

# MARKETING STRATEGY

OF

## LAMUDI BANGLADESH

[THE INTERNSHIP REPORT IS SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE OF MASTERS OF BUSINESS ADMINISTRATION SPECIALIZATION IN MARKETING]



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**Internship Duration: 12 weeks**  
**Date of Submission: 3<sup>rd</sup> June, 2018**



Marketing Strategy  
Of  
LamudiBangladesh

## LETTER OF TRANSMITTAL

3<sup>rd</sup> June, 2018

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**Subject: Submission of internship report on “Marketing Strategy of Lamudi Bangladesh”**

Dear Sir,

It is an immense pleasure for me to submit you this internship report titled “**Marketing Strategy of Lamudi Bangladesh**”. I have been working in **Lamudi Bangladesh** as a Marketing Intern for the past three months. I have tried my level best to fulfill all my requirements of this course and tried to follow my supervisor’s instructions while preparing this report. This report helped me understanding the field in which I have been working a lot and learn about the corporate culture.

It would be a profound pleasure for me if the report can attain its objective. I, therefore, would like to request you to accept my report and oblige me thereby. I would be available in any time to clarify you any queries if feel needed.

Thank you.

Sincerely Yours,

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## ACKNOWLEDGEMENT

At the very inception, I would like to express my gratitude to omnipotent and Almighty Allah, whose invisible guidance helped me to complete this report. I would like to thank my honorable supervisor **Prof. Dr. Rahim B. Talukdar**, Adviser, Centre for Entrepreneurship Development, BRAC Business School, who helped me from the very beginning of my report. From time to time my honorable sir has given me appointment and suggested me by exemplifying to prepare this report that finally made me possible to complete this report very well which is a partial requirement of MBA program. I would like to be thankful to **Ms. Anne Maria Hermans**, Co-Founder and Regional MD, Lamudi Bangladesh, for her support that helped me to prepare this report. I would also like to express my heartfelt thanks to all the employees of Lamudi Bangladesh, who cooperated me providing necessary information and excellent guidance to prepare this term paper. Finally, a silent stream of gratitude is for my most adorned parents whose blessing is always with me in this windy world.

## EXECUTIVE SUMMARY

As a service organization a real estate performance is to achieve its ultimate goal-customer value and satisfaction. This largely depends on their proper utilization of money, hiring the right people who can handle the money, achieve customer loyalty, secured investment policy.

As part of my MBA program, I am currently working as an Intern in a renowned real estate company named “**LAMUDI Bangladesh**”. Marketing strategy is an integral part of management, which discusses the 4 P, STP and related all of them. LAMUDI is one of the pinnacle private companies of Bangladesh. The culture, environment, rules & regulation policy is developed rather than other companies.

Apparently Marketing strategy is also structured & following updating with world’s Marketing Strategy practice. To fit with the organization & introduced with the real life Marketing Strategy practice with the literature Marketing Strategy practice actually internship program adapted. Here, in this internship report, I just try to give an idea what is the Marketing Strategies of Lamudi BD is and how Lamudi BD implement these to generate their overall profit.

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# 1. Introduction:

In today's world, business houses create a tremendous and continuous positive contribution on national and international economy. They are multipurpose server for huge production, distribution, export and import. Business houses are developing and modifying day by day towards a successful and performance oriented organizations. These organizations are now a day's finding out their key factors for both the existence and success in today's corporate and fast paced business environment. It is not only for the business organizations, all service producers, educational institutions, non-government organizations even government organizations are concern today for providing better and competitive service. To provide the competitive service every company needs to choose their marketing strategy very carefully. The marketing concepts are changing day by day. A company's development mostly depends on marketing. So it is important to select a strong marketing strategy for any business for any business. In my internship report, my target is to identify all the marketing strategy which are used by Lamudi Bangladesh.

## Company Overview:

**What is Lamudi Bangladesh?**



LAMUDI is the current and future state of real estate in the emerging markets. As a global property portal, focusing exclusively emerging and developing countries LAMUDI is a unique position to provide a comprehensive overview of real estate in these up and coming markets. LAMUDI is committed to deliver high quality products with premium customers' service

through adaption of advanced technology, stress on human resource development, focus on continuous improvement and introduction of new products for the growing markets since 2013.LAMUDI provides a truly original perspective of real estate markets around the world. Research points to the importance of good recruitment systems in the organization are too effective for their number of employees.

Marketing Strategy of Lamudi is a very crucial factor as it plays very important role to the running of the company.

### Why LAMUDI?



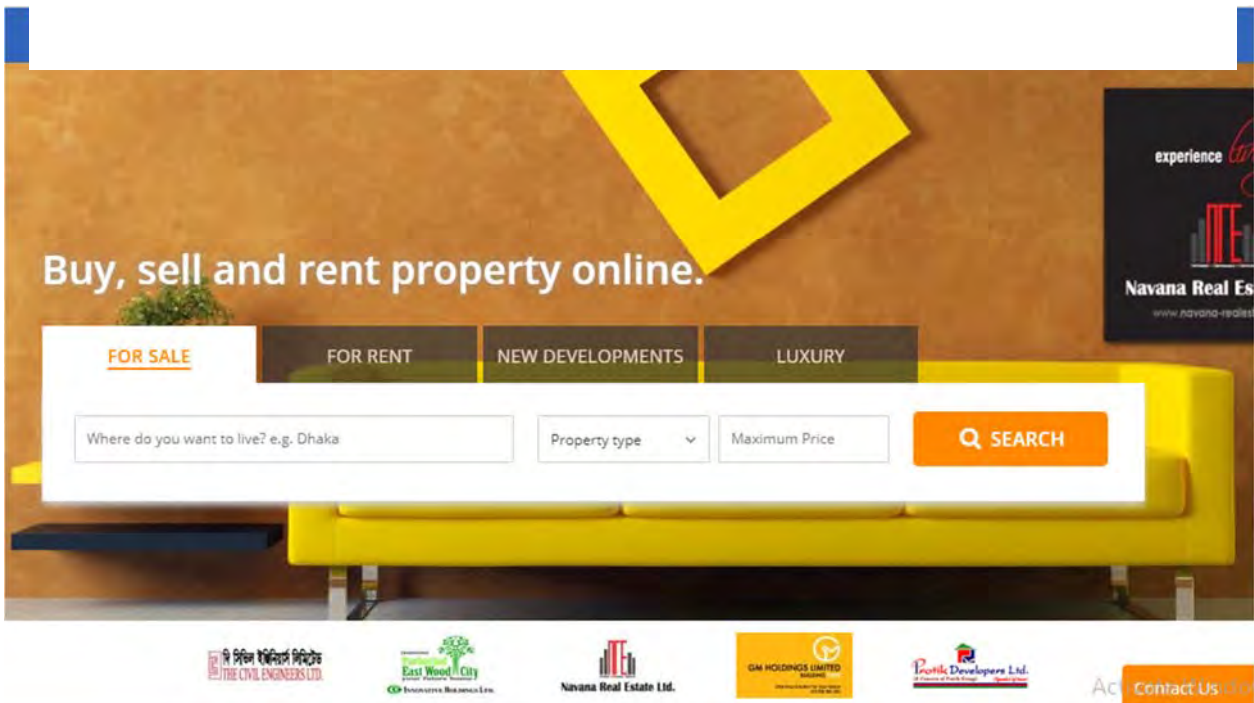
The objective of Lamudi is not only to earn profit, but also to do good and welfare to the people. LAMUDI provides an outstanding value for their clients and has successful marketing programs in place. With quadrant homes, in as the sponsor in the newly finished Lamudi retirement community, Lamudi will have a premier position as the dominant seller of these new homes, condos and retirement apartments. In addition Lamudi will offer a full range of service to facilitate the purchasing and selling of real estate including the following:



- Home search database.
- Moving, consulting, quotes, planning etc.
- Mortgage consulting and loan preapproval.
- Community information.
- Title transfer.
- Obtaining a comparative market analysis for potential sellers.

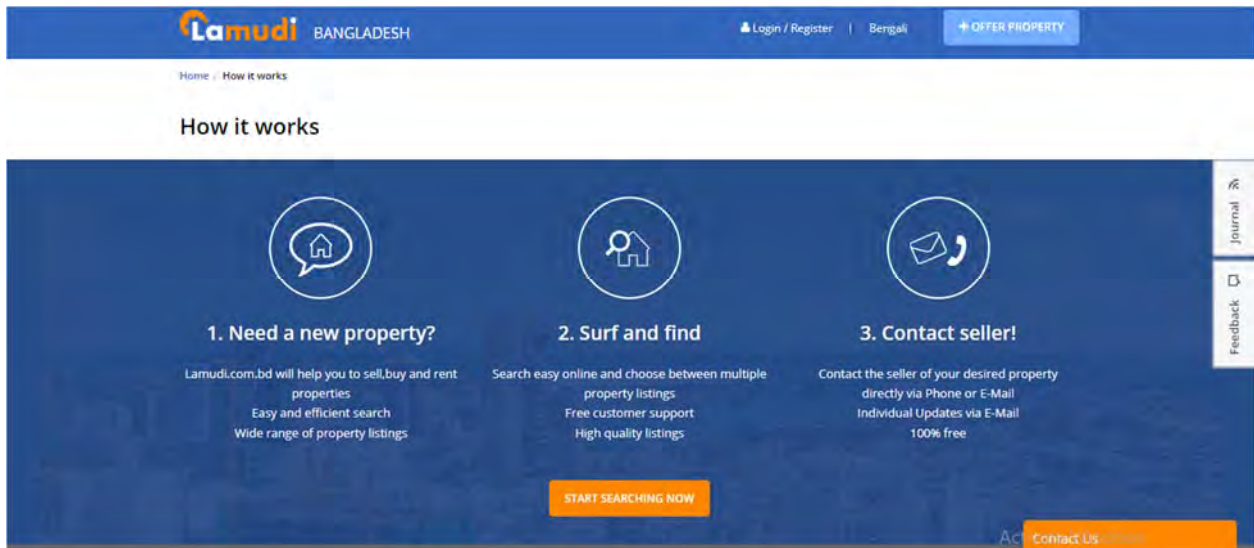
### How to get Service from Lamudi Bangladesh:

If anyone wants to buy/sell property, he/she may visit Lamudi.com.bd in this address. Then he/she will find out Lamudi BD website.

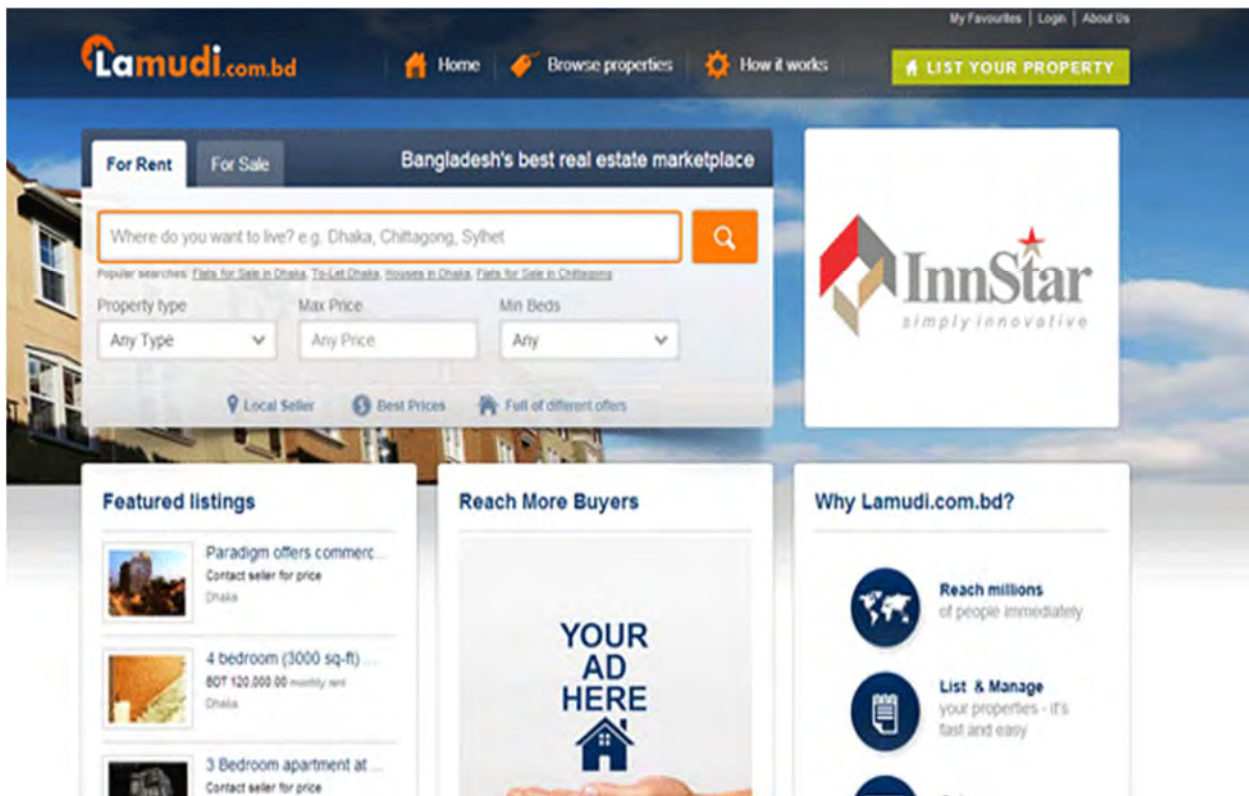


This webpage will be shown in that address. Then he may see the developers who are with LamudiBD. Some of them are paid and some are unpaid.

If anyone doesn't know about the procedure of how to search or contact with Lamudi people, there is an instruction given on the site.



Again if anyone has a property and wants to sell or rent, can also give free advertisement in the following way-which is shown in the picture.





### **Objectives of LAMUDI :**

The primary objective of establishing LAMUDI all over the world is to promote, foster and develop the application of LAMUDI principles in the business sector. In pictures, we can see the logo of Lamudi Bangladesh. More specifically, the objectives of LAMUDI when viewed in the context of its role in the economy are listed as following:

- ❖ Achieve break even by two years
- ❖ Finalize and then expand the contract with Quadrant Homes, to broker real estate property in the LAMUDI area.
- ❖ Establish minimum 95% customer satisfaction rate to establish long term relationship with our clients and create word of mouth marketing.
- ❖ Optimum allocation of scarce financial resources
- ❖ To help ensure equitable distribution of income.

### **These objectives are discussed below -**

**Achieve Breakeven:** is a key part of any good business plan. It can also be helpful even before to write a business plan, when one is trying to figure out if an idea is worth pursuing. Long after the company is up and running, it can remain helpful as a way to figure out the best pricing structure for the products. Fixed costs are ones like rent and administrative payroll that don't change much from month to month regardless of how many units one's sell. Variable costs are those that will fluctuate along with production volume. Pricing strategies are part of the much more comprehensive marketing strategy, and can be fairly complex. The unit contribution margin represents how much money each unit sold brings in after recovering its own variable costs. It is calculated by subtracting units' variable costs from its sales price. The break-even point tells the volume of sales will have to achieve to cover all of costs. It is calculated by dividing all fixed costs by products contribution margin. Once have determined the break-even volume, can be estimated expected profits. Remember that each additional unit sold will produce revenue equal to its contribution margin. Therefore, each unit sold above the break-even point will produce a profit equal to its contribution margin, and each unit sold below the break-even point will generate a loss equal to its contribution margin. Maintaining all of these things they can achieve the break-even point.

**Customer satisfaction rate and to establish long term relationships:** They can provide service based on the customer requirement. What kind of properties actually the customers want that's their first priority and they can provide this kind of properties they can negotiate the price and try heart and soul give the best that's why customers are happy with their services and they can maintain or establish a long term relationship with the customers.

### **Optimum Allocation of Resources:**

Another important objective of LAMUDI is the optimum allocation of scarce resources. The foundation of the LAMUDI system is that it promotes the investment of financial resources into those projects that are considered to be the most profitable and beneficial to the economy.

Equitable Distribution of Resources: Perhaps the most important objective of Lamudi real estate is to ensure equitable distribution of income and resources among the employees when they earn their expected profit then they can give commission with the entire LAMUDI family that's why employee satisfaction level are good.

## 1.1 Rationale

In Lamudi I am working under “Anne Hermann”, is the co-founder and managing director of Lamudi Bangladesh. I believe I can learn all this functions from this organization that helps me to understand and deal with Marketing Strategies activities in future, that's why I select this topic for my internship report. It is mandatory to complete a three month internship program in order to complete the MBA program. After finishing my course work, I was assigned to complete my internship program in LAMUDI. As per the instruction of internship supervisor, I was devoted to learn the operation of LAMUDI.

- The main reason of this study is to comparing with the practical knowledge about the Marketing Strategy which followed by Lamudi Bangladesh. To LAMUDI, Marketing Strategy is the key to all success.
- This field has become more important because employees need to learn new skills, advance their knowledge, and meet the challenges of technology in achieving high performance. LAMUDI always concern about their continuous development for their executive which increase the efficiency level. That's why I have selected this organization for my Internship Report.
- This is why I am eager to complete my internship on LAMUDI & my internship report on the above mentioned topic which is directly related with my acquired knowledge. By doing an internship program in LAMUDI I could get practical experience on marketing Strategy, as I have done my major in Marketing. I will be able to aware about the office codes, office environment, and to get real life example by working in a renowned organization.

## **1.2 Background (Description of the Organization/Company):**

Lamudi the real estate classified ventures from Rocket Internet is now more than 30 countries since its launch in October 2013. Its expansion sprint started with the consolidation of real estate service in countries including Nigeria, Mexico and Pakistan. Now Lamudi service can be found in countries such as Tanzania, Cameroon Saudi Arabia, Jordan, Indonesia and Peru. LAMUDI is a part of Rocket Internet family and Mr. Philip Hermann is the co-founder and managing director of LAMUDI. LAMUDI is pretty much a site where those who have real estate properties can list them either for rent or for sale. And people seeking properties can go to the site and look at properties and then contact the broker or if someone is selling something privately, a private person. Our difference from other sites is that we are aiming at the developing markets, so aim at markets worldwide where there is no such service as of yet or no such service which has a really strong or clear market leader.

### **Vision of LAMUDI:**

LAMUDI wants to be the world class real estate company in Bangladesh by ensuring intrinsic quality products and customer service with state of the art, technology and motivated employees.

### **Mission of LAMUDI:**

- Using Lamudi's maximum expertise and efforts to achieve the best returns to shareholders.
- Providing excellent personal service to clients.
- Working hard to achieve (Win-Win) concept with Lamudi's clients and shareholders.
- Credibility, clearness and commitment at all levels with all parties (internally and externally) is an important basis in our dealings
- Expanding the scale of our real estate knowledge through creating the most innovative real estate finance tools and solutions to Lamudi's clients.
- Presenting the best service to our clients which based on the international performance standards.

- Developing our staff as well as creating an excellent environment which encourages them to work as a team.
- Achieving the satisfaction of here & hereafter
- Efficient customer service.
- Maintaining high standard of business ethics.
- Attract and retain quality human resources.

### **1.3 Objectives of LAMUDI:**

- Leading the development of affordable real estate ventures of benefit to the Bangladeshi people.
- Developing sustainable communities that are friendly and coherent to our environment.
- Creating long term and sustainable job opportunities.
- Promoting and developing strong partnership between the public and private sectors.
- Attracting foreigners investors to Bangladesh and creating proper vehicles that can better cater for joint-ventures.
- Transferring knowledge and offering an example of best practice.

### **Commitment of LAMUDI:**

- **Accurate Evaluation:**

The correct selling price of a home is the highest price that the market will bear. To assist the customer in determining the correct asking price we provide the customer with a comprehensive market analysis of comparable properties sold and offered for sale in neighborhood.

- **Advertising:**

We will advertise the customer's home in appropriate publications and communicate our results to the customers.

- **Pre-approved mortgage and financial guide:**

Lamudi offer pre-approved mortgages which encourage buyers by letting them know the mortgage potential in advance. We will provide professional financial guidance to both the buyer and seller.

- The major selling points of the customer's home will be distributed to other real estate firms throughout the community.

### **Management System of LAMUDI:**

The management team of the company consists of high motivated, well-educated and high skilled and dynamic executives who have been contributing substantially in the continued growth and progress of the company. They are computerized systems that facilitate the management of properties, personal property, and equipment including maintenance, legalities and personnel all through a single piece of software. They replaced old-fashioned, paper-based methods that tended to be both cumbersome and inefficient. They are often deployed as client/server configurations.

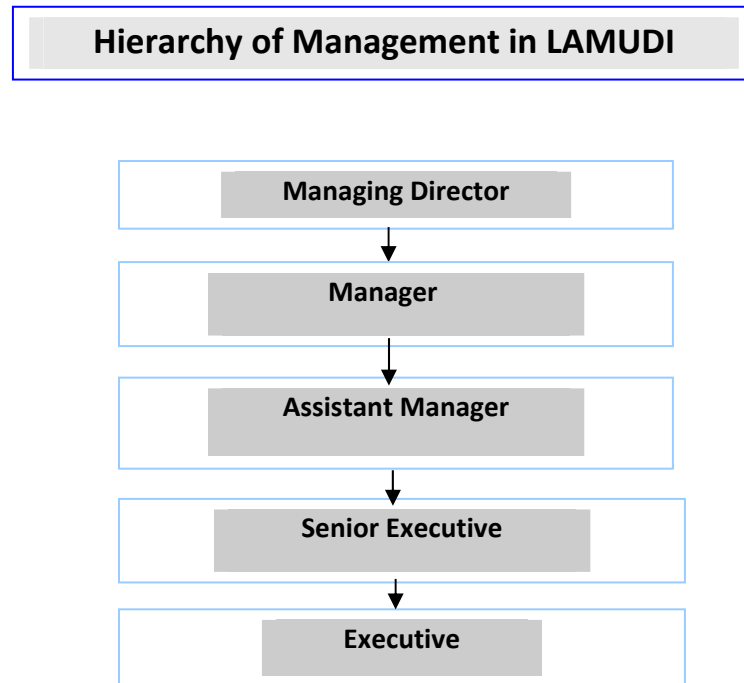
### **1.5.3 Branches of LAMUDI:**

#### DIVISION

1. Dhaka
2. Chittagong



### 1.5.4 Hierarchy of Management in LAMUDI:



## 2. Activities Undertaken:

**2.1 Work related:** My placement of internship was in the Banani Branch, LAMUDI Bangladesh, Dhaka. The tenure of my internship was three months. I started my internship from September 13<sup>th</sup>, 2017. At the branch, I was placed for Content department but also the management allowed me to learn the other work/things about Real Estate Company.

**2.2 Understanding:** In this part I have tried to make acquaintance with the content department and also learn about marketing strategy as I have worked in this Organization. As LAMUDI has a unique position in the market, I tried my best to understand the main differences between LAMUDI & other related real estate companies especially in the arena of Marketing Strategy.

### **3. Marketing Strategy of Lamudi Bangladesh:**

For any Company, marketing strategy is really important, and of course for Lamudi, it is important indeed.

In the internship proposal, I have presented the 4P and STP in a short range. But here, I will present these topics in a wide range.

But before starting the STP and 4P, we should do situation analysis and SWOT Analysis, so that, we all know in which sector Lamudi BD should improve its weaknesses and in which sector it. The opportunities and also the threats from which it should be aware.

#### **3.1 Situation Analysis:**

This strategy has been created for the long-term goals of Lamudi worldwide. Currently there is no unified voice or message across the company which will serve the main purpose of public relations.

Research was undertaken regarding social media channels which must be more effective and deliver a focused message, not only as a corporate body but also individually.

Systems theory led to environmental analysis, using the EPISTLE technique, followed by a SWOT analysis, based on a wide range of industry factors and current media coverage.

This is the key to the strategic process and supports the belief that continuous monitoring and updating is necessary for effective PR. Situational analysis not only informed the identification of stakeholders and, subsequently, messages, but also highlighted other issues.

The next step was to identify and map stakeholders to highlight that they are holders of information and attitudes, even before the relationship with the company begins.

### 3.2 SWOT Analysis:

The table below indicates the current SWOT table for Lamudi; the table allows the PR and social media strategy to develop as it highlights the achievable goals or objectives that need to be set up. Internal and external factors have also been summarized within the SWOT analysis.

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>- Fast growing company with a strong hold in the marketplace</li> <li>- Meeting customer demand through innovation</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Lamudi is currently not utilizing social media channels to the full extent</li> <li>- Current lack of in-house PR globally which means media opportunities are missed</li> <li>- Lack of brand awareness</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>- Online and digital channels are available. Twitter, Face book, Google+, and LinkedIn can all be used to expand Lamudi’s online presence</li> <li>- In-house PR in each country will increase the media presence significant</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>- Competitors looking to invade the marketplace.</li> <li><b>Direct competitor:</b> P Bazaar, To-let BD.COM</li> <li><b>Indirect Competitor:</b> Bikroy.Com, Ekhanei.Com</li> <li>- Negative media</li> </ul>

So, Lamudi Bangladesh should work out with this SWOT analysis, so that it can improve its operation more and more.

Here, I will present the “**Strategic Brand Management Process of Lamudi Bangladesh**”, so that the entire topic will be covered. By this we can also understand the overall Marketing Strategy of Lamudi Bangladesh.

## 3.3 Four Main Steps for Strategic Brand Management Process:

As we know that, in Strategic brand management process, there are four steps, which have to be maintained. And the first step is positioning. But before doing Positioning, we have to do Research, Segmentation and targeting.

### 3.3.1. Research:

**Research** comprises "creative work undertaken on a systematic basis in order to increase the stock of knowledge including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications. It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories. A research project may also be an expansion on past work in the field. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects, or the project as a whole. The primary purposes of basic research (as opposed to applied research) are documentation, discovery, interpretation, or the research and development (R&D) of methods and systems for the advancement of human knowledge. Approaches to research depend on epistemologies, which vary considerably both within and between humanities.

### 3.3.2. Segmentation:

**Market segmentation** is a marketing strategy which involves dividing a broad target market into subsets of consumers, businesses, or countries who have, or are perceived to have, common needs, interests, and priorities, and then designing and implementing strategies to target them. Market segmentation strategies are generally used to identify and further define the target customers, and provide supporting data for marketing plan elements such as positioning to achieve certain marketing plan objectives. Businesses may develop product differentiation strategies, or an undifferentiated approach, involving specific products or product lines depending on the specific demand and attributes of the target segment.

Types of Market Segmentation:

1. Geographic Segmentation
2. Demographic Segmentation
3. Behavioural Segmentation
4. Psychographic Segmentation
5. Occasional Segmentation
6. Segmentation by Benefits
7. Cultural Segmentation
8. Multi-Variable Account Segmentation

Let's see, Lamudi Bangladesh follows which segmentation.

### **1. Geographic Segmentation:**

Marketers can segment according to geographic criteria—nations, states, regions, cities, neighborhoods, or postal codes. The geo-cluster approach combines demographic data with geographic data to create a more accurate or specific profile. With respect to region, in rainy regions merchants can sell things like raincoats, umbrellas and gumboots. In hot regions, one can sell summer clothing. A small business commodity store may target only customers from the local neighborhood, while a larger department store can target its marketing towards several neighborhoods in a larger city or area. Geographic Segmentation is important and may be considered the first step to international marketing,

Lamudi Bangladesh mainly follows geographic segmentation as Lamudi Bangladesh do their work in Dhaka and Chittagong branch.

### **2. Demographic Segmentation:**

Segmentation according to demography is based on variables such as age, gender, and occupation and education level or according to perceived benefits which a product/service may provide. Benefits may be perceived differently depending on a consumer's stage in the life cycle.

Demographic segmentation divides markets into different life stage groups and allows for messages to be tailored accordingly.

A variant of this approach known as 'firm graphic' or 'feature based' segmentation is commonly used in business-to-business markets. Under this approach the target market is segmented based on features such as company size (either in terms of revenue or number of employees), industry sector or location (country and/or region).

Lamudi Bangladesh does not follow demographic segmentation as age, gender are not really important for the real estate property.

### **3. Behavioral Segmentation:**

Behavioral segmentation divides consumers into groups according to their knowledge of, attitude towards, usage rate, response, loyalty status, and readiness stage to a product. There is an extra connectivity with all other market related sources. Behavioral segmentation divides buyers into segments based on their knowledge, attitudes, uses, or responses concerning a product. Many marketers believe that behavior variables are the best starting point for building market segments.

In some cases, besides Geographic segmentation, Lamudi Bangladesh follows Behavioral segmentation. Lamudi choose a group of customers according to their same needs, attitudes.

### **4. Psychographic Segmentation:**

Psychographic segmentation, which is sometimes called Lifestyle. This is measured by studying the activities, interests, and opinions of customers. It considers how people spend their leisure, and which external influences they are most responsive to and influenced by. Psychographic is highly important to segmentation, because it identifies the personal activities and targeted lifestyle the target subject endures, or the image they are attempting to project. Mass Media has a predominant influence and effect on Psychographic segmentation.

Lamudi Bangladesh does not follow this segmentation.

## **5. Occasional Segmentation:**

Occasion segmentation focuses on analyzing occasions, independent of the customers, such as considering Coke for occasions of being thirsty, having dinner or going out, without taking into consideration the differences an affluent and middle-class customer would have during these occasions.

‘Occasional customer segmentation’ merges customer-level and occasion-level segmentation models and provides an understanding of the individual customers’ needs, behavior and value under different occasions of usage and time. Unlike traditional segmentation models, this approach assigns more than one segment to each unique customer, depending on the current circumstances they are under

Lamudi Bangladesh also doesn’t follow this segment as they want permanent customer, not occasional.

## **6. Cultural Segmentation:**

Cultural Segmentation is used to classify markets according to cultural origin. Culture is a strong dimension of consumer behavior and is used to enhance customer insight and as a component of predictive models. Cultural segmentation enables appropriate communications to be crafted to particular cultural communities, which is important for message engagement in a wide range of organizations, including businesses, government and community groups. Cultural Segmentation can be applied to existing customer data to measure market penetration in key cultural segments by product, brand, channel as well as traditional measures of regency, frequency and monetary value. These benchmarks form an important evidence-base to guide strategic direction and tactical campaign activity, allowing engagement trends to be monitored over time.

Cultural Segmentation can also be mapped according to state, region, suburb and neighborhood. This provides a geographical market view of population proportions and may be of benefit in selecting appropriately located premises, determining territory boundaries and local marketing activities.

Lamudi Bangladesh does not follow this segmentation as it follows the system which is worldwide same, it does not change time by time or country to country.

### **7. Multi-Variable Account Segmentation:**

In Sales Territory Management, using more than one criterion to characterize the organization's accounts, such as segmenting sales accounts by government, business, customer, etc. and account size/duration, in effort to increase time efficiency and sales volume.

Lamudi Bangladesh does not follow this segmentation as it is irrelevant with the real estate property.

### **3.3.3. Targeting:**

After segmenting the market based on the different groups and classes, Lamudi will need to choose one's targets. No one strategy will suit all consumer groups, so being able to develop specific strategies for your target markets is very important.

There are three general strategies for selecting one's target markets:

#### **1. Mass marketing:**

A market coverage strategy in which a firm decides to ignore market segment differences and appeal to everyone with one offer. It is the type of marketing where a product is sold through persuasion to a wide audience.

The idea is to broadcast a message that will reach the largest number of people possible. Traditionally mass marketing has focused on radio, television, and newspapers as the medium used to reach this broad audience.

Many companies have begun shying away from mass marketing due to the large expenses involved in reaching the whole market.

Lamudi Bangladesh does not follow this strategy.



## **2. Differentiated marketing strategy:**

One where the company decides to provide separate offerings to each different market segment that it targets. It is also called multisegment marketing and as is clearly seen that it tries to appeal to multiple segments in the market.

Each segment is targeted uniquely as the company provides unique benefits to different segments. It increases the total sales but at the expense of increase in the cost of investing in the business.

Lamudi Bangladesh does not follow this strategy as it is costly and also time consuming.

## **3. Niche marketing:**

This approach focuses on selecting a particular market niche on which marketing efforts are targeted. Your firm is focusing on a single segment so you can concentrate on understanding the needs and wants of that particular market intimately.

Small firms often benefit from this strategy as focusing on one segment enables them to compete effectively against larger firms.

Lamudi Bangladesh follows this Niche Marketing Strategy as it only focuses on real estate property. Lamudi is focusing on a single segment so it can concentrate on understanding the needs and wants of that particular market intimately, like real estate.

## **4. Direct marketing:**

For sales teams, one way to reach out to target markets is through direct marketing. This is done by buying consumer database based on the defined segmentation profiles.

This database usually comes with consumer contacts (e.g., email, mobile no., home no., etc.).

Lamudi Bangladesh in one sense follows this strategy as the Sales team does their activity by this.

By using some targeting strategies, Lamudi BD targeted audience and media as well. They are:

### **Target audiences of Lamudi Bangladesh:**

- Journalists (local, international)
- Journalists (expert media)
- Landlords, Real-estate broke

### **Key Target Media of Lamudi Bangladesh:**

- Global and local Start-Up Media
- Consumer Media
- Business Media

## **4. Strategic Brand Management Process:**

**There are four main steps. They are given below:**

### **Step 1: Establishing Lamudi Bangladesh as a brand for *Positioning*:**

Positioning- It is the battle for mind. Lamudi Bangladesh start its journey in BD in 2013. At first they started establish themselves as a brand for their position.

But before that we have to see that what is positioning and all the things about this, so that we can get a clear understanding about this topic.

**Positioning** is the marketing activity and process of identifying a market problem or opportunity, and developing a solution based on market research, segmentation and supporting data.

**Positioning** may refer to the position a business has chosen to carry out their marketing and business objectives. Positioning relates to strategy, in the specific or tactical development phases of carrying out an objective to achieve a business' or organization's goals, such as increasing sale, volume, brand recognition, or reach in advertising.

More generally, there are three types of positioning concepts:

1. Functional positions
  - Solve problems
  - Provide benefits to customers
  - Get favorable perception by investors and lenders
2. Symbolic positions
  - Self-image enhancement
  - Ego identification
  - Belongingness and social meaningfulness
  - Affective fulfillment
3. Experiential positions
  - Provide sensory stimulation
  - Provide cognitive stimulation

Among of these three concept, Lamudi Bangladesh mainly follow the **functional positioning** as we have seen this earlier in this report that, Lamudi BD at first **Solve Problem**, by searching the property, then by this they **provide benefit to customer** and then by this they get **Get favorable perception by investors and lenders.**

Lamudi Bangladesh try to follow the Positioning process to capture the market which are really helpful.

**Generally, as a brand Lamudi Bangladesh positioning process involves:-**

1. Lamudi BD identifying the business's direct competition (could include players that offer ones product/service amongst a larger portfolio of solutions), like Bikroy.Com, Property Bazaar etc.
2. Understanding how each competitor is positioning their business today (e.g. claiming to be the fastest, cheapest, largest, the #1 provider, etc.)



We can see this two logo. One is Bikroy.Com and one is Lamaudi's. We can see the difference of the positioning of this two company. Bikroy is claiming that by their company customer can buy and sell anything.

But in other hand, lamudi claim that, they are only for real estate property of BD.

Here we can see that clearly how this two company positioning themselves differently as well.

3. Documenting the provider's own positioning as it exists today (may not exist if startup business)
4. Comparing the company's positioning to its competitors' to identify viable areas for differentiation.

Which we see in the 2<sup>nd</sup> point how each company differentiate themselves.

5. Developing a distinctive, differentiating and value-based positioning concept
6. Creating a positioning statement with key messages and customer value propositions to be used for communications development across the organization.

Lamudi BD has also **key messages** that are very helpful. Campaign messages have been developed in line with business objectives and strongly underpin the company's mission, vision and values of Lamudi Bangladesh.

- Lamudi is a winning operating model for real estate online in emerging markets
- Lamudi has tremendous operational success in its markets globally
- Lamudi is an expert market leader

We all know that, Positioning means how one's differentiating himself (company) in the mind of prospect.

As to be creative, to create something is really difficult as the best approach of positioning means not to create something new and different but manipulate what is already up there in the mind, so re-tie the communication that already exist.

**“The Daily Star”**- published an article about Lamudi BD, how it position itself in a new way to get into the mind of the consumer. That article is given below:

### **“Lamudi's innovative ‘Dial For Home’ campaign”**

Unlike other marketplaces, [Lamudi.com.bd](http://Lamudi.com.bd) provides house seekers a unique service which makes house hunting a fun. It has come one step forward from the e-commerce concept by introducing its out-of-the-box 'Dial For Home' service. Since inception of the service, house-seekers are no longer considering house hunting a stressful work.

Starting its operations in Bangladesh back in 2013, Lamudi has already established itself as the top real estate marketplace of the country for its quality and service.

Lamudi has come up with the Dial For Home concept as property-seekers are always pressed for time when looking for their ideal home. To simplify the process and take the stress out of house-hunting, the Lamudi business development team came up with the idea for Dial For Home. The

service is an easy way to put house seekers directly in contact with the agents, landlords and developers listing homes through Lamudi.

House-seekers are now calling the **01777-777-187** hotline number and explaining their requirements to a customer service representative of Lamudi, who cross references their needs with Lamudi's extensive property database.

A text message then be automatically gets distributed to landlords or developers who have properties matching the caller's requirements. This text message includes the house seeker's contact details so that the broker can get directly in touch with potential clients.

Advertisers then contact the house-seeker directly to explain their offers, allowing property hunters to easily select from a range of tailored listings on the go.

The key point on what Lamudi always emphasizes is quality. The top real estate marketplace takes pride that all entries in the list are genuine and no duplicate of properties can be found here. Each property goes through a three-layer quality screening before it gets posted on the site.

### **Positioning as a leader:**

Leadership is the best **differentiation**. It's the collateral of any brands success. As I have written earlier the **Key Message** of Lamudi BD is Positioning as a leader. So for this they are still trying to capture the place of leader in this sector.

### **Differentiation:**

**What is Differentiation?** This question looks fairly simple. Differentiation exists when consumers under conditions of competitive supply and faced with a range of choices (a) perceive that product offerings do not have the same value and (b) are prepared to dispose of unequal levels of resource (usually money) in acquiring as many of the available offerings as they wish. It is, however, a little more complicated; and it is the concept of value itself that complicates it.

Lamudi BD always try to differentiate themselves in a different way.

Companies have many differentiation strategies available to them as they develop new one- like Lamudi BD. They always try to be updated. At a strategic level, competitive differentiation is

achieved by adopting one of the value disciplines of competitive advantage: product leadership, customer intimacy and operational excellence.

### **Competitive differentiation strategy :**

#### **# leadership:**

In the **Early Market**, “product leadership” is one differentiation strategy, although it comes with a caution: **all your initial marketing communication efforts must establish your core technology as radically new and innovative before you position your product as “leading.”**

This is because it is your innovative technology that allows you to establish a new product category and to attract first the technology enthusiasts. Once you get their approval, you can move on to the visionaries who want your product.

And Lamudi BD is all about the online technology, how innovative and Unique they can be-all it matters.

A photograph of four incandescent light bulbs arranged in a row on a reflective surface. The background is a gradient of blue. The bulb on the far right is illuminated, while the other three are unlit and slightly out of focus.

Lamudi applies innovative marketing technique to promote your projects among your buyers

### **# Customer intimacy and operational excellence:**

You need to know new customers that have different preferences from the Early Market. You then need to consider whether your competitive strategy should include elements of customer intimacy and/or operational excellence.

Lamudi BD always try to maintain this.

### **The strategy canvas: A differentiation strategy tool**

The strategy canvas is a diagnostic tool and, at the same time, a framework for action.

As a diagnostic, the strategy canvas provides a visual tool that captures the current state of competition in a market. It allows you:



- ❖ to understand where your competitors currently invest their resources
- ❖ But as Lamudi BD provides service, so it always try to find out the way to be updated about its competitors.
- ❖ how the industry designs its **marketing mix**
- ❖ It really matters. Lamudi did the same.
- ❖ to see what the customer ultimately receives from the various competitive companies.

Always try to be advance from the competitor-is really important. Because it differentiated the company greatly from my competitor, So Lamudi BD did the same thing. It always try to be advance from the competitor.

#### # **Attribute Psychology:**

There are also different types of differentiation which Lamudi BD used. Let's have a look:

Every person is a mixture of characteristics, so being known for one attributes or characteristics is really differentiate that person or company.

Lamudi BD as working only for real estate properties, so that's somehow it differentiate itself in a unique way.

#### # **The latest Psychology:**

Just like product- people wants to get latest service as latest is updated. So Lamudi BD always try to give latest service to customers.

No matter what device you use  
**lamudi.com.bd** is accessible from any device



So, no matter what, in any device, customer can get service from Lamudi BD

#### # Leadership Psychology:

Humans tend to equate “bigness” with success and social status. Leadership is the most direct way to establish credentials of any company in that particular sector, and it is the collateral in performance.

শুরু করুন বিশ্বের শীর্ষ অনলাইন ক্লাসিফাইড-এ বেচা কেনা  
OLX- এ বেচে দিন!



বিশ্ব সেরা অনলাইন ক্লাসিফাইড OLX এখন বাংলাদেশে!

সারা বিশ্বে ১০২ টিরও বেশি দেশে, কোটি মানুষকে সহজে কেনা-বেচায় সাহায্য করে চলেছে OLX। এখন আপনিও আপনার ব্যবহৃত আসবাব, অটোমোবাইল, ইলেকট্রনিকস ও লাইফ স্টাইল পণ্য বেচতে পারেন খুব সহজে [olx.com.bd](http://olx.com.bd)-তে। কারণ OLX-এ সব বেচা যায়!

OLX-এ সব বেচা যায়! সবচেয়ে বড় মার্কেটপ্লেস [www.olx.com.bd](http://www.olx.com.bd)



সব বেচা যায়

[www.olx.com.bd](http://www.olx.com.bd)



# Bikroy.com

বাংলাদেশের সবচেয়ে বড় মার্কেটপ্লেস

The image is a promotional banner for Lamudi.com.bd. At the top left, there is a vertical logo for Lamudi.com.bd with social media icons for Facebook and Twitter. The main text reads "DIAL FOR HOME. CALL Lamudi.com.bd 01777-777-187". Below this, a central graphic shows a magnifying glass over a house icon with the text "We will find your property matches". Two curved arrows point from this central text to two side panels. The left panel says "Call us for your property requirement" and features icons of a house and a mobile phone. The right panel says "We'll send the details on return sms" and features icons of a location pin and an envelope. At the bottom, a green banner contains the text "THE NO. 1 REAL ESTATE MARKETPLACE IN BANGLADESH".

**DIAL FOR HOME. CALL Lamudi.com.bd**  
**01777-777-187**

We will find your property matches

Call us for your property requirement

We'll send the details on return sms

**THE NO. 1 REAL ESTATE MARKETPLACE IN BANGLADESH**

Here, **OIX.Com.BD** claim their leadership by saying this they are **world's largest online classified**.

Here **Bikroy.Com.BD**claims their leadership by saying this they are **Bangladesh's biggest marketplace**.

And lastly **Lamudi.Com.BD**claim their leadership by saying this **The No. 1 real estate marketplace in Bangladesh**.

So, this is all about to be No. 1 in the particular sector to claim thyself as a leader, because there is no place for No, 2 or No. 3,

In human psychology, no one remembers the 2<sup>nd</sup> one or 3<sup>rd</sup> one. Everybody remembers the No. 1.

## # Specialty Psychology:

People are impressed with those people who concentrate on a specific activity or service.

They perceive them as experts as common sense tells that a single company cannot be expert in every sector,

So, as I discussed earlier, Lamudi BD do Niche Marketing as they work only real estate properties, so they are expert in that particular sector.

The picture of flat and land-which are real estate properties- Lamudi are dealing with one and only real estate properties, not anything else.

Lamudi can be the Generic in this category as they are the specialist in this category.

## Step 2: Planning and implementing Brand Marketing program of Lamudi BD:

Now, for the Brand Marketing program of Lamudi BD, some task has to be done and Lamudi BD did the same thing.

### 1) Choosing Brand elements :

For Lamudi BD, before creating these elements, start with a brainstorming exercise about what one think, feel, and believe about their business. Write a brief narrative about the company,. Think about other brands one admire (and those you don't). Write down all the words that one associate with their business or product. This is the best way to start to ensure that other people (your potential customers) will perceive those same values about the brand that one do.

### 7 Brand Elements To Consider:

- **Brand Name:**

A brand name is a fundamentally important choice criteria as it is often capture the central theme or key associations of a product or a company in a very compact.

The brand name is quite often used interchangeably with "brand", although it is more correctly used to specifically denote written or spoken linguistic elements of any product. In this context a "brand name" constitutes a type of trademark,

There are six criteria for selecting brand name. And Lamudi BD follows the same way. They are:

- **Easy to say :**  
“ Lamudi” – it is really easy to say, it is not really hard to say.
- **Easy to spell:**  
“Lamudi”- this word is really easy to spell, not so much hard, as it has only five letters, so really easy to spell.
- **Easy to recall:**  
“Lamudi”- it is really easy to recall,

And there are also three points like \* Communicates product uses, benefits \* Legal Protection & consider media usage \* Be distinctive, no negative connotations- which Lamudi BD also follows.

- **Logo of Lamudi BD :**



A **logo** (abbreviation of **logotype**, from Greek: *λόγος* *logos* "word" and *τύπος* *typos* "imprint") is a graphic mark, emblem, or symbol commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or word mark).

In the days of hot metal typesetting, a *logotype* was one word cast as a single piece of type, e.g. "The" in ATF Garamond (as opposed to a ligature, which is two or more letters joined, but not forming a word). By extension, the term was also used for a uniquely set and arranged typeface or colophon. At the level of mass communication and in common usage a company's logo is today often synonymous with its trademark or brand

As, we know that, logo is an iconic symbol, graphic mark that represent a company, product or service. So the logo of Lamudi BD repents the Company-Lamudi BD.

There is another factor-the **COLOR of the logo**. There is **blue** and **orange** color in the logo of Lamudi,

**Blue represent the meaning of Trust, Progress, and Royaletc. Which almost match with Lamudi BD's characteristics.**

**And Orange represents the meaning of Warm, Inviting, Friendly etc- which also match with Lamudi BD's Characteristics.**

But, now there are some facts about logos- it is given below:

**When one is looking to build a strong business or organization, like Lamudi BD, a solid logo and branding design is a must.** A well-designed logo can create loyal followers through simplicity and memorability. Be aware that a logo is the visual representation of a company or brand's values, beliefs and functions. When designing one, you need to make sure it will represent the business the right way. There are many considerations to keep in mind such as:

- How the logo will look on products
- How it will appear on advertising and marketing materials
- How it will tie your other branding collateral together
- The thoughts and emotions someone feels when they see your logo (This is weird to think about, but certain colors, shapes, styles and words all trigger emotional responses which will translate into an emotional response to your business.)

It's an entire package, not just a small mark. **In most cases, it will be the first thing your customers or clients see when they come across your business.** No pressure, right?

There are a number of ideas floating around about what a logo really is. If we were to ask most people what a logo is, they would have a variety of different answers, but they would probably all be right in one way or another. The reality is, there are a number of different types of logo “marks” you could choose to utilize for yourself. In this article, we'll briefly explain the 5 main types of logos and show some examples of each you'll probably recognize.

There are many types of logos, like-  
Text logos, Symbol logos etc.

**Lamudi BD use Text logo**, as it is only made by texts, so it is **text logo**.

- **Character and Mascots:**

**Character:**

Character branding personalizes the relationship between the individual customer and the company through the dynamic personality of a graphic character who represents the company's



value and overall characteristics.

Lamudi BD has the Character which we called “LAMUDIMAN”. And it is assumed that, the “LAMUDIMAN” solve all the real estate problem of the individual.



Lamudi BD represents their “LAMUDIMAN” just like “SUPERMAN”. Because just like Superman solve all the problem of individual, so the “LAMUDIMAN” did just like solve all the real estate problem of the individual.

### **Mascot of Lamudi BD:**

As we know that, Mascot is a person or animal or thing that is supposed to bring luck to its users. On July, 2014 on the first Anniversary of Lamudi BD, introduce the Mascot of Lamudi BD, he was the employee of Lamudi BD, Mr. Mashrur Aziz.



- **Slogan:**

Slogan mainly uses for ad campaign; you owned a small piece of your buyers’ brains. And every time they thought about making a purchase, your product or service came to mind.

Every marketer and business owner wants a catchy marketing or advertising slogan, one that will stick in their prospects’ minds, help them build their brand and increase sales. And a good slogan sticks like glue in peoples’ minds, reminding them consciously and unconsciously of your product, over and over.

The word slogan comes from the Scottish word meaning, “battle cry.” It’s not a tagline or your mission statement. It’s the few words you use as the battle cry to promote a particular product, service or marketing campaign.



**The slogan of Lamudi BD is “THE NO. 1 REAL ESTATE MARKETPLACE IN BANGLADESH “**

So, this is the slogan of Lamudi BD. The main point of this slogan is it maintains all the 5 points that an ideal slogan should have. Like:

- 1) It’s to the point
- 2) It’s memorable
- 3) It shares Lamudi BD’s vision
- 4) It’s believable
- 5) It shares Lamudi BD’s name

- **Jingle:**

Lamudi BD does not have its own jingle yet.

- **Packaging:**

As Lamudi BD provides service, not product, so packaging is not part of it.

## **2) Leveraging Secondary Association of LamudiBD:**

By the secondary brand association, any brand's equity will be increased.

Lamudi BD also leverages secondary association, so that brand equity of Lamudi BD will be increased.

Company as a brand can be linked to other entities that have their own association, creating a secondary brand association.

It is important because of the existing brand associations and responses in a fresh and different way.

Secondary brand association can be created by linking the Lamudi BD as a brand to the following:

**# Companies    # Countries or other geographic area    #Channel of distribution**

**# Otherbrands( Co-brands), # Characters # Spokespersons**

**# Event # other third party sources**

**Now from all of these, Lamudi BD can be linked up with Companies.**

**As we already know that Lamudi BD is a venture of German MNC-Rocket Internet,**

**So by the help of Rocket Internet, LamudiBD can be created secondary brand association and thus brand equity can be increased.**



**3) 4P**

**for Lamudi Bangladesh:**

Now, the most interesting segment and most important segment of any company- 4p- Product, price, place/distribution and promotion, But before starting this, it is important to know about Blue Ocean of lamudi BD.

#### **4 p (Product, Price, Place, Promotion):**

##### **1) Product:**

Whenever we think about product, at first a physical product appears, which has visibility. This is a major thing in marketing as by product, the relationship with customer is getting closure. As by offering a product, a customer can know about the company, the service of a company. So, it is very important for a company to provide the customer a better product or service.

In terms of Lamudi, Lamudidon't give any product to customer rather it provides the service to customer related to real estate properties. So basically Lamudi provides the service to customer rather products.

##### **2) Price:**

As Lamudi provide service to consumer, so Lamudi charges price (commission) to consumer.

As lamudi BD charge Commission for its service, so there is category from which Lamudi BD can get Return onInvestment (ROI) for their service.

Lamudi BD has ONLINE and OFFLINE segment for this from where they can earn.

**ONLINE:**

**OFFLINE**

Provided service :
1) Home Page Banner
2) Top Listing
3) Featured Listing
4) Home page button
5) Browse Page Logo
6) Dial For Home Unlimited
7) Facebook Properties of the day
8) Face book Feature
9) Newsletter Feature

1) Newspaper Ad (Small)
2) Billboard
3) Newspaper ad average( 6 column inch)

### 3) Place:

In marketing strategy, Place is really important as by this marketer can reach to his/her consumer. Without this all the effort are useless. So Place is really important for giving the service to consumer.

In terms of Lamudi, the place or I can say the communication system is online. Mainly by online Lamudi communicate with customer. Lamudi mainly provide the service to consumer by online.

PROPERTY SEEKERS



Private Individuals



Corporate Organizations



PROPERTY SELLERS



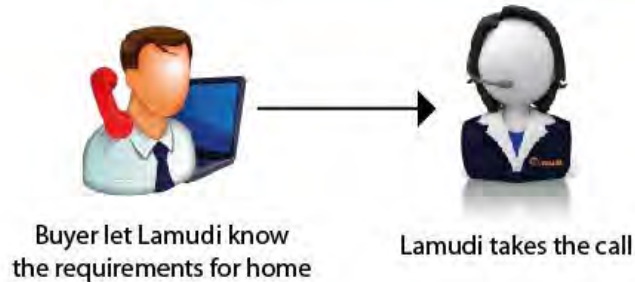
Individual Owners



Developers & Agents

Here, in this picture, we can see this, Property seekers like individuals and corporate organization are want to buy or rent real estate property and property sellers like individual owner and developers and agents are willing to sell their real estate property or want to rent them.

So, LamudiBD, is the medium between these parties.



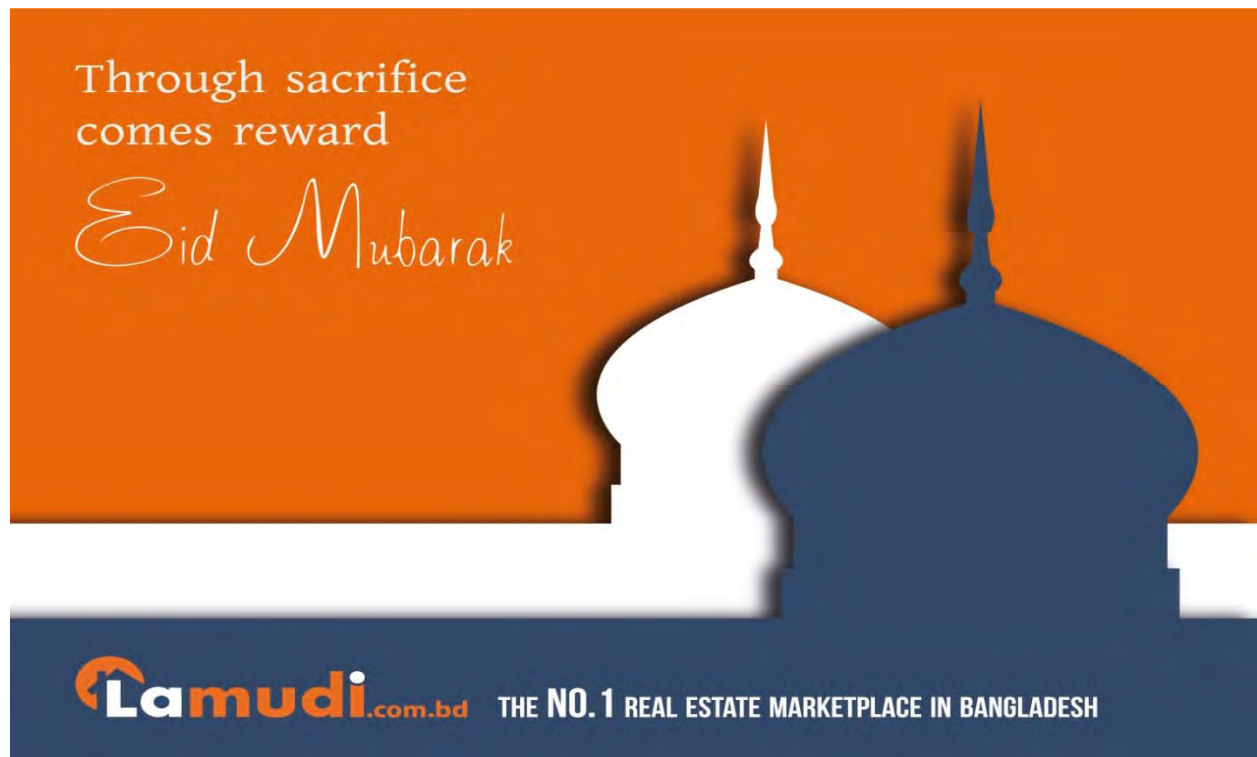
in this picture, we can see the scenario of how Lamudi BD give service by online to buyer for buy a real estate property.

#### 4) Promotion:

In marketing strategy, promotion can changes everything. As if Lamudidon't express what they are, what they do, nobody can ever know about Lamudi's work. So it is important for any company to work in their promotional activities.

For Lamudi BD, Promotion is the main part as it is the online based Real estate classified, so without proper strategy, success will not achieve.

So For this Lamudi BD take some strategy so that Lamudi can be benefitted.



The Eid-UI-Fitr card also a part of their promotional activities.

**Using Media:**

By using media, Lamudi BD can do their promotional activities or can give their update to consumer.






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## The time to buy real estate is now: report

21 Sep 2017, 14:07 | updated: 21 Sep 2017, 15:28

NTV Online 



On 14 September, [Lamudi.com.bd](http://Lamudi.com.bd), one of the leading online real estate platforms in Bangladesh, held a press conference in which they presented their 2017 Market Research. In the presentation, Managing Director Anne Hermans discussed various

**Business | More News**

- > Now, Dhaka city to see app-based auto-rickshaw services
- > US wants transparent business environment in BD
- > Trade fair sees huge crowd on weekend
- > Walton extends the tenure of Digital Registration Campaign by 2 months
- > Country's remittance inflow slides in 2017
- > BB urges all to abstain from transactions of Bitcoin
- > BD to import 1.4m tons crude oil from KSA, Abu Dhabi
- > General Assembly 2017 of JCI Bangladesh holds
- > Bangladesh Bank prefers research before issuing digital currency
- > NBR tax revenue falls short of target in first 4 months: UO

Now, social media strategy of Lamudi Bangladesh is really fruitful and also related with their promotional activities.

As the success of Promotional activities of Lamudi BD depends on success of social media strategy.

### **# Social Media Strategy:**

Visiting social media channels is one of the most common activities for people across the world, and it is an important means of communicating with customers. The way that a company conducts itself online is crucial to the overall image for its users.

What it imperative is that the voice and persona used across all the social media platforms is similar. Though it is understood there are various cultural, social and political differences within each country, overall there needs to be unity in the posts. Each area has permission to be creative with campaigns, and posts, as long as they tie in with the key messages of Lamudi.

There will be monthly webinars held for all the local PR/social media managers covering various subjects and techniques.

### **Social Media Channels:**

Each country will know which channels work best, and what platforms their key demographics are using. However, social media is not just about using Face book; it is about saturating the online channels, demonstrating Lamudi's ability to function across multiple platforms.

In countries where the following networks are available it is important that Lamudi is updating and posting on them; Facebook, Twitter, Google+ and LinkedIn.

### **Development:**

Though social media platforms for the countries and for HQ have already been created, it is important now to develop a channel strategy. The list below explains how this will be done.

- creating a rhythm for each channel, to show continuity across the company, and establish social media as an informative outlet for customers of Lamudi BD.
- knowing the mission/purpose for each account.

- Face book is for engagement, promoting media coverage/the journal.
- Twitter is a tool to engage and occasionally promote available properties, it can also be used to source news stories that Lamudi can comment on.
- Google+ is a great way to build relationships, and increase visibility through SEO.
- LinkedIn is a professional network that has over 65 million users worldwide, and can be used successfully for building connections and promoting Lamudi BD.

Decision tree: this can be created after a month or so by each country of Lamudi BD all over the world to see what negative comments are appearing, and will be tied into the overall social media crisis strategy later in the year.

Brand style was mentioned earlier as a way to create an overall voice for the company - this does not mean that a voice is corporate, but instead involves a colloquial tone which is also informative.

Performance metrics will be installed by each country to monitor which social media platform is the most successful but also to analysis what content is picked up best by customers and users.

### **Channel Strategy:**

The goal of the Lamudi social media is to grow the various outlets online, and see enhanced engagement; this will establish Lamudi as an expert in the industry.

Below is a list of what content should attempt to cover.

**1. Awareness content.** If customers do not know that they need a product or a service, they won't use it. Awareness content is all about education - social media needs to talk about subjects that are bigger than just Lamudi.

**2. Evaluation content.** Evaluation is often blended with awareness content, because it takes the same principle and gets a little bit more specific. Highlight positive outcomes— this can be done by finding someone online who has used Lamudi successfully and interviewing them, these types of case studies provide other users with faith in the company.

**3.Engagement content.** Content that is not shared will stagnate quickly. That is why engagement is such an important goal. When social media customers talk with the company and with each other, this will increase reach and build relationships with the customers of Lamudi BD.

**4. Decision content.** Most of the time, social media content should reflect the first three categories on this list. But it is important to show why Lamudi is unique, sharing content to potential customers and followers that make the company stand out from the competitors. Decision content can include testimonials, links to the blog, or new case studies.

**4. Purchase content.** Once in a while, it is advantageous to highlight specific products, services or ideas-especially if there is an incentive! Use social media to highlight special offers and regular promotions; but this must be done in moderation.

This is the overall social media strategy and it is followed properly, Promotional activities of Lamudi BD can be increased.

### **Step 3: Measuring and Interpreting brand performance of LamudiBD:**

At first, the whole years plan are made, so below are rough guidelines to the Global PR activity schedule.

It is up to each Local PR/social media Manager to create a similar calendar so this can be discussed with the team in Berlin. It is for every country of Lamudi.

Now after this, the performance will be measured. There are various methods currently used to measure PR/Social media success.

There will be a monthly evaluation conducted by the local PR/Social media manager on the traffic flow on social media channels; this will help determine if changes need to be made in order to increase hits.

Media monitoring services such as *talk walker* and *mention* observe and track news stories should be set up by each manager as well as in HQ.

There will be monthly meetings with the all the global PR staff to discuss how the campaigns are progressing, and whether or not key messages are being picked up in the media

.

Every three months there will be a full global evaluation to see where the best practice is working and the achievements made.

#### **Step 4: Growing and Sustaining Brand Equity of LamudiBD:**

To hold and maintain Brand Equity is really tough. Lamudi BD have to maintain it really carefully.

#### **# Brand Architecture of LamudiBD :**

Brand architecture tells marketers which brand name, symbols and so forth to apply to which new and existing products.

Two types of brand companies:

#### **# House of brands:**

Company that markets a range of separate brand names.

#### **# Branded House:**

The company itself is a brand , and its products or services are subsets of the main brand.

Now, if we talk about it, as we know it Lamudi Bangladesh is the venture of the German MNC **“Rocket Internet”**.

**“Rocket Internet”** is the **House of Brands**, and **Lamudi BD** is the **Sub Brands** of the Rocket Internet.

All the companies of Rocket Internet are given below:

## ALL COMPANIES



### In Bangladesh, Rocket Internet's Startups are:

1. Lamdi
2. Carmudi
3. Daraz
4. Kaymu
5. Everjobs
6. Foodpanda

## 5. CONCLUDING STATEMENTS:

### 5.1 Summary:

LAMUDI is now one of the leading real estate Companies in Bangladesh and becoming a high performance global player in the field. From its formation to the present day, it has been successful in its endeavors'. It provides high quality which is strictly follows all regulations.

Lamudi BD follows its Marketing Strategy very nicely and proper maintaining this, the profit and cost minimization can be possible.

### 5.2 Recommendations:

#### **Recommendation for LAMUDI Bangladesh**

It goes without saying that LAMUDI has turned over a new leaf of general people through the invention of new products, which are easily introduced and accepted by the general people on LAMUDI, can diffuse its scope of their service everywhere.

- ❖ They can use different type of software which is much updated and they can track easily their working progress, to keep their records .Then if any problem can be happened they can easily recheck this information.
  
- ❖ Different types of multinational companies are using different strategy and materials which are more updated and more beneficial for the employee. Lamudi can follow these for the betterment of their employees .They can follow different strategy which help the employees to do their work very firstly than the employees are motivated to do more work.
  
- ❖ Different departments are working together in a company. some of them more beneficial ,Different department do different work any department are failing to learn properly than

they can't compete with companies. Like the difference of Marketing and Finance department.

\* When they start their work, training and development it's necessary to teach their employees how to define their target market that means who are their main buyer, seller, which target they want to achieve, which kind of product they use for their work .If they define their target market than it is easy for them to give proper service in that particular field. Develop a good understanding of the knowledge, skills and abilities that the organization will need in the future. What are the long-term goals of the organization and what are the implications of these goals for employee development? Share this knowledge with staff.

- ❖ It is necessary to follow a specific policy to achieve their target and train their employees how they can do this.
- ❖ Encourage e-learning and more overseas development programs for executives and managerial personnel. If they are encouraged by e learning they can use different benefit it is very cost effective and save time. It save money and increase workplace productivity.
- ❖ Develop more activity-based internal programs so that learning becomes more enjoyable and interational. Support staff when they identify learning activities that make them an asset to your organization both now and in the future.

**Suggestion for the company perspective:** I found some problems regarding LAMUDI Banani branch. Here are the suggestions for the LAMUDI Banani branch by the doing that they can improve internee's performance in future. Those are:

- ❖ LAMUDI should teach internees which is helpful for the students in future.
- ❖ Proper incentive system should be introduced to motivate the internees for better services.
- ❖ LAMUDI should increase the number of PCs with updated hardware & software and desk for internees.
- ❖ More laboratories of computers are required to open, so that Business students can be more familiar with application of business software



## 5.3 References:

### Website and links:

1. <https://www.lamudi.com/>
2. <http://www.webs.com/>
3. <http://www.google.com.bd/>
4. [www.rocket-internet.com](http://www.rocket-internet.com)
5. <https://twitter.com/lamudibd>
6. <https://www.linkedin.com/company/lamudi-bangladesh>
7. <http://www.slideshare.net/>
8. <http://www.webs.com/blog/2013/06/10/8-brand-elements-to-consider-for-your-small-business/>
9. [http://en.wikipedia.org/wiki/Lamudi Bangladesh](http://en.wikipedia.org/wiki/Lamudi_Bangladesh)