support to me throughout the journey.

Executive Summary

This internship report explores the importance of quality assurance in the real estate sector, especially customer satisfaction and brand image at Rancon FC Properties Ltd. The research examines how quality assurance practices impact on the overall customer satisfaction by performing an analysis of the perceptions of customers towards quality of construction, service performance and problem resolution.

The research results have shown that a high level of quality assurance is a necessity in providing a positive customer experience in the real estate industry. The construction quality, prompt solving of quality problems, and good after sales services are some of the factors that contribute greatly to customer satisfaction and trust. Another important finding of the report is that customers appreciate not only the material quality of the property, but also the responsiveness and professionalism of the company after acquiring the property.

Moreover, the research demonstrates that proper quality assurance practices play the role of creating a favorable brand image, fostering customer loyalty and enhancing success of the business over time. Rancon FC Properties Ltd. can maintain the strengths of its competitive and fast-changing real estate sector by constantly working on the quality assurance systems and matching its services with market expectations.

In general, this report highlights that a high level of concentration on quality assurance plays a significant role in ensuring customer satisfaction, credibility, and sustainable growth in real estate business in Bangladesh.

Keywords: Customer satisfaction, quality assurance, real estate, brand image, service quality, Bangladesh

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AAC Autoclaved Aerated Concrete.
BBA Bachelor of Business Administration.
BOQ Bill of Quantities
BRAC Bangladesh Rural Advancement Committee.
KPI Key Performance Indicator.
MPR Material Purchase Requisition.
MRR Material Receiving Report.
NBC National Building Code
QA Quality Assurance
RFPL Rancon FC properties Ltd.
SCM Supply Chain Management
SOP Standard Operating Procedure
TKE Thyssenkrupp Elevator (TKE China,

Chapter 1: Overview of Internship

1.1 Student Information

Name: Monalisa Akther
Student ID: 20204082
Program: Bachelor of Business Administration (BBA)
Major: Marketing
Minor: Finance

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1.2.1 Internship and Company Information

Internship Period: October 05, 2025 – January 05, 2026

Company Name: Rancon FC Properties Ltd.

Company Type: Real Estate

Department: Customer Service and Revenue and Marketing

Office Address:
Atlas Rangs Plaza, Level 9 & 10 (also Level 14)
7 Sheikh Mujib Road, Agrabad Commercial Area
Chattogram–4000, Bangladesh

1.2.2 Company Supervisor's Information

Name: Imtiaz Bashar
Designation: Head of Customer Service Department (CSD)
Email: imtiaz@ranconfc.com.bd

1.2.3 Job Description

The Rancon FC Properties Ltd. internship provided me with a good practical experience in a real-life corporate setting, predominantly in the Customer Service Department, and a little participation in the marketing department. This internship gave me a chance to relate my theoretical understanding of my BBA degree to practical practice particularly in customer handling, documentation, revenue support and brand communication.

During my internship, I was assisting with customer service tasks on an everyday basis such as preparing and processing deeds of agreement, and assisting with the process of handing over possessions. I also helped in preparing requisitions, having the official documents arranged and well kept in order to have them in the right files and the records were also in the right place.

My activities included sales and revenue-related tasks, including recording data on sales, verifying payment details of the clients and giving out receipts to clients after verifying payments. Besides that, I addressed clients via professional emails, sending invoices, notifying them of modifications made on the size increase, and answering general service-related questions.

I attended client meetings on possession, matters regarding transfers, and other issues regarding service provision as well. In addition to customer service work, I contributed to marketing activities by assisting with brand communication, creating official emails, advertisements, and supporting billboard and promotional material according to company specifications.

1.3.1 Contribution to the Company

In my internship at Rancon FC Properties Ltd., I helped the organization by being involved in customer service operations as well as marketing communication activities. I was assigned to work in the Customer Service Department where I assisted in preparing and processing deeds of agreement, assisted in possession handover, organizing documents, and providing accurate records.I also helped in sales collection activities, which included the recording of sales information, verifying client payment details and giving money receipts. In addition to these roles, I helped in the marketing and brand communication process by assisting in professional client email, official notices, advertisements, and billboard related promotional tasks. I also participated in the client meetings concerning the problems of possessions and services, which contributed to the enhancement of the communication and the organization with the clients.In general, my contribution assisted the department to lessen its workload, enhance operational efficiency, assist in effective communication with the clients and uphold the professional brand image of the company.

1.3.2 Benefits to the Student

My internship with Rancon FC Properties Ltd. was a very rewarding experience to me. It allowed me to have a break outside of the classroom and how a real corporate organization works. This internship has allowed me to have practical knowledge regarding the real estate business and understand the ways customer service, revenue operations, and promotional communication work within a professional setup.

I also got to know about communicating with clients in a professional way, addressing their questions, and keeping appropriate records concerning agreements and payments. Working in sales and associated revenue-based activities allowed me to learn about the financial processes, whereas assisting with marketing operations, like email communication and brand promotion, allowed me to understand the significance of customer satisfaction and brand image to a company.

The other aspect that I gained with the help of this internship was my soft skills like teamwork, time management, adaptability, and problem-solving. My collaboration with the skilled people made me feel more confident and made me more organized and responsible. Generally, the internship has assisted me in personal and professional development and equipped me with new challenges in my career in the future.

1.3.3 Problems / Difficulties Faced During the Internship Period

Through my internship in Rancon FC Properties Ltd., I experienced a number of difficulties particularly during the initial stage of the internship. The challenge was the inability to comprehend the documentation related to real estate, technical terminology, and procedures, because they were new to me, and I needed time to learn them.

The client queries in terms of payments, possession, and service-related issues were not always easy to handle, and these issues are sensitive and need to be precise and professional in their communication. This also involved good time management to handle multiple tasks at a given time, especially during rush hours, not to mention that adapting to a corporate working environment and meeting deadlines within a short internship period was challenging in the beginning. Nevertheless, after receiving adequate instructions from my supervisor and being supported by other employees, I managed to cope with these issues and get used to the workplace.

1.3.4 Suggestions and Recommendations

Through my experience as an intern at Rancon FC Properties Ltd., I would like to present some recommendations that may assist in enhancing future internship programs and the overall efficiency of the working process. A structured orientation program at the start of the internship would ensure that the interns can get to know about the departmental roles, the real estate procedures, and company policies faster.

It would also be useful to present written instructions or training material on the documentation, handling clients and communication standards to interns. Moreover, the use of more digital systems in documentation, communication with clients and record management can decrease the number of manual tasks and yield efficiency.

Meeting with supervisors and interns regularly and providing feedback would also improve learning and performance because interns would be given a clear understanding of their progress and what to work on. Finally, interns should be given more opportunities to engage in marketing and customer interaction activities to provide them with more practical experience and assist the company with branding and service quality-related goals.

Chapter 2: Organizational Part

2.1 Introduction

This chapter provides a general summary of the company in which I did my internship. It discusses Rancon FC Properties Ltd., a reputable real estate firm in Bangladesh, and describes how the organization operates within a competitive business context. This chapter is mainly to bring out the background of the company, the structure of the organization, the management practices, the marketing activities, the financial and operational systems and the customer service functions.

It is also useful to briefly consider the past of the real estate industry in Chattogram in order to better understand the position the company occupies in the industry. The city started to be developed in an organized way in 1984 with Ideal Home Builders initiating its first planned residential development, Apon Nibash. This was accompanied by some other early developments like Shine Pukur Housing and others like VIP Tower. With the development of the city and the growing demand for modern housing, many other real estate companies were gradually entering the market. Nowadays, Chattogram is one of the largest real estate centers in the country.

At Rancon FC Properties Ltd., during my internship I learned that effective performance depends on a well-structured and organized company. I had dealt closely with the Customer Service and Marketing Departments. This enabled me to see the day to day running of the organization and participate in various organizational practices. This experience helped me have a clear picture of the way various departments collaborate to guarantee high quality construction, efficient customer service, and seamless running of the business.

Another aspect addressed in this chapter is the fact that the company invested in quality assurance, customer satisfaction, and brand image, which are extremely significant in the real estate sector. In general, it relates my practical internship experience with my theoretical knowledge acquired during my academic studies and gives me a feel of how a professional real estate organization functions in Bangladesh.

2.2 Overview of the Company

Rancon FC Properties Ltd. (RFPL) is an established real estate development company that comes under RANCON Holdings Ltd. The company is actively engaged in coming up with high-quality residential and commercial development projects, primarily in Chattogram. RFPL has gained a good reputation in the real estate business due to the quality construction, punctuality in delivering projects and the services provided to its customers with the aim of customer satisfaction.

Rancon FC Properties Ltd. abides by National Building Code (NBC) of Bangladesh strictly and ensures good construction quality of its projects. The company has a heavy focus on safety, durability and adherence to regulatory requirements. RFPL is also dedicated to environment-friendly and sustainable development practices on top of quality construction. RFPL pays emphasis on green construction by encouraging effective use of resources, appropriate waste management, and sustainable building materials wherever feasible, RFPL employs standard and high-quality construction materials, including cement, MS steel with the strength of 72.5-80 Mpa, autoclaved aerated concrete (AAC) blocks, and synthetic emulsions. Modern machinery of construction, such as vibration machines, is employed to improve the quality of construction and its strength(Rancon FC Properties Ltd, n.d.).

The modern construction machinery installed in the company includes mixture machines, rod hoist machines, tower hoists, cutting machines, drilling machines, and others, which are helpful in the effective and timely completion of the project. Moreover, lifts used in RFPL constructions are predominantly imported from TKE China which guarantees a high level of safety, ease of use, and durability of residents and users.

Rancon FC Properties Ltd. has successfully built a number of noted projects in Chattogram over the years, some of which include Rancon FC Memory 71, CK Tower, Greenwood, Rosewood, Oriana, Omeras, KD Anthem, Snowdonia, Aura, Novera, Elmore, Aziz Pristine and Ornella. Among these, OMERAS , AURA AND ZED 70 are the most expensive projects so far.

RFPL has a number of functional departments that include Human Resources, Finance and Accounts, Marketing, Construction, Supply Chain and Procurement, Information Technology and Customer Service that interact to offer smooth business operations and project success. With the good corporate governance of the RANCON Holdings Ltd., Rancon FC Properties Ltd. is still growing its operations in the real estate sector with customer-based and quality oriented approaches.

2.2.1 Vision

The vision of Rancon FC Properties Ltd. is to develop the best lifestyles to customers that desire to possess the best real estate properties in Chattogram and beyond. The company has the goal of offering high standards of developments that will offer comfort, long-term value, and modern living standards.

2.2.2 Mission

Rancon FC Properties Ltd. mission is to provide quality real estate projects by efficiently managing and taking care of its customers. The company will ensure that its customers are satisfied and maintain their trust through transparency, timely delivery of the project, and quality. RFPL is also concerned with embracing new technology and innovative practices in order to enhance efficiency, as well as develop a healthy, safe, and encouraging work environment for its staff.

2.2.3 Core Values

Rancon FC Properties Ltd. functions under the powerful core principles that inform its operations and decisions. The company holds the belief in integrity and transparency in business transactions. It appreciates quality and excellence in serving and building work and highly emphasizes customer trust and customer satisfaction. The organizational culture of the company is also shaped by such values as teamwork, discipline, responsibility, and continuous improvement.

2.2.4 Goals and Objectives

Rancon FC Properties Ltd. focuses on becoming one of the top real estate developers by providing quality residential and commercial development. The company intends to enhance customer satisfaction and brand image by ensuring quality assurance practices and a positive service experience. Another aim of RFPL is to produce skilled and motivated employees through training and leadership development in order to realize sustainable growth and ethical business practices.

2.2.5 Logo

Figure 1: Company Logo

Rancon is derived from the previous name of the company, which was RANKS, and con is derived by construction. The name, together, represents the origin of the company and the central area of its operations, which is real estate and construction. The logo symbolizes power, dependability and long term investment in quality construction. It also assists in building a very strong brand and generates trust in the customers.

2.3 Human Resource Management Practices of Rancon FC Properties Ltd.

Human Resource Management in Rancon FC Properties Ltd. is very crucial in the management of people and its overall performance of the company. The HR department operates under the RANCON holdings ltd. but undertakes the daily HR tasks independently, to satisfy the project and business requirements.

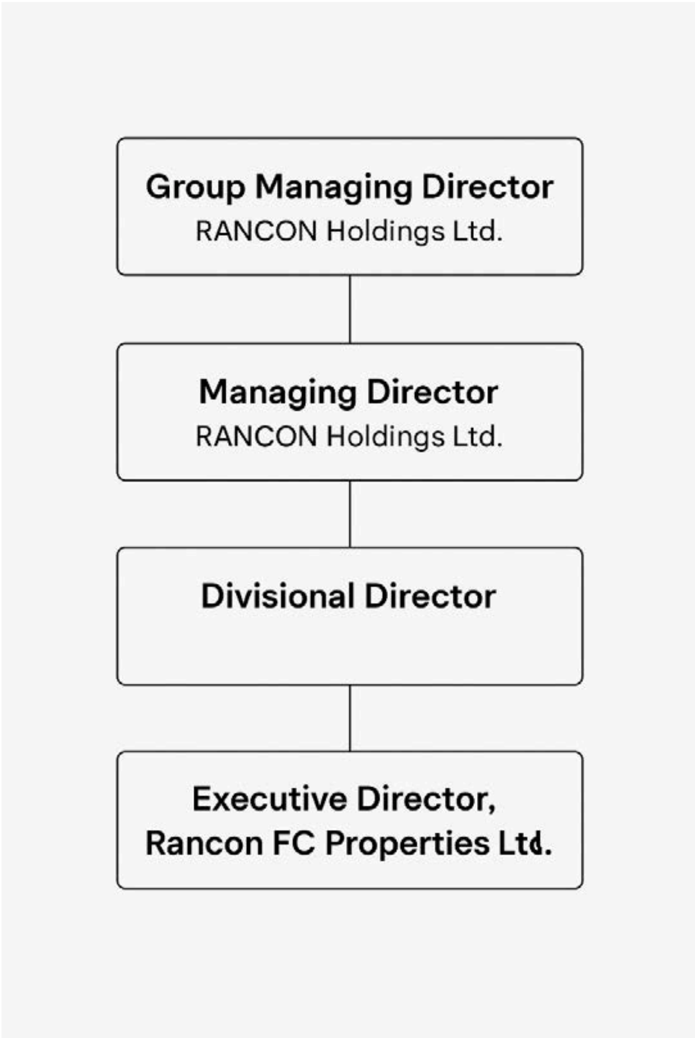

Figure 2: Organogram

Recruitment and Manpower Planning: The HR department handles employee recruitment, manpower planning, training, performance analysis, and employee engagement. Manpower requirements are determined according to the needs in terms of project requirements and workload. The HR department is informed by department heads about the availability of the right people with the right skills at the right time.The recruitment process at Rancon FC Properties Ltd. is an organized and systematic process. It starts with a manpower request, proceeds by screening of CVs, interview and selection. The orientation sessions are provided to new workers to help them to familiarize themselves with the rules of the company, their professional duties, and culture on the job.

Training and Development: Training and development is also accorded in order to enhance employee skills and performance. Employees are provided with training on construction safety, quality assurance, technical work, and office procedures. These programs assist the employees in doing their work more efficiently and keeping the quality standards.

Performance Appraisal and Rewards: The performance of employees is assessed using a performance appraisal system that is founded on key performance indicators. Such reviews are used to enable the management to know the strengths of employees and areas which require improvement. Depending on the performance, employees can be given bonuses, incentives, or recognition thus encouraging them to perform better.

Employee Motivation and Work Environment: Rancon FC Properties Ltd. is also attempting to ensure that the working environment is positive and friendly. Mutual respect, open communication, and teamwork are promoted among the employees. The company encourages professional development and offers mentoring to assist employees in their professional growth.

Challenges and Future plans: There are some challenges, including the need to identify skilled technical personnel and dealing with employees working on various projects, the HR department remains committed to training and internal development. In general, good human resource management contributes to improved performance, employee satisfaction, and long-term success of the company.

2.4 Financial Performance Analysis of Rancon FC Properties Ltd.

The key financial ratios were assessed to compare the financial state and performance of Rancon FC Properties Ltd. within three years (2022-2024). The report concentrates on the liquidity, profitability, efficiency, and leverage of the company.

1. Current Ratio (Liquidity Analysis)

The current ratio measures the company’s ability to meet its short-term obligations using its current assets.

2022
Current Ratio = Current Asset/Current Liabilities

=2,345,895,085 / 2,021,590,102

=1.16
2023
Current Ratio = Current Asset/Current Liabilities

=2,893,203,695 / 2,583,617,141

=1.12

2024
Current Ratio = Current Asset/Current Liabilities

=3,127,400,294 / 2,731,568,493
=1.14

The current ratio shows that Rancon FC Properties Ltd. did not face any liquidity shortage during the period since the current assets were higher than current liabilities in all the three years. Even though there was a slightly negative change of 2023, which indicates a slight liquidity pressure short-term, the ratio was even better in 2024. In general, the company was in a position to handle its short term liabilities.

2. Net Profit Margin (Profitability Analysis)

Net Profit Margin (NPM) is the amount of profit generated by the company out of total revenue.

2022
Net profit Margin= Net Profit/ Net Revenue

=(10,823,673 / 66,260,000) × 100
= 16.33%
2023
Net profit Margin = Net Profit/ Net Revenue
= (5,565,404 / 38,982,000) × 100
= 14.27%

2024
Net profit Margin= Net Profit/ Net Revenue
= (13,401,016 / 62,768,500) × 100

= 21.35%

The profit margin decreased in 2023 and that may be as a result of increased operating expenses, increased costs or decreased revenue. Nonetheless, the recovery has been observed to be strong in 2024, with a significant growth in profitability. This growth is a sign of increased cost management, efficiency, and increased revenue in 2024.

3. Return on Assets (ROA) (Efficiency Analysis)

Return on assets (ROA) is a profitability ratio that determines the efficiency of a company to make profit using the total assets of the company, which is calculated as the net income divided by the total assets.(Bailey, 2025)

2022

Return on Asset= (Net income/ Total asset)× 100

= (10,823,673 / 2,426,378,033) × 100

= 0.45%

2023

Return on Asset= (Net income/ Total asset)× 100

=(5,565,404 / 2,985,571,128) × 100

= 0.19%

2024

Return on Asset= (Net income/ Total asset)× 100

= (13,401,016 / 3,217,400,759) × 100

= 0.42%

The ratio values of ROA are quite low in all three years which means that the company can earn less than 1% of profit on its total asset base. A fall in 2023 shows a decrease in efficiency in the use of assets. The increase in 2024 however is a pointer of better use of assets and operating efficiency as opposed to the preceding year.

4. Debt-to-Equity Ratio (Leverage Analysis)

The debt-to-equity ratio represents the percentage of debt to fund the company as compared to equity of shareholders.

2022

Debt to equity Ratio- = Total Debt /shareholder Equity

= 2,315,827,092 / 110,550,940

= 20.95

2023

Debt to equity Ratio-= Total Debt /shareholder Equity

= 2,860,898,624 / 124,672,505

= 22.95

2024

Debt to equity Ratio-= Total Debt /shareholder Equity

= 3,119,621,446 / 97,779,312

= 31.91

The debt to equity ratio is huge and it is on the rising trend over a period of 3 years. This shows that Rancon FC Properties Ltd. is very dependent on debt financing as opposed to equity. Debt financing may indeed finance the growth and development of the real estate sector, however, over dependence on debt also raises the financial risk and interest liability. The increase in leverage in 2024 indicates that there is a possibility of risk in the situation when cash flows turn unstable.

5.Net Profit Analysis of Rancon FC Properties Ltd

Year	Net Profit
2022	**BDT 10,823,673**
2023	**BDT 5,565,404**
2024	**BDT 13,401,016**

Table 2: Net profit

The net profit of Rancon FC Properties Ltd. has fallen to a significant level in 2023 compared to the year 2022 and this could be as a result of high operating costs, high financial costs or low revenues of that year. In 2024, however, the company exhibited an excellent recovery, with the largest net profit of the three years. This increase represents more cost management, increased operational efficiency, and increased profitability in 2024.

2.5 Operations Management

The primary aim of operations management in Rancon FC Properties Ltd. is to provide the seamless operation of the construction process, the materials should be available on time, the cost and quality should be controlled and maintained. One of the largest components of operations management is managed by the Supply Chain Management (SCM) Department which manages procurement, sourcing, supplier management, and payment.

2.5.1 Supply Chain Management Department role

Supply Chain Management Department Supply Chain Management Department will deal with the procurement of all the construction based materials and services whether direct or indirect. The department, with the head office, is closely coordinated with construction sites and other departments to sustain continuous workflow. SCM Purchasing Unit is involved in most of the procurement activities and it makes sure that the materials get to the project sites at the right time and of the right quality.

2.5.2 Procurement Process

Rancon FC Properties Ltd. has a well-defined procurement process that consists of three key parties that constitute a cycle that is systematic and well-defined:

- Procurement Department
- Suppliers
- Construction Sites

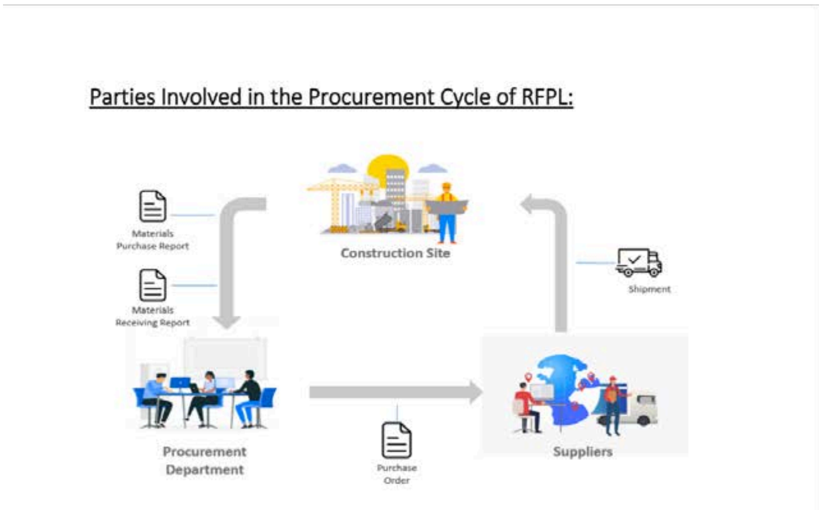

Figure 3: procurement cycle structure

It is initiated by the construction site realizing that it needs materials and submits a Material Purchase Requisition (MPR) to the Procurement Department. Upon analyzing the requisition, the department obtains the suppliers, evaluates the quotes, and sends out a Purchase Order (PO). The materials are shipped directly to the location, where they are inspected and validated by means of a Material Receiving Report (MRR). This is a systematic process that provides transparency, accountability and efficiency in procurement.

2.5.3 Sourcing and Supplier Selection

At Rancon FC Properties Ltd., the sourcing model is a four step one:

- Setting material requirements by project BOQ and site requirements.
- Assessment of existing suppliers and finding new suppliers.
- Collecting market intelligence in terms of price and availability.
- Choosing and qualifying suppliers.

Only suppliers who have acceptable lead times, good quality records and strong business history are chosen. Material samples are also checked before final approval to ensure that it can be used in accordance with company standards.

2.5.4 Purchasing Methods

The company applies two general purchasing procedures:

- Credit Purchase where a payment is made after receiving and verification of materials.
- Cash Purchase, in which the payment is done prior to delivery.

Both procedures have a similar procedure of approval and documentation that encompasses MPR, quotation collection, comparative statement (CS), audit approval, PO issuance, and MRR verification. This is a systematic method of keeping a check on financial matters and minimizing the procurement risks.

2.5.6 Supplier Performance Monitoring

The performance of suppliers is constantly checked in accordance with:

- Quality of materials supplied.
- Precision in the quantities delivered.
- Timeliness of delivery
- Feedback by site engineers.

Constant assessment assists the company in retaining quality suppliers and in keeping construction standards uniform throughout the project.

2.5.6 Payment Management

The SCM Department makes monthly material budgets to control the cash flow. The suppliers receive payments by advance payment, credit payment or contractual payment depending on the arrangements made in the comparative statement. This is a controlled system of payment that is favorable to the smooth running of the operations and the continuity of the construction.

2.5.7 Significance of Operations Management

All in all, it can be seen that effective operations management in Rancon FC Properties Ltd. facilitates completion of projects on time, cost-effectiveness, quality assurance and reliability of the suppliers. The structured procurement and supply chain management is a key factor in assisting the company construction operations, and keeping the customers satisfied.

2.6 Information Technology (IT) Systems Practices of Rancon FC Properties Ltd.

The Information Technology (IT) Department in Rancon FC Properties Ltd. is significant in facilitating the day to day running of business and facilitating proper communication within the organization. The department will oversee the computer systems, networks, computer software, cloud email services, data storage provided by OneDrive, and the general security of data. The IT additionally offers technical assistance to the staff to facilitate non-disrupted working processes.

Rancon FC Properties Ltd. employs different software and IT systems in managing operations and projects effectively. These are accounting software like Tally, Enterprise resource planning (ERP) systems, project management software, corporate email software and document management software. These systems are useful in tracking project data, management of finances, creating reports and enhancing interdepartmental coordination.

The IT department assists in the quality assurance process by keeping online documents of company standards, checks, approvals and compliance papers. The online storage and reporting systems will make sure that the management and quality teams will be able to obtain appropriate information on time, which will assist in keeping the quality of construction and operational transparency.

The construction progress, timelines and quality standards are monitored using digital tools like the ERP software, site reporting systems, CCTV monitoring, and the progress tracking applications. Through these systems, the management is in a position to monitor the project performance and detect problems at early stages.

ERP database servers are secure in terms of storage of customer and client information. Data confidentiality is guaranteed by the IT Department through authorized user access, routine data backup, and the security used by the IT Department to restrain any unauthorized access of information or information loss.

The IT Department does not deal with complaints of customers directly but is assisting the Sales and Customer Service (CSD) teams by offering technical support. This involves holding online or even offline meetings, referring clients,installation of presentation systems and ensuring easy communication when dealing with customers.The IT Department also helps to preserve the professional image of the company through the management of the official site, mailing services and online services. The customer trust and the brand image of the company are built with the assistance of reliable IT systems and safe communication.

However, the IT Department despite playing such a critical role encounters some challenges including; maintaining system reliability, safeguarding data against cyber threats, upgrading the system, responsiveness in solving technical problems, and keeping abreast with the emerging technologies, at the same time controlling the cost of operations.

2.7 Marketing Practices

Rancon FC Properties Ltd. adheres to the customer-oriented marketing strategy which emphasizes on the high quality, on-time completion of projects, and good after sales services. The company primarily focuses on both the middle and high-income persons and corporate consumers in Chattogram. The major customer base of it consists of individuals between 30 and 70 years of age.

The company markets itself as a high quality and trustworthy real estate brand that appreciates customer trust and satisfaction. RFPL employs digital and traditional marketing channels to reach its customers. These are the web site, the social media, emails and face-to-face sales. There is also an offline approach which includes the client meeting, Project fair,project visits, and promotional events to build relationships with potential buyers.

The branding activities of RFPL are based on emphasizing the quality of construction, practices of quality assurance, and favorable feedback about its offerings. Brand image is usually reinforced by customer feedback and positive project deliveries. The company sells residential and commercial real estate projects primarily.

Nevertheless, RFPL is struggling to ensure a high level of differentiation against its competitors in the context of a highly competitive real estate market. Further brand visibility and the ability to attract a broader customer base can be achieved by improving the digital marketing activities and making the company more active online.

2.8 Customer Service Department

The Customer Service Department of Rancon FC Properties Ltd. is the one that is supposed to facilitate smooth flow of communications between the company and the clients. The department is involved in customer inquiries, collection of payment, helping in transfer and possession process and customer service-related concerns once handover is completed. It collaborates with the construction, accounts, and legal teams to address the concerns of customers.

This department frequently keeps clients updated about the payment, projects and any other matters pertaining to services by communicating with clients via emails, phone, and even meetings. Customer Service Department assists in sustaining customer satisfaction and trust by addressing complaints, arranging the required actions, and following up with customers.

2.9 SWOT Analysis of Rancon FC Properties Ltd.

Strengths

Rancon FC Properties Ltd. has acquired a strong reputation in the real estate market, which has been enabled by the reputation of RANCON Holdings Ltd. The company has a reputation of producing quality projects that are completed according to time and of having consideration to customer service. Its keen focus on quality, use of good construction materials, and advice of an experienced management team assist it in distinguishing itself among most of other developers. Meanwhile, Rancon FC pays attention to the environment and incorporates eco-friendly aspects in its projects, e.g. solar energy systems, rainwater harvesting, AAC blocks, and green landscaping. These initiatives make the living conditions healthier and show a sense of responsibility on the company. The organization has remained trustworthy to its customers in the long term by being transparent and providing quality after sales service(Rabbi, 2025).

Weaknesses

This is one of the primary weaknesses of Rancon FC Properties Ltd. ,is that the project prices of the company are relatively higher than that of some of its rivals, which can restrict the ability to reach price-sensitive customers. The use of manual interdepartmental coordination in some operational areas also contributes to the slowness of decision-making at the company. Besides, its digital marketing is not so robust and vigorous as that of certain competitors, which can limit its visibility among younger buyers.

Opportunities

The increasing residential and commercial real estate in big cities such as Chattogram opens huge growth prospects for RFPL. The growing demand to the customer to have quality, safety and reliable developers places the company at an advantage over the less-compliant firms. RFPL can also intensify customer satisfaction and brand image by reinforcing digital marketing, implementing smart home capabilities, and upgrading the customer relationship management systems. Another opportunity is to broaden into new markets and offer new project designs to compete better with other companies such as CPDL, Finlay and Sanmar.

Threats

The real estate market is very competitive with CPDL, Finlay and Sanmar as the strong players having similar residential and commercial projects. These rivals are usually very aggressive in terms of price, location as well as promotion. The company is also faced with the challenge of rising costs in construction, changes in government regulations, and economic uncertainty. Furthermore, construction of projects can be hurt by scheduling delays or disruption in the supply chain and would lead to dissatisfaction with the customers.

2.10 Porter's Five Forces Analysis of Rancon FC Properties Ltd.

1. Threat of New Entrants

The risk of new entries in the real estate business is average. Despite the fact that real estate business needs a lot of capital and acquiring land, approval of the regulatory bodies and technical knowledge, the new developers are still venturing into the real estate industry. The established firms that include Rancon FC Properties Ltd., CPDL, Finlay, and Sanmar have good brand reputation, experience, and customer confidence and new companies find it hard to compete effectively.

2. Bargaining Power of Suppliers

The supplier bargaining power is moderate and high. The developers of real estate rely greatly on the suppliers of cement, steel, and construction materials, as well as specialized equipment. Supplier power can also increase because of price changes and scarce access to quality materials. Nevertheless, Rancon FC Properties Ltd. mitigates this risk through continuous relationships with various authorized suppliers and frequent check up on the performance of the suppliers.

3. Bargaining Power of Buyers

The buyer's bargaining power is high. In the real estate market, customers can make several options, and some of the options are given by CPDL, Finlay and Sanmar. Before purchasers make their purchases, they can compare the prices, location, facilities, and brand reputation. This has forced developers to concentrate on quality, customer service, flexible payment method and brand image to ensure that it attracts and retains customers.

4. Threat of Substitute Products

The threat of substitutes is medium. Customers have a chance to use other sources of housing which includes renting apartments, buying land and constructing themselves or investing in the properties built by the competitors. Nonetheless professionally controlled real estate developments that offer quality assurance and legal regulations as well as after sales services make these substitutes less appealing.

5. Competitive Rivalry within the Industry

The intensity of rivalry in the real estate industry is intense. Rancon FC Properties Ltd. competes with well-established companies that provide residential and commercial projects with a high degree of competition, which include: CPDL, Finlay, and Sanmar. There is strong competition in relation to pricing, location of the project, quality of construction, marketing operation and services offered to the customers. In order to be competitive, Rancon FC Properties Ltd. concentrates on quality building, good brand positioning and consumer satisfaction.

2.11 Conclusion

This chapter has provided me with the overall image of Rancon FC Properties Ltd. and how this company operates. It describes the history, organization and how various departments interact with each other in the company. By emphasizing on quality construction, delivery of projects on time, and customer satisfaction, Rancon FC Properties Ltd. has established a good position in the Chattogram real estate market. The company adheres to the National Building Code as well and is concerned with the issue of eco-friendly and sustainable development.

The analysis of human resources, finance, operations, IT systems, marketing and customer service reveals that the company practices are organized and systematic. Effective quality assurance, environmental campaigns, and effective after sales services have ensured that Rancon FC Properties Ltd. has earned customer confidence as well as a good brand image. Simultaneously, the SWOT and Porter's Five Forces analysis demonstrate that the company is under the pressure of stiff competition, increasing costs, and requires enhancing its digital marketing presence.

Altogether, Rancon FC Properties Ltd. is a well-organized and professionally operated company. Quality assurance, customer service, and continuous improvement are the factors that make the company remain competitive in the real estate industry. The chapter also relates my experience in the internship to my academic knowledge and helped me to comprehend how real business works in a real estate company.

2.12 Recommendations

According to the results of this research and my experience during the internship, the following kind of recommendations will be proposed:

- **Enhance after sales service**: Customer satisfaction is enhanced when the firm reacts fast to customer complaints, as such the current process used to handle customer complaints and address customer issues should be retained and enhanced.
- **Enhance quality monitoring:** The increased use of electronic resources in construction inspection and quality tracking may contribute to the minimization of mistakes and the improvement of the quality of the project on the whole.
- **Manage financial risk:**Rancon FC Properties Ltd. must attempt to lessen reliance on debt through the balancing of the loans with greater equity investment to maintain financial stability over the long term.
- **Improve digital marketing**:Becoming more active on social media, websites and online promotions could help the company target a greater number of customers, particularly younger buyers.
- **Effectively use customer feedback:**Customer needs and services should be improved by regular customer surveys and feedback systems.
- **Emphasis on employee training:**To enhance performance of employees, quality of services, and improvement of service quality, continuous training of employees on quality assurance, customer service and new technologies should be emphasized.

With such recommendations, Rancon FC Properties Ltd. will be able to enhance customer satisfaction, build brand image, and stay competitive in the real estate market.

Chapter 3: Project Part

3.1.Introduction

Customer satisfaction has emerged as one of the business success determinants in the real estate market of Bangladesh. More importantly,clients have come to expect good construction quality, on time project completion, effective communication, and reliable post sale services.The quality assurance assists in ensuring that these objectives are met which leads to increase in customer satisfaction, brand image, customer loyalty and positive word of mouth. Rancon FC Properties Ltd. is a major real estate developer in Bangladesh whose main business is to develop high quality residential and commercial properties in Chattogram .The company has a reputation of excellent designs, materials, and customer services. Nevertheless, with the ever-increasing customer expectations, it has become significant to analyze the effect that the quality assurance practices of the company have on customer satisfaction and brand image. Thus, both qualitative and quantitative research are employed in this study to gain insights about this relationship.

Quality assurance has emerged as one of the determinants of good performance of real estate companies, particularly, in a highly competitive market like Bangladesh. The customers are more conscious of the standards of construction, the quality of materials used, and responsiveness of the services, and they anticipate the real estate developers to deliver their projects according to their promised specifications and schedule. The amount of money spent on the purchase of property is a big amount hence customer satisfaction is mainly based on how well the construction is done and how the company successfully copes with the issues.

Rancon FC Properties Ltd. is a real estate developer in Bangladesh and it is known to adhere to the quality standards and customer driven practices. Nonetheless, even though they have quality assurance systems, the level of customer satisfaction may differ depending on the quality of construction, finish, use of materials as well as after sale services. It is then necessary to understand the effect of these quality assurance practices on customer satisfaction in order to maximize the quality of services and brand image.

3.1.1 Problem Statement

Bangladesh real estate business has become highly competitive, and customers are demanding the high quality of construction, punctual delivery, and efficient after-sales services. Purchasing a property is one of the primary financial choices of customers and therefore, even minor quality issues, delays, and communication difficulties can lead to customer dissatisfaction and decreased confidence in the organization.

Rancon FC Properties Ltd. employs quality assurance procedures and complies with the National Building Code (NBC), but customer experiences vary. While some clients are happy, others experience problems with construction quality, finishing, or problem-solving delays. Currently, it is unclear which aspects of quality assurance are most important to consumers and which still require improvement.

Therefore, the main problem of this study is to understand how different quality assurance practices such as construction quality, material quality, design matching, finishing quality, problem handling, and response time influence customer satisfaction at Rancon FC Properties Ltd. By determining such factors, the company has the opportunity to enhance its services, attract more customers,brand image, and strengthen its market presence in the real estate market.

3.1.2 Objectives of the Study

General Objective:
In order to investigate how quality assurance contributes to customer satisfaction in Rancon FC Properties Ltd.

Specific Objectives:

1. To identify the most quality assurance practices implemented by the company.
2. To determine customer satisfaction on the level of quality of construction, timeliness and service delivery.
3. To evaluate the effect of quality assurance and customer service on the brand image and marketing performance of the company.
4. To recommend how quality assurance and customer service can be enhanced to build customer trust and satisfaction.

3.1.3 Significance of the Study

This paper has both academic and practical significance. Academically, it assists the researcher in linking the theories of quality assurance to the real life practices in the real estate sector of Bangladesh. In practical perspective, the findings will assist Rancon FC Properties Ltd. to know what the customer expects, determine the weaknesses in quality management, and enhance customer satisfaction and brand image. The analysis could also be applicable to other real estate firms experiencing the same problems.

3.1.4 Scope of the Study

The research subject and the target of the study is residential projects of Rancon FC Properties Ltd. that is primarily situated in Chattogram. A structured questionnaire was used to collect data on 40 clients and interviews on selected employees. The study focuses on the quality assurance practices, customer satisfaction and service performance. The result can be applied to Rancon FC Properties Ltd. and it might also apply to other real estate companies in Bangladesh.

3.2 Literature Review

Past studies also indicate that customer satisfaction and good brand image can only be maintained through high level of service and good relationship with customers. Alam et al. (2018) also suggest that in the real estate business in Dhaka, effective communication, professionalism, and punctual service are the major factors that increase customer satisfaction, loyalty, and trust in real estate brands. This paper emphasizes the fact that service-related experiences are essential in the formation of customer perceptions in high involvement purchases such as property.

On the same note, Sobot (2025) highlights that efficient quality assurance assists in achieving uniformity in services, addressing customer issues promptly, and establishing lasting trust with customers. Another point presented by Kotler and Keller (2016) is that providing quality products and services is the basis of building customer trust and enhancing brand image, particularly in competitive markets.

In line with these findings, a research article in the Saudi Journal of Business and Management Studies concluded that both service quality and customer satisfaction affect the brand image in a positive and significant way. The researchers came to the conclusion that the perception of the brand grows when customers are satisfied with their total experience and get reliable service, which results in brand reputation and customer loyalty. This correlation is especially applicable to the real estate sector, where trust, consistency of the service, and after-sales support plays a significant role in customer satisfaction.Further, an article by Hanzo Logistics (2024) elaborates that quality assurance is used to guard the reputation of a brand, as it ensures consistency of the service, early identification of issues, and continuous improvement. This offensive strategy assists organizations to avoid service failures and win customer trust.

On the whole, the literature provides a clear indication that customer satisfaction, loyalty, and a credible brand image are major triggers of strong practices of quality assurance and customer service. The results offer a solid theoretical base in the analysis of quality assurance as a measure of customer satisfaction and brand image in the real estate business, specifically in Rancon FC Properties Ltd.

3.3 Methodology

In this research, the research design was exploratory in nature to determine the impact of quality assurance practices on the customer satisfaction and brand image at Rancon FC Properties Ltd. Primary and secondary data were utilized to make the analysis of the data detailed, reliable, and accurate.

The main sources of primary data were structured surveys of the clients of Rancon FC Properties Ltd. The survey item aimed at assessing customer satisfaction in terms of quality of construction, quality of material, similarity of design, quality of finishing, handling of issues, and timeliness of resolution as well as overall satisfaction. The questionnaire was in Likert-scale questions format to get a clear and consistent opinion of the clients. The collected number of client responses was 40, this was enough to have descriptive and regression analysis. Moreover, the informal interviews with the employees of the Construction and Customer Service departments were conducted to obtain practical knowledge on the quality assurance practices and complaint-handling procedures.

Secondary data was obtained through the reports of the companies, official websites, academic journals, research articles, and other past research on quality assurance, customer satisfaction, and the real estate industry in Bangladesh. These sources were useful in providing the theoretical background and in enhancing the analysis.

The survey data collected were analyzed on the basis of descriptive statistics, survey analysis and multiple regression analysis to determine the main factors that impacted overall customer satisfaction. The main tool of analysis is Microsoft Excel. The quantitative survey data is augmented with qualitative data of the employees to help develop a holistic perspective on the role of quality assurance in increasing customer satisfaction and brand image at Rancon FC Properties Ltd.

3.4 Findings and Analysis

3.4.1 Descriptive Statistics Analysis

The descriptive statistics of the 40 responses reveals that the overall customer satisfaction is moderately positive (Mean = 3.40) which means that majority of the customers are generally satisfied with Rancon FC Properties Ltd. Materials quality also scored fairly good (Mean = 3.325) which implies that most customers are satisfied with Rancon FC Properties Ltd. materials quality.Nonetheless, the design match had a lower mean (Mean = 2.725), and this fact shows that a large percentage of customers do not feel that the end result is a complete match to the design promise. Finishing quality (Mean = 3.35) and the overall quality of construction (Mean = 3.35) are positively rated which means that customers are rather satisfied with workmanship and construction quality.The quality issues variable is a low mean (Mean = 1.475) variable, indicating that a majority of the customers had minor issues and not major ones post handover. Problem handling has an average mean (Mean = 3.325), which means that there was some mixed satisfaction with the way problems were handled. The mean of Resolution timeliness is lower (Mean = 2.65), which implies that the customers are not as satisfied by the speed at which their issues are resolved.

In terms of skewness, the majority of variables have negative skewness, i.e. responses are concentrated on higher satisfaction levels. Conversely, quality issues exhibit positive skewness, which means that answers are concentrated on fewer or minor issues.

In general, the findings indicate that the customers are pleased with the quality of construction and choices of materials, yet the company should work on improving the design that suits and responds to issues more quickly to increase customer satisfaction.

3.4.2 Regression Analysis

The study involved a multiple regression analysis to determine the effect of various quality related factors on the overall customer satisfaction at Rancon FC Properties Ltd. The dependent variable was "overall customer satisfaction. And the independent variables were materials quality, design match, finishing quality, quality issues, problem handling, timeliness in resolution and the overall quality of construction. The data was analyzed on 40 responses of the survey of clients.

The value of R squared is 0.793, implying that 79.3 percent of customer satisfaction variance can be attributed to the chosen independent variables. This implies that the model is very explanatory. The value of Adjusted R square of 0.747 also heightens the fact that the model can still be trusted even after conditioning on the number of predictors contained.The F-value of 17.49 with Significance F of 2.68196E-09, which is substantially less than 0.05. It proves the fact that the regression model is statistically significant and applicable in explaining customer satisfaction.Resolution Timeliness is the independent variable with the most positive and statistically significant effect on customer satisfaction ($b = 0.457$, $p < 0.01$). This means that quicker quality related issues resolutions contribute significantly to customer satisfaction. The positive impact of the overall Construction Quality is also significant ($b = 0.386$, $p < 0.01$), which demonstrates that the importance of the high level of construction standards is significant to the customer perceptions process.

The other variables including Materials Quality, Design Match, Finishing Quality, Quality Issues, and Problem Handling were not significant as they have p-value more than 0.05. This indicates that these factors are significant, but in their interaction with other variables they do not have a significant impact on overall satisfaction.

Finally, the regression analysis indicates timely problem resolution and high quality of construction are the most significant contributors to customer satisfaction at Rancon FC Properties Ltd. the speed of after-sales service and compliance with the standards of construction can have a significant impact on customer satisfaction and help to enhance the brand image of the company.

3.4.3Survey Findings (Pie Chart Analysis)

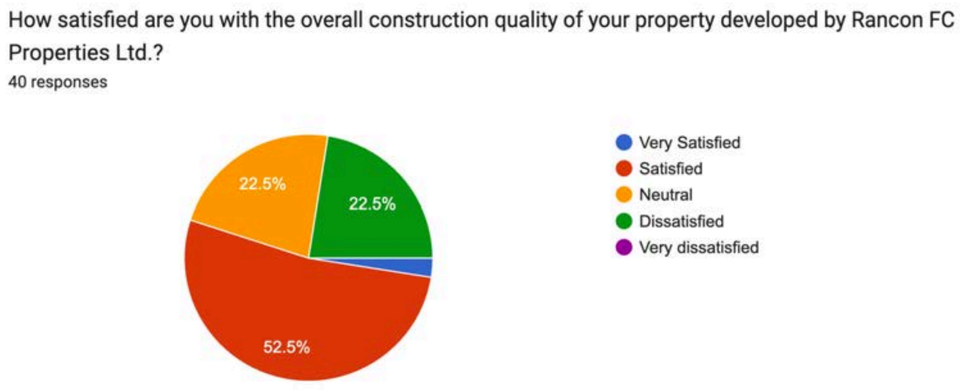

Figure 4: overall construction quality rating

Interpretation

The majority of customers are pleased with the quality of construction since 52.5% of them said they were satisfied. Nevertheless, 22.5% were neutral and 22.5 percent were dissatisfied, thus there is still a possibility to improve things. On the whole, the findings suggest an overall positive experience, yet the construction quality could be improved to make customer satisfaction even higher.

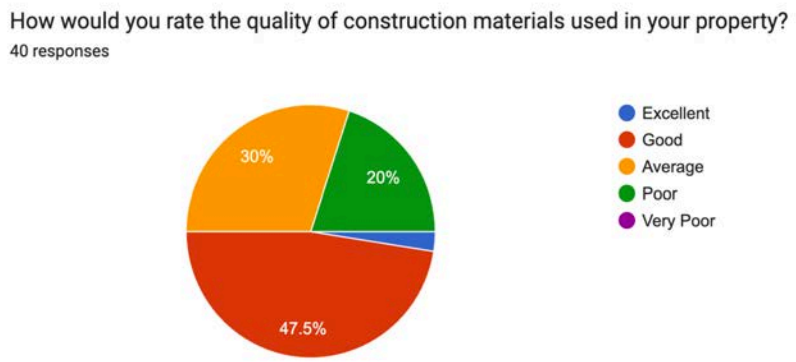

Figure 4: construction material quality rating

Interpretation

The majority of the customers formed a positive attitude towards the construction materials. Approximately 47.5% of them were rated as good and 2.5% as excellent and 30 percent believed the quality was average. But 20% of the respondents believed the materials to be poor, so there is still room to change on material quality and increase customer satisfaction overall.

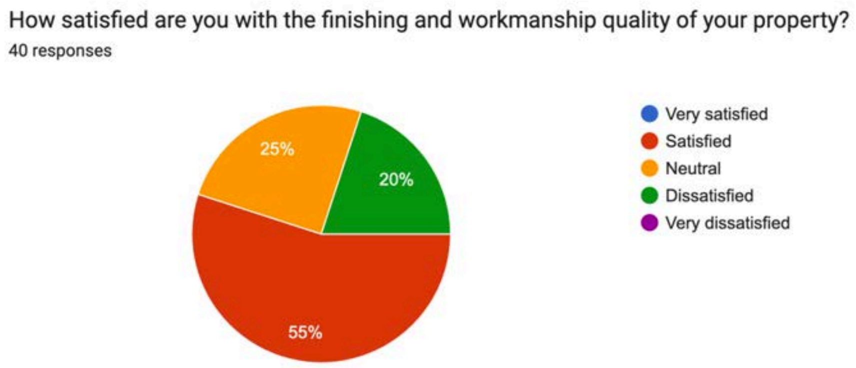

Figure 5: Finishing and workmanship quality rating

Interpretation

Most clients are satisfied with the finishing quality, with **55%** expressing satisfaction. However, **25%** felt neutral and **20%** were dissatisfied, indicating that improving finishing details could further enhance customer satisfaction.

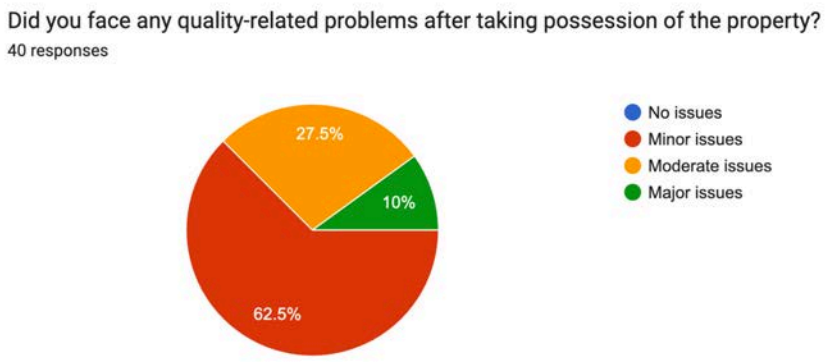

Figure 6: Quality-related problems rating

Interpretation

Most clients faced some quality issues after possession, with **62.5%** reporting minor issues, **27.5%** moderate issues, and **10%** major issues. While serious problems are limited, addressing minor issues more proactively could improve overall customer satisfaction.

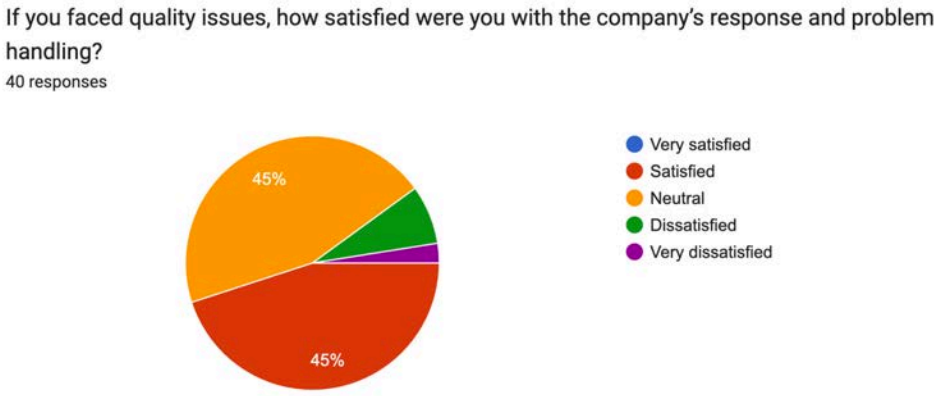

Figure 7: Response and problem handling rating

Interpretation

Most clients were satisfied with how quality-related problems were handled, with **45%** expressing satisfaction. However, another **45%** felt neutral and **10%** showed dissatisfaction, suggesting that improving problem-handling efficiency could help increase overall customer satisfaction.

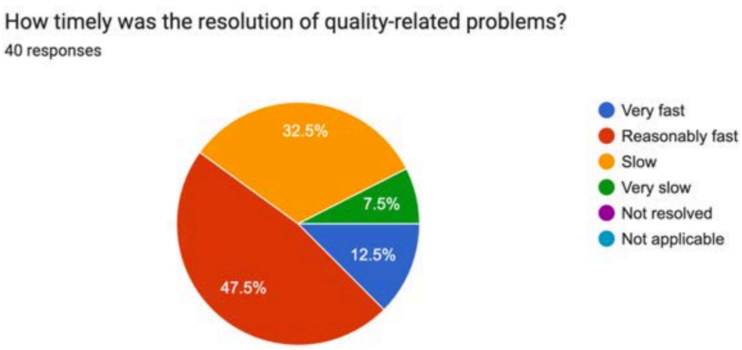

Figure 8: Timely resolution of problems rating

Interpretation

The time of issue resolution was acceptable to most customers, 47.5% of whom indicated that it was reasonably fast and 12.5% said it was very fast. But 40% believed that the process was slow, or extremely slow, meaning that they needed to increase the speed of responses to increase customer satisfaction.

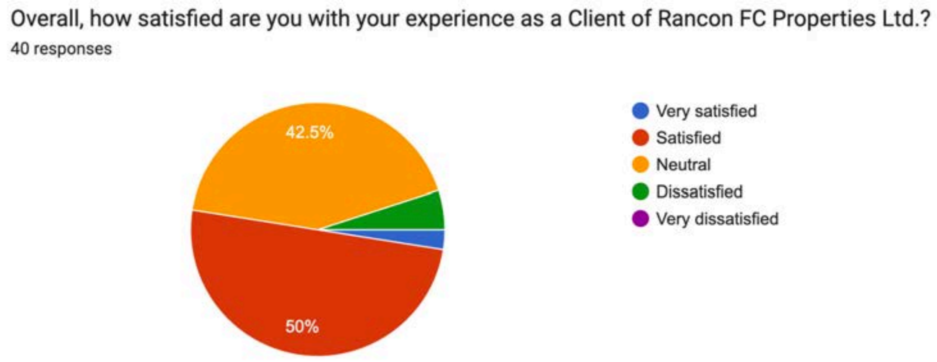

Figure 9: Overall customer experience rating

Interpretation

The overall customer experience is high with 50% of customers being satisfied and 42.5% being neutral. The percentage of dissatisfaction was only 5% and 2.5 % were very satisfied, which is generally a positive perception with the prospects of further enhancing the level of satisfaction.

In general, the results indicate that customers tend to have a positive attitude towards the company, but the fact that the percentage of neutral answers is high implies that it is possible to boost the level of customer satisfaction by enhancing the quality of services and customer experience.

3.4.4 Qualitative Findings

To validate the quantitative survey results, qualitative data were gathered by way of informal interviews with employees working in Rancon FC Properties Ltd, Construction and Customer Service Departments. These interviews further revealed more information about the quality assurance practices in the company and how they contribute to customer satisfaction.

Employees pointed at the increased responsiveness of the company to customer complaints, particularly to the construction quality-related ones. Engr. Biswajit Chowdhury states that within 24 hours, most of the construction related problems are resolved. As an example, on the evening of November 10, 2025, a sink line breakage was fixed at the Greenwood Project. On the same note, customer service department employee, Neaj Morshed, said that a lift problem was reported on September 4, 2025, and was repaired the same day. These incidents indicate the effective resolution and problem-solving process at the company.

Moreover, the employees reported that project schedules are handled with due diligence and operational functions are discussed monthly to maintain ongoing enhancement. The following practices were also found to contribute to high levels of customer satisfaction: proper damping, pest control, proactive decision making, and frequent upgrades of project features and fittings.

On the whole, the qualitative data support the quantitative ones, proving that quality assurance practices, timely issues resolution, and active maintenance are important issues in improving customer satisfaction and building the brand image of Rancon FC Properties Ltd.

3.5 Conclusion

This paper has discussed the issue of quality assurance in enhancing customer satisfaction and brand image within Rancon FC Properties Ltd. The results of the quantitative and qualitative analysis reveal that quality assurance is an essential element of the overall customer experience with the company.

Descriptive analysis shows that the customers positively rated the quality and workmanship in construction, and design matching and finishing quality was rated relatively low. This is an indication that despite the firm doing well in the core standards in construction, there is still an area of improvement in the production of the design and finishing detail. There are also rather minor quality problems reported by customers after handover, which indicates the fact that there are no serious issues.

The regression analysis also confirms the importance of resolution timeliness and overall construction quality in overall customer satisfaction as the two variables are strong and statistically significant. This implies that the customers give the utmost importance to the speed of solving the problems and the effectiveness of the construction in the long run. Other variable factors like material quality, design match, and finishing quality also were significant but when they were combined, their direct effect was smaller.

These findings are supported by survey findings conducted by pie charts which indicate that although a significant number of customers are satisfied, a significant number are neutral. This means that there is more to be done in increasing customer satisfaction by enhancing responsiveness of the service and the post-delivery support. The qualitative data obtained through the interviews with the employees also prove that the company actively strives to address the problems swiftly and ensure the quality of the offered services.

In sum, the research finds that Rancon FC Properties Ltd. possesses a strong quality assurance platform that contributes to the satisfaction of the customers. Nevertheless, the additional increases in the quality of finishing,problem handling, and responsiveness of the services could transform the neutral customers into the fully satisfied and loyal ones.

3.6 Recommendations

According to the results of this paper, Rancon FC Properties Ltd. could make several practical adjustments to make its customers even more satisfied and build its brand image. As the analysis reveals that customers are most interested in how speedily their issues were resolved, the company should pay closer attention to accelerating the complaint resolution procedure, particularly once the handover took place. Customers will feel important and will have more confidence in the company because of quicker response.

The research also brings out that there is a group of customers who are not completely satisfied with quality of finishing and post handover problems. In order to minimize these fears, the company should carry out more stringent checks prior to property handovers. Early correction of minor flaws would reduce the number of complaints that customers place and improve the initial impression.

The other area that can be improved is communication. A high number of customers responded in a neutral way, which implies that they might not necessarily know what actions are being undertaken to rectify their problems. Frequent updates, explanations, and open communication may make the customers feel safer and more content with the service.

Besides this, continuous training of the construction and customer service personnel would assist in ensuring that the quality is always the same and enhance customer handling abilities. The better trained employees can react better to concerns of customers and avoid the escalation of issues. Finally, Rancon FC Properties Ltd. will be able to emphasize its quality assurance standards and prompt responsiveness to customer complaints in its marketing efforts to foster greater consumer trust and establish a more favorable brand reputation.

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Appendix

Appendix A: Statement of Financial position and statement of profit and loss (2022 and 2023)

S.Ahmed Co.
Chartered Accountants

RANCON FC PROPERTIES LIMITED., Chattogram
STATEMENT OF FINANCIAL POSITION
AS AT JUNE 30, 2023

SUBJECT MATTER	Notes	30.06.2023 Taka	30.06.2022 Taka
ASSETS:			
A) CURRENT ASSETS:		2,893,203,695	2,345,895,085
Project Work-In-Progress	4.00	2,860,032,051	2,291,998,930
Advances, Deposits & Prepayments	5.00	25,124,895	18,801,505
Cash & Bank Balance	6.00	8,046,750	35,094,650
B) NON-CURRENT ASSETS:		92,367,433	80,482,948
Property, Plant & Equipement: At Cost Less Depreciation	7.00	89,515,385	80,416,148
Right-Of-Use of Assets	8.00	2,801,948	-
Intangible Assets	9.00	50,100	66,800
Total (A+B)		2,985,571,128	2,426,378,033
LIABILITIES & EQUITIES:			
A) CURRENT LIABILITIES & PROVISION		2,583,617,141	2,021,590,102
Advance Against Sales	10.00	2,455,187,703	1,820,010,911
Accounts Payable	11.00	39,933,033	77,408,374
Short- Term Lease Liability	12.00	2,020,000	-
Liabilities for Expenses	13.00	737,905	507,181
Liabilities for Other Finance	14.00	22,045,931	14,965,123
Liabilities for Taxation	15.00	658,136	1,147,939
Bank Loan (Short Term Portion)	16.00	63,034,433	107,550,575
B) NON CURRENT LIABILITIES:		277,281,483	294,236,990
Bank Loan(Long Term Portion)	16.00	44,743,693	54,418,466
Long Term Lease Liability	12.00	1,275,426	-
Associates Enterprise	17.00	226,853,030	226,853,030
Deferred Tax	Annexure-B	4,409,334	12,965,494
C) EQUITY:		124,672,505	110,550,940
Share Capital	18.00	50,000,000	50,000,000
Retained Earning	19.00	74,672,505	60,550,940
Total (A+B+C)		2,985,571,128	2,426,378,033

This Statements of Finann to be read in conjunction with attached Notes to the Financial Statements & were approved by the management on 31 / 01 / 29 and were signed in its behalf by :

S. Ahmed Co.
Chartered Accountants

RANCON FC PROPERTIES LIMITED., Chattogram
STATEMENT OF PROFIT & LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED JUNE 30, 2023

Particular's	Notes	30.06.2023 TAKA	30.06.2022 TAKA
Revenue		40,635,540	68,933,751
Less: VAT		1,653,540	2,673,751
Net Revenue		38,982,000	66,260,000
Less: Cost of Sales		24,338,210	38,982,115
Gross Profit for the year		14,643,790	27,277,885
Less:Administrative & Other Expenses	20.00	6,494,959	6,185,675
Operating Profit for the year		8,148,831	21,092,210
Less: Financial Charge	21.00	472,411	375,897
Net Profit before tax for the year		7,676,420	20,716,313
Less: Provision for Taxation		2,111,015	9,892,639
Current Tax		2,111,015	5,696,986
Deffered Tax	Annexure-B	-	4,195,653
Net Profit After tax for the year Transfered to Retained Earnings	19.00	5,565,404	10,823,673
Earning Per Share (EPS):	22.00	111.31	216.47

This Statements is to be read in conjunction with attached Notes to the Financial Statements & were approved by the management on 31 / 01 / 24 and were signed in its behalf by :

Mahbub Sobhan Jalal
Director

Mahbub Sobhan Jalal
Director
RANCON FC Properties Ltd.

Fahim Ahmed Faruk Chowdhury
Managing Director

Fahim Ahmed Faruk Chowdhury
Managing Director
RANCON FC Properties Ltd.

Signed in terms of our separate report of even date.

Appendix B: Statement of Financial position and statement of profit and loss (2023 and 2024)

S Ahmed & Co
Chartered Accountants

RANCON FC PROPERTIES LIMITED., Chattogram
STATEMENT OF FINANCIAL POSITION
AS AT JUNE 30, 2024

ACCOUNTS TITLE	Notes	30.06.2024 Taka	30.06.2023 Taka
ASSETS:			
A) CURRENT ASSETS:			
Project Work-In-Progress		3,127,400,294	2,893,203,695
Advances, Deposits & Prepayments	4.00	3,089,228,927	2,860,032,051
Cash & Bank Balance	5.00	21,128,351	25,124,895
Loan to Associates	6.00	13,569,716	8,046,750
	8.00	3,473,300	-
B) NON-CURRENT ASSETS:			
Property, Plant & Equipement		90,000,465	92,367,433
Right-Of-Use of Assets	7.00	88,475,507	89,515,385
Intangible Assets	9.00	1,491,558	2,801,948
	10.00	33,400	50,100
Total (A+B)		3,217,400,759	2,985,571,128
LIABILITIES & EQUITIES:			
A) CURRENT LIABILITIES & PROVISION			
Advance Against Sales		2,731,568,493	2,583,617,141
Accounts Payable	11.00	2,626,724,496	2,455,187,703
Short- Term Lease Liability	12.00	28,780,448	39,933,033
Liabilities for Expenses	13.00	1,760,000	2,020,000
Liabilities for Other Finance	14.00	3,378,260	737,905
Liabilities for Taxation	15.00	27,734,466	22,045,931
Bank Loan (Current Portion)	16.00	6,453,930	658,136
	17.00	36,736,894	63,034,433
B) NON CURRENT LIABILITIES:		388,052,953	277,281,483
Bank Loan(Long Term Portion)	17.00	155,914,291	44,743,693
Long Term Lease Liability	13.00	690,877	1,275,426
Associates Enterprise	18.00	226,853,030	226,853,030
Deferred Tax	Annexure-B	4,594,755	4,409,334
C) EQUITY:		97,779,312	124,672,505
Share Capital	19.00	50,000,000	50,000,000
Retained Earning	20.00	47,779,312	74,672,505
Total (A+B+C)		3,217,400,759	2,985,571,128

This Statements of Finann to be read in conjunction with attached Notes to the Financial Statements & were approved by the management on 17/12/24 and were signed in its behalf by :

Mahbub Sobhan Jalal   Fahim Ahmed Faruk Chowdhury

S. Ahmed Co.
Chartered Accountants

RANCON FC PROPERTIES LIMITED., Chattogram
STATEMENT OF PROFIT & LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED JUNE 30, 2023

Particular's	Notes	30.06.2023 TAKA	30.06.2022 TAKA
Revenue		40,635,540	68,933,751
Less: VAT		1,653,540	2,673,751
Net Revenue		38,982,000	66,260,000
Less: Cost of Sales		24,338,210	38,982,115
Gross Profit for the year		14,643,790	27,277,885
Less:Administrative & Other Expenses	20.00	6,494,959	6,185,675
Operating Profit for the year		8,148,831	21,092,210
Less: Financial Charge	21.00	472,411	375,897
Net Profit before tax for the year		7,676,420	20,716,313
Less: Provision for Taxation		2,111,015	9,892,639
Current Tax		2,111,015	5,696,986
Deffered Tax	Annexure-B	-	4,195,653
Net Profit After tax for the year Transfered to Retained Earnings	19.00	5,565,404	10,823,673
Earning Per Share (EPS):	22.00	111.31	216.47

This Statements is to be read in conjunction with attached Notes to the Financial Statements & were approved by the management on 31/01/24 and were signed in its behalf by :

Mahbub Sobhan Jalal
Director

Mahbub Sobhan Jalal
Director
RANCON FC Properties Ltd.

Fahim Ahmed Faruk Chowdhury
Managing Director

Fahim Ahmed Faruk Chowdhury
Managing Director
RANCON FC Properties Ltd.

Signed in terms of our separate report of even date.

Appendix C: Client Survey Questionnaire

The following responses were converted into likert scale values(1-5) to conduct descriptive and regression analysis.

1. How satisfied are you with the overall construction quality of your property developed by Rancon FC Properties Ltd.?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

2.How would you rate the quality of construction materials used in your property?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Very Poor

3. To what extent did the delivered property match the design and specifications promised at the time of purchase?

- ☐ Fully Matched
- ☐ Mostly Matched
- ☐ Partially Matched
- ☐ Did not Matched

4. How satisfied are you with the finishing and workmanship quality of your property?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

5. Did you face any quality-related problems after taking possession of the property?

- ☐ No issues
- ☐ Minor issues
- ☐ Moderate issues

☐ Major issues

6. If you faced quality issues, how satisfied were you with the company's response and problem handling?

☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Dissatisfied
☐ Very dissatisfied

7. How timely was the resolution of quality-related problems?

☐ Very fast
☐ Reasonably fast
☐ Slow
☐ Very slow
☐ Not resolved

8. Overall, how satisfied are you with your experience as a Client of Rancon FC Properties Ltd.?

☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Dissatisfied
☐ Very dissatisfied

Overall_Satisfication		materials_Quality		Design_Match		Finishing_Quality		Quality_Issues		Problem_Handling		Resolution_Timeliness		construction_quality	
Mean	3.4	Mean	3.325	Mean	2.725	Mean	3.35	Mean	1.475	Mean	3.325	Mean	2.65	Mean	3.35
Standard Error	0.112089708	Standard Error	0.131009395	Standard Error	0.079963934	Standard Error	0.126845353	Standard Error	0.10734261	Standard Error	0.11540064	Standard Error	0.126845353	Standard Error	0.136579084
Median	3.5	Median	3.5	Median	3	Median	4	Median	1	Median	3	Median	3	Median	4
Mode	4	Mode	4	Mode	3	Mode	4	Mode	1	Mode	4	Mode	3	Mode	4
Standard Deviation	0.708917557	Standard Deviation	0.828576165	Standard Deviation	0.505736325	Standard Deviation	0.802240452	Standard Deviation	0.678894274	Standard Deviation	0.729857731	Standard Deviation	0.802240452	Standard Deviation	0.863801972
Sample Variance	0.502564103	Sample Variance	0.686538462	Sample Variance	0.255769231	Sample Variance	0.643589744	Sample Variance	0.460897436	Sample Variance	0.532692308	Sample Variance	0.643589744	Sample Variance	0.746153846
Kurtosis	1.95167169	Kurtosis	-0.922459967	Kurtosis	-0.450820631	Kurtosis	-1.032304958	Kurtosis	0.097427139	Kurtosis	1.224109823	Kurtosis	-0.252475841	Kurtosis	-1.032684574
Skewness	-1.217177674	Skewness	-0.402296551	Skewness	-0.404539704	Skewness	-0.735516151	Skewness	1.129887497	Skewness	-1.015557149	Skewness	-0.205442677	Skewness	-0.51382328
Range	3	Range	3	Range	2	Range	2	Range	2	Range	3	Range	3	Range	3
Minimum	1	Minimum	2	Minimum	2	Minimum	2	Minimum	1	Minimum	1	Minimum	1	Minimum	2
Maximum	4	Maximum	5	Maximum	4	Maximum	4	Maximum	3	Maximum	4	Maximum	4	Maximum	5
Sum	136	Sum	133	Sum	109	Sum	134	Sum	59	Sum	133	Sum	106	Sum	134
Count	40	Count	40	Count	40	Count	40	Count	40	Count	40	Count	40	Count	40
Largest(1)	4	Largest(1)	5	Largest(1)	4	Largest(1)	4	Largest(1)	3	Largest(1)	4	Largest(1)	4	Largest(1)	5
Smallest(1)	1	Smallest(1)	2	Smallest(1)	2	Smallest(1)	2	Smallest(1)	1	Smallest(1)	1	Smallest(1)	1	Smallest(1)	2
Confidence Level(95.0%)	0.226722834	Confidence Level(95.0%)	0.264991513	Confidence Level(95.0%)	0.161742324	Confidence Level(95.0%)	0.256568944	Confidence Level(95.0%)	0.217120922	Confidence Level(95.0%)	0.233419827	Confidence Level(95.0%)	0.256568944	Confidence Level(95.0%)	0.276257273

Table 3: Descriptive statistics Table

Regression Statistics								
Multiple R	0.890377325							
R Square	0.792771781							
Adjusted R Square	0.747440608							
Standard Error	0.356268556							
Observations	40							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	7	15.5383269	2.219760986	17.48844622	2.68196E-09			
Residual	32	4.061673099	0.126927284					
Total	39	19.6						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.195973195	0.531691879	0.368584142	0.714865074	-0.887047722	1.278994113	-0.887047722	1.278994113
Materials_Quality	-0.11679132	0.115314232	-1.012809239	0.318748479	-0.351678725	0.118096085	-0.351678725	0.118096085
Design_Match	0.260666943	0.158774404	1.641744108	0.110436284	-0.062745935	0.584079821	-0.062745935	0.584079821
Finishing_Quality	0.083037444	0.143985676	0.576706287	0.568172896	-0.210251779	0.376326668	-0.210251779	0.376326668
Quality_Issues	0.095867678	0.108197369	0.886044446	0.382203963	-0.12452315	0.316258506	-0.12452315	0.316258506
Problem_Handling	-0.011907279	0.115353375	-0.103224362	0.91842911	-0.246874414	0.223059857	-0.246874414	0.223059857
Resolution_Timeliness	0.4567608	0.1121036	4.074452545	0.000283992	0.228413238	0.685108362	0.228413238	0.685108362
construction_quality	0.385562938	0.107342263	3.591902442	0.001085074	0.166913903	0.604211974	0.166913903	0.604211974

Table 4: Multiple Regression analysis


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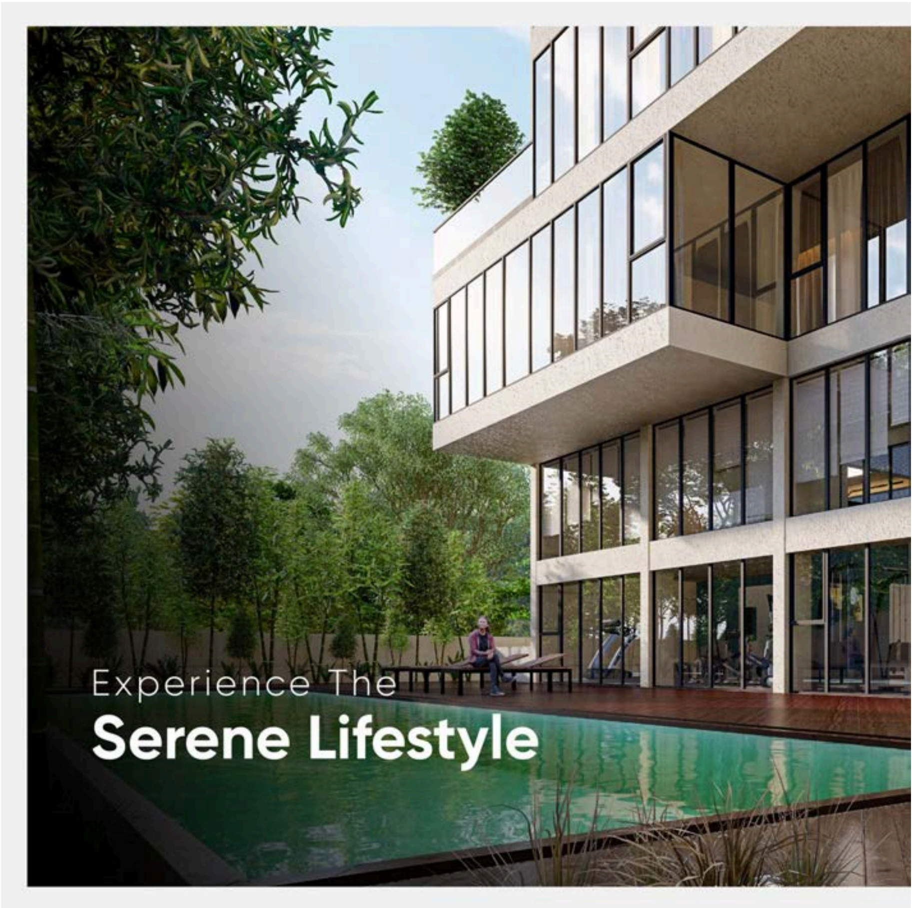
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