



Internship Report

On

Customer Preferences for Buying a Land at Purbachal Bestway City

Bestway GROUP

জীবনের প্রয়োজনে...

Internship Report
On
Customer Preferences for Buying a Land at Purbachal Bestway City

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Afsana Akhter

Assistant Professor

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Subject: Submission of Internship Report of BBA Program.

Dear Madam,

It is my great pleasure to submit the internship report on ***“Customer Preferences for Buying a Land at Purbachal Bestway City”*** which is a part of BBA program to you for your consideration.

I made sincere efforts to study related materials, documents, observe operations performed in Bestway Group and examine relevant records for the preparation of the report.

I have tried my best to compile the pertinent information as comprehensively as possible and if you need any further information, I will be glad to assist you.

Thanking you,

Naimee Nafseen Mustafa

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BRAC Business School

Acknowledgement:

At first I would like to thank my internship supervisor Assistant Prof. Afsana Akhtar for providing me such an opportunity to conduct an Internship program on “Customer Preferences for Buying A Land At Purbachal Bestway City”. Without her helpful guidance, the completion of this research project was unthinkable. I would like to place my gratitude to the whole department to enable me to complete my internship in their esteemed organization.

Very special thanks to Mr. Aniruddha Kabir, Manager, Corporate Sales & Marketing and Mr. Humayun Parvez Khan, Executive Director, Sales & Marketing of Bestway Group for helping me in all phase of research process. Their overwhelming support for this project gave me the inspiration to make a better report. At last, I would like to thank the Executives of Sales & Marketing department and Research and Development department. Specially, Mehnaz Khan, Sr. Executive, Research and Development department of Bestway Group for providing me valuable information for completion of this project successfully.

During my preparation of the project work I have come to very supportive touch of different individuals (new and existing clients of Purbachal Bestway City) and friends who lend their ideas, time & caring guidance to amplify the reports contents. I want to convey my heartiest gratitude to them for their valuable responses.

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Executive Summary:

Bestway Group has expanded to various business sectors in Bangladesh & abroad. Bestway Group is now working with in the areas like: food, health, education, shelter, clothing, entertainment, environment, information technology, and renewable energy, trading, cooperative, R & D, social business and so on. Among all of them, real estate sector is the strongest part of the organization. Most of the customers of Bestway Group are from the real estate sector. It has some housing project in different areas of Bangladesh. At present, Bestway is thinking to start apartment projects in different places of Dhaka city. As an employee of Bestway group, I have prepared my internship report based on the customer preferences of Purbachal Bestway City. My report has three major parts.

The Organization part: Bestway group was established in the year of 1997. At first, it was a one unit business organization. But it is now a prosperous corporate house which is involved in multi-dimensional business sectors. Bestway has explored various sectors of business like land development, apartment, resort, tourism, infrastructural development, agricultural production, pharmaceuticals, renewable power sourcing, e-trading and commerce, Information Technology, cooperatives and many more. Now it is moving forward to becoming a big corporate house of Bangladesh. It has also started to expand its business in abroad.

The Job part: I have joined as Sr. Executive of Corporate Sales & Marketing at Bestway Group. I was assigned to deal with customers. There, my basic tasks were to develop marketing campaigns to promote the services and to create new clients. This role also includes planning, advertising, public relations, organizing events, product development, distribution, sponsorship and research. It is a target oriented job and often challenging.

The Project part: In my project part, I tried to find out the customer preferences for buying a land at Purbachal Bestway City. I have done a research with a survey. For my research, I prepared a questionnaire and distributed it to 50 respondents. My result is shown by pie chart.

Then, I provided respondents' suggestions and criteria for selecting Purbachal Bestway City. Finally, I made a discussion about the result.

1.1 Preamble:

Bestway group is one of the biggest names in real estate sector of Bangladesh. It is gradually going to become a corporate powerhouse in Bangladesh. Bestway Group has started its business in 1997. It started as an one unit business organization, but now it has enlarged its business activities into different sectors. It is now one of the few multi-dimensional business organizations. Bestway conducts its business in different sectors like land development (real estate), apartment, resort, tourism, infrastructural development, agricultural production, pharmaceuticals, renewable power sourcing, e-trading and commerce, Information Technology, cooperatives and many more areas to make life and living comfortable and self-sustaining. It is moving forward with different innovative strategies and practical application. Its expansion is covering both local and global market. It has offices in USA and Canada. Within a very short span of time Bestway has cut out for it a large share of market segment. It has 22 sister concerns and among them 16 are active in doing business. There, highly qualified Academicians, Administrators, Engineers, Architects, Technologists, Health professionals, Researchers, Agriculturists, Human Resource developers, IT Specialists, Media Personnel, Designers, Film directors from home and abroad are working as employee. It is committed to uphold its group unity as "One Bestway Family" as it aims to meet the challenge of twenty first century and to sustain in competitive global market.

1.2 Objectives of the Report:

The main objectives are as follows and I have divided them into some broad and specific objectives. These are given below:

Broad Objective:

The major objective of Internship program is to get the practical experience in job sector.

Specific Objectives:

- To know about the working environment and corporate culture of Bestway Group.
- To know about the business activities of Bestway Group.
- To realize the actual market situation in real estate business sector.
- To learn about the Job responsibility of a marketing executive of Bestway Group.
- To find out the customers' preferences and satisfaction level of Bestway Group.

1.3 Scope of the Report:

I had joined as a Sr. Executive at Corporate Sales & Marketing department of Bestway Group. I have had an opportunity to gather experiences by communicating with the huge number clients and creating new clients. My area of concentration of this report is to find out the customers' preferences, satisfaction level to buy a land and what they think about Purbachal Bestway City. This report also covers the functions performed by the Bestway Group, their rules and regulation related to it and their marketing strategy.

1.4 Methodology:

The internship report is written on the basis of information collected from primary and secondary sources.

Primary sources:

For the primary data the information has been taken from the respective organizations' officials.

Secondary sources:

For the completion of the present study, secondary data has been collected. The main sources of secondary data are:

- Website of the Bestway Group.
- The Corporate Brochure of Bestway Group.
- Website of the Purbachal Bestway City.

1.5 Limitations:

During preparation of internship report, I have faced several limitations to make perfect and complete report. These are:

- Lacking of time of the respective officials for providing information.
- Inadequate information in the website of Bestway Group.
- Some information was withheld to retain the confidentiality of the organization.
- Difficulties to find out the accurate customer preferences.

1.6 Structure of the Report:

The report contains three main parts:

Part one: This is mainly the organization part. Introduction, history, products and services, vision and mission, company organogram, SWOT analysis are highlighted in this part.

Part two: This is mainly the job part. Here, I provided my job description, specific responsibility of the job, different aspects of job performance and critical observations.

Part three: this is my actual project part. My project is to find out **“Customer Preferences for buying a land at Purbachal Bestway City”**. Here, I have described the project, used questionnaire, analysis the data in excel sheet by pie chart.

Chapter 2:

Organization Part

2.1 Introduction:

Bestway group is a multi-dimensional business organization. It does not only conduct business activities but in addition to that it works as the promoter of comfortable living. It basically endorses the development and growth for both humankind and nature. That is why, all of its products and services are offered for human life and wilderness. It always tries to ensure the peaceful co-existence of modern living facilities and evergreen nature. Its aim is not just confined in becoming a corporate power but at the same time to be a forerunner of better living standards by ensuring provision of fulfilling the necessities requirements of life starting from food, clothing, habitat, education, health, entertainment followed by environmental sustainability. To fulfill its aim, Bestway is moving forward with different innovative strategies and practical application. Bestway believes all these basic human rights must be realized by all within the society, irrespective of race or creed. Bestways' ventures go far and wide, ranging from agricultural production - the obvious and foremost need of life, to ancillary service providing. It emphasizes ensuring the projects to be eco-friendly as much as possible so to promote sustainable development and growth. Bestway has established a reliable business network both in Bangladesh and worldwide. It also has a plan to empower the under privileged. It is committed to uphold its group unity as "One Bestway Family" as it aims to meet the responsibilities to ongoing changes in society and be a company that is trusted and appreciated by all the stakeholders throughout the world.

2.2 History:

Bestway group has established in the year of 1997. It is now a flourishing corporate house that is engaged in multi-dimensional business sectors. At first, it was an one unit business organization. But now it is moving forward to becoming a big corporate house conducted people oriented development and growth forerunner. Its expansion is covering both local and global market. Bestway has expanded its wings to soar high keeping close watch to explore all the sectors like land development (real estate), apartment, resort, tourism, infrastructural development, agricultural production, pharmaceuticals, renewable power sourcing, e-trading and commerce, Information Technology, cooperatives and many more areas to make life and living comfortable and self-sustaining. At the same time, Bestway is on the move to explore new horizons. Employees in Bestway are mainly drawn from persons with high level of experience and expertise. Academicians, Administrators, Engineers, Architects, Technologists, Health professionals, Researchers, Agriculturists, Human Resource developers, IT Specialists, Media Personnel, Designers, Film directors from home and abroad are working with Bestway. Within a very short span of time Bestway has cut out for it a large share of market segment. Bestway Group has already figured out a strategic outline "Bestway Vision 2030" - a vision of fulfilling the necessities and needs of life for all its clients, as well as for the people of Bangladesh by the year 2030, and so far Bestway Group is continuing expansion in all extent of its activities which will sequentially end up in accomplishing the "Bestway Vision 2030.

2.3 Business Dimensions of Bestway Group:

Basic need based Venture	Habitat	Bestway Foundation Ltd. Bestway Land Properties Ltd. Nationwide Housing Ltd. Bestway Design & Development Ltd. Bestway Construction & Engineering Ltd
	Health	Novelta Bestway Pharmaceuticals Ltd. (NBPL) Bestway Health City Bestway Medical College & Hospital
	Education	Bestway University (BWU) Bestway Institute of Research and Development (BIRD) Bestway School and College Bestway Technical Institute
	Clothing	D & M Mode Bestway Cooperative Commercial Credit Ltd
	Food	Bestway Agro Ltd. Bestway Organic Agriculture
Environment Based Ventures	Solar Energy Bio Gas IPS Inverter	Bestway Powertech Ltd
Information & Technology Based Ventures	Bestab, Bestel Bau Panel	Universal IT Ltd. Bestway Baueco System
Hospitality Services Based Ventures	Bestway Inn at Hetem Khan, Rajshahi Bestway Inn at Inani Cox's Bazaar Bestway Relax Inn at North Point, Sirajgonj Bestway Relax Inn at Masterbari,	Bestway Foundation Ltd. Heritage Hotels & Resorts Ltd. Bestway Hotel & Resorts Ltd

	Gazipur Bestway Naaf Villa & Golf Resort at Teknaf Bestway Sun View Resort at Kuakata	
Social Purpose Based Ventures	Rural Mini Clinic & Health Assistants Rural Forestry & Plantation Shaamong Cooperative Bazaar Tractors, Harvestors	Bestway Cooperative Commercial Credit Ltd
	Bestway Bazaar (Life Style Shop)	Food Bazaar, Health Bazaar, Cloth Bazaar, Books & Stationary Bazaar, Home Depot Bazaar and Home Entertainment Bazaar
Media & Communication Based Ventures	Radio Bestway The Daily Purboalo bengalnews24.com	Bestway Media & Communication Ltd. Brand Bestway Ltd.
Corporate Social Responsibility	Cultural Development Program School Sports Mosque	Bestway Foundation Ltd. Bestway Taqwa Foundation

2.4 Working Principles:

While making decisions at Bestway Group, starting from the board of management till the bottom line of staffs, everyone is accountable for and conscious about the followings aspects:

- Adopting decisions that provide best end result for our huge number of our clients and partners.
- Efforts are aimed at lessening poverty, so we work vigorously to eliminate the root causes.
- Treating people with respect, dignity, compassion, grace, integrity, honesty and humanity.
- Striving to make positive changes.
- Achieving significant societal changes by working together with the community.

2.5 Vision and Mission:

Vision:

To ensure better standard of living in a sustainable environment.

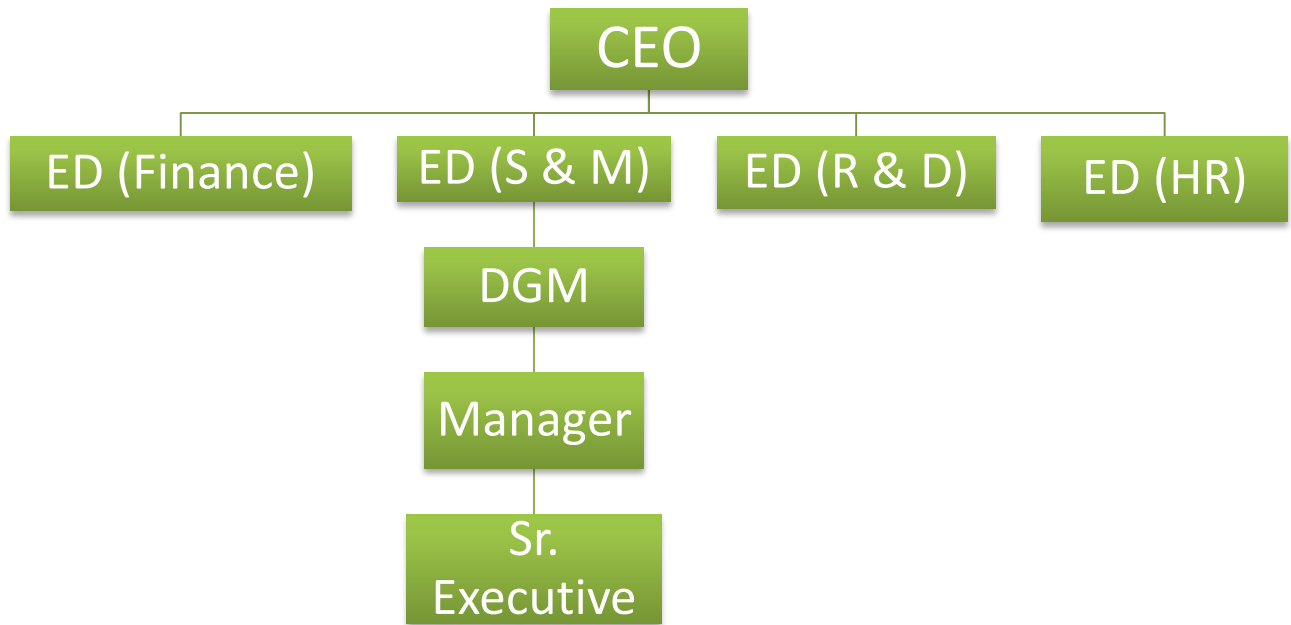
Mission:

Putting an active contribution in the thrust business sectors of Bangladesh and the globe, with the belonging SBUs, Bestway Group adhere to a strict code of conduct and ethical business practice for human beings through responsible application of knowledge, skill and technology.

Purpose:

The Bestway Group is committed to improve the standard of life of mass people. We do this by striving for leadership and gaining global competitiveness in the business sectors where we operate. Our practice of adding values to the society has created trust among consumers, employees, shareholders, and to the overall community. We are committed to continue this heritage of leadership backed with trust in all our business activities.

2.6 Operational Network Organogram of Bestway Group (Corporate Office):



2.7 CSR Activities:

Bestway always focuses on returning wealth to the society they serve. The philanthropic foundation is working to set-up a university and a research institute of it, for all level of people. The foundation also provides aid and assistance to Non-Government Organizations working in the areas of education, healthcare and livelihoods. Bestway Group also extends social welfare activities to communities around the country. The combined development-related expenditure of the foundation and the companies amounts to around 4 percent of the net profits of the entire sister concerns earn together. The panoply of community development endeavors undertaken by Bestway's companies, embracing everything from health and education to art, sport and more has touched, and changed, many lives. Bestway unites people to tackle tough social and environmental problems in an entrepreneurial way. Its aim is to help revolutionize the way businesses and the social sector work together and driving business as a force for good. Bestway Foundation's overheads are covered by Md. Mizanur Rahman and the Bestway Group, meaning that 100% of donations received, go direct to the front line where they are needed most.

Bestway Foundation focuses on three areas:

- 1) Big Ideas** - creating new global leadership models to address conflict, climate change and disease.
- 2) Entrepreneur** - bringing together the business and social sectors to develop entrepreneurial approaches that lead to economic empowerment and healthy communities.
- 3) Business Mobilization and Inspiration** – offering consultancy and practical support to make it simple for businesses to become a force for good.

2.8 SWOT Analysis:

Strengths:

- Multi-dimensional business sectors.
- Executing strategies based on local conditions.
- Highly demanding products and services.
- Large number of marketing and sales executives.
- Appropriate location of the projects.
- High ambition to go global.

Weaknesses:

- Need more customer reliability.
- Lack of proper expertise in top management level.
- Employee satisfaction level is very low.
- High price of the products.

Opportunities:

- Huge number of potential customers.
- Focused market segmentation.
- Solving the accommodation problems by expand the area of housing.
- Probability of rapid growth.

Threats:

- Strong competitors.
- Delay in handover of the projects.
- High Government rules and regulation.
- Political instability.
- Economic slowdown.

Strengths:

- **Multi-dimensional business sectors:**

Bestway Group conducts its business in different sectors like land development (real estate), apartment, resort, tourism, infrastructural development, agricultural production, pharmaceuticals, renewable power sourcing, e-trading and commerce, Information Technology and so on. This gives an unique identity to the company.

- **Executing strategies based on local conditions:**

There is no fixed business strategy of them. They always take decisions according to local situation.

- **Highly demanding products and services:**

Bestway conducts business of lands, apartments, pharmaceuticals, eco-resorts, solar systems etc. which is highly demanding and necessary products.

- **Large number of marketing and sales executives:**

Bestway has 6 branch offices in Dhaka city. They have also other branch at Chittagong, USA and Canada. In those offices, a huge number of Executives work as employee. These executives are the major asset of the company.

- **Appropriate location of the projects:**

The housing projects of Bestway are located in the perfect location. Purbachal Bestway City is placed in Purbachal area, which is the most demanding area for buying lands in Bangladesh now.

- **High ambition to go global:**

At present, the motto of Bestway is “Be Local, Go Global”. Bestway has already some branch offices in abroad.

Weaknesses:

- **Need more customer reliability:**

There are so many defraud companies in real estate sectors. So, reliability needs to be ensured first.

- **Lack of proper expertise in top management level:**

At top management level, there exists lack of expertise sometime.

- **Employee satisfaction level is very low:**

Human resource is the main asset of a company. But Bestway has high turnover rate. That is a big weakness for Bestway.

- **High price of the products:**

All of the products are high in price. Sometimes, they need to change their pricing strategy based on the market situation.

Opportunities:

- **Huge number of potential customers:**

The number of customers in real estate sector is very high in today's world. Most of the people want to buy lands or apartments as a good investment. So they are the potential customer of Bestway.

- **Focused market segmentation:**

Bestway did market segmentation properly. They provide different services for different segments of customers.

- **Solving the accommodation problems by expanding the area of housing:**

Bestway has developed some planned housing project which can be a solution for the accommodation problem for some people.

- **Probability of rapid growth:**

As this product is highly demanding, it has a great opportunity for rapid growth.

Threats:

- **Strong competitors:**

There are so many competitors of Bestway in real estate industry. These competitors are very strong and they are the biggest threat for Bestway.

- **Delay in handover of the projects:**

In case of land development, delaying in handover is a very common problem. But, it can create a bad impression about the company.

- **High Government rules and regulation:**

In Bangladesh, the organizations abide by so many rules and regulation provided by Government. The companies need to tolerate lots of hassle for it.

- **Political instability:**

The political instability is a huge threat for the economy of Bangladesh. Business organizations suffer mostly from it.

- **Economic slowdown:**

Economic slowdown can reduce the demand of the products.

2.9 Marketing Strategy of Bestway Group:

2.9.1 Product:

Bestway has different business dimensions. It is involved in various sectors of business like real estate, pharmaceuticals, clothing, technology, hotel & resorts, media and communication etc. It started its business in housing sector by purchasing some lands at Purbachal area in 1997. Now it has become the second big housing city at Purbachal. Just beside the RAJUKs' project, 'Purbachal Bestway City' is now the major business zone of Bestway. Moreover, it has some other housing project in different areas of Bangladesh. The motto of Bestway's real estate projects is:

- 1) Develop a full range of real estate products to meet the demand of different classes of people.
- 2) Implement most eco friendly solution to meet the environmental conservatism and solve the habitat problems of millions of people in Bangladesh.
- 3) Assure a secured investment environment with lowest risk and highest gain.

Purbachal Bestway City:

The City is designed by a group of licensed professional engineers/city planners from home and abroad. The designing team consists of a number of experienced architects, planners and environmentalists. Some special features of the city are as follows:

Each of the 11 zones (excluding exclusive zone) have planned in such a way that those zones are independent in terms of service facilities requirements. A zone can act as an independent entity as also the total city. Facilities have been calculated and provided within the zones as integral part to meet their own community requirements. Locational distribution of service facilities have been made within 5 minutes walking distance for every dweller to discourage vehicle traffic .Pedestrian circulation network has been established in the city connecting all the 11 zones .Pedestrian lane or walkway has been provided along with all the roads separated by a lane of trees from the vehicular track to ensure pleasant walking and safety of pedestrians.

Playgrounds have been proposed with the educational institutions. Parks alongside the water bodies have been made to meet community demands. Cycle track proposed in addition to walkways in those park areas for the cyclists. Social Infrastructure Services (SIS) like Mosque, Corner shops etc. have been located within 250 meters travel distance for each of the inhabitants. For Kitchen Market, Community Center, etc. this distance range is also within walking distance up to 500 meters.

3 different clubs separately characterized for executives, casuals and women have been placed within the city area for social interaction and for the development of community feelings. Physical Infrastructure Service (PIS) like Police Station, Post Office, Power Station, Slaughter House, Water Treatment Plant, etc. are available in the city area to operate as independent city.

Bestway Eco Cities:

The basic principle of an Eco-City is living within the means of the environment by satisfying the economic, social, and environmental qualities. Being motivated by this principle, the Bestway Group is enthusiastic to conserve nature and thus developing self-sustaining eco-cities. Its' Eco-Cities will have a well-planned city layout and green transportation systems with dominant walking, cycling, and accommodative public transportation facilities. Bestway Eco-City planning stands with '3R' to achieve sustainability by reducing resource use, and developing waste management system that can recycle waste and reuse it for a zero-waste city. It has a plan for maximizing efficiency of water, sewerage, gas, energy and other community facilities to deliver with adequacy. Close neighborhood development is one of its compact development strategies to bring those efficiencies. Bestway Eco-City's neighborhoods will include well distributed institutions, playground, medical facility, corner shops, parking, public space, parks, greeneries, wide roads and walkways etc. within residents' proximity to offer simplicity in lifestyle choices. Bestway has two eco cities. One is situated in Bhulta-gawsia, Narayanganj and another one is in Bhawal, Gazipur.

Novelta Bestway Pharmaceuticals Ltd. (NBPL):

Novelta Bestway Pharmaceuticals Ltd. (NBPL) started its journey in 2010. The company's manufacturing facility is located at Hemayetpur, Savar, which is 19 kilometer away from the zero point of Dhaka. The corporate office is located at Dhanmondi, Dhaka, Bangladesh. The company produces various types of dosage like tablets, capsules, oral liquids, ampoules, dry powder vials, powder for suspension etc. NBPL intends to be specialized in some high-tech dosage forms like delayed release tablets, melt in the mouth tablets, taste-masked pediatric formulations etc.

Bestway Powertech Ltd:

Bestway is a visionary real estate development company dedicated to transforming conventional development practices using the triple bottom line approach of people, planet and technology. Renewable energy from wind and solar power could support a large electric grid 90 percent of the time by 2030, at current costs. These results break the conventional wisdom that renewable energy is too unreliable and expensive. Bangladesh with hundreds of kilometers of coastline and melons of hectors open field is the ideal place for generating solar and wind energy. Harnessing power source is the most essential thing in global scenario, so as in this country. It is well understood that most vital crisis in Bangladesh seems to be the power crisis. Aiming for 90 percent or more renewable energy in 2030, in order to achieve climate change targets of 80-90 percent reduction of CO₂ from the power sector, leads to economic savings, not costs. Researchers suggest the sensible approach is to strive for a minimum target of 30 percent now, rising to 90 percent by 2030. Considering the reality, "Bestway Group" has extended support as one of the protagonist in this sector beside Governments effort to minimize the crisis. Bestway Powertech is one of the many concerns of Bestway Group that strives on innovation and technology to derive modernism to patronize in all basic aspects of life.

2.9.2 Promotion:

Tele-marketing:

Telemarketing is the most commonly used method of Bestway Group. In present situation, Telemarketing is the most widespread, efficient and effective way for making contact with the target audiences. The target audiences of Bestway Real Estate are the Upper class, upper middle class, and middle class people. Marketers need to contact with the clients belongs to these group through calling them by telephones and give them the information about their products and services. In this process, marketers can increase the number of prospective client and enrich their client list. Telemarketing is also an effective method for selling new or additional and services to existing customers. However, marketers have to get through with more clients than they had before. Telemarketing is not only competing with messages from other marketers for prospects' attention, but also with advertising, news broadcasts and so many of other marketing communications tactics. The executives of Bestway need to call from their own client list or directories or from the official database of existing clients and fix an appointment with the interested clients. Then they will visit to these clients, communicate with them regularly and convince to buy the products. Besides, Telemarketing involves lower overhead costs than employing an outside sales force, saving businesses money. Telemarketing also offers a way to follow up with existing customers. Staying in contact with the customers gives you an opportunity to find out more about the client's needs and build a better relationship. In the end, improved customer satisfaction can have a significant impact on the profitability of the organization.

E-marketing:

Email marketing is the most common forms of online marketing and one of the most effective as well. Proper email marketing is very effective for a real estate business. Marketers of Bestway group sometimes communicate with their new and existing clients through email. They send them information about the projects' location; size, price and pictures through e-

mail. Some of the main reasons of using email marketing are: it helps to build relationships, keep privacy, save times, and maintain loyalty and trust. It is also very cost effective. Sometimes E- Marketing drives to direct sales. On an average, working professional spend about 2 hours a day everyday writing or reading email. So, Bestways' marketers use this opportunity to communicate with their prospective clients. In fact that email marketing can be very easy to maintain and manage once setup properly, any real estate business can truly benefit from having a consistent and professional email marketing message constantly reaching prospects and existing clients.

Advertising:

Advertising on print media:

Bestway always uses print media to advertise their land projects. They published advertisement on well-reputed daily newspapers like the Prothom Alo, The Daily Star or Bangladesh Protidin. There, they give their hotline numbers. Interested people call to the given telephone numbers and communicate with the sales executives.

Advertising on Online Newspapers:

One of the sister concerns of Bestway Group is Bengalinews24.com. This is a fast-moving online newspaper in Bangladesh. Advertisements of their land projects are published on Bengalinews24.com and some other online newspaper.

Special Discounts and Gift offers:

Bestway offers special discounts and gift items on special occasions like Eid-ul fitr, Eid-ul-Azha, New Year etc. to attract the target audience.

2.9.3 Price:

Setting price of a real estate firm like Bestway Group requires detailed thought and planning. The most critical part of marketing planning is to decide what should be price of its' products and services. The pricing strategy directly impacts the profit margins of the business. The pricing strategy that Bestway is following is known as '**Value-Based Pricing**'. This is the most effective one for real estate companies in long-term. This approach of pricing basically uses customers' perceptions of value and the demand. Price of the plots of Bestway is mainly depends on the location of the plot, communication process, plot direction, size of the road etc. At present, price of plot is increasing day by day. Bestway has set a well planned pricing strategy by considering the market condition and customer preferences.

Price based on location: Location is the most important factor for setting price of a plot. For example, the most demandable Land project of Bestway is 'Purbachal Bestway City' which is situated in Purbachal, Narayanganj. This project is 13 kilometers away from Dhaka City. The whole project is 1800 acre in size and divided into 7 sectors. The first sector which the nearest one to Dhaka city is also the most expensive one. There, the price is 2,000,000 tk/katha. Amount of price (per katha) is gradually reducing according to the lands' position. The price range of total project is 400,000 – 2,000,000 tk/katha.

Price based on communication system: Communication system is also one of the major factors for fixing price of a land. A land with well communication system is definitely of the maximum price.

Price based on road size and direction: The roads of 'Purbachal Bestway City' are 25-100 feet wide. Price of the lands beside these roads is not the same. The price of lands beside the 100 feet avenue is almost 4 times higher than the lands beside 25 feet wide roads.

Most of the clients prefer to buy south faced plots. Since the demand of south faced plot is very high, the price is also higher in comparison to north faced plot.

2.9.4 Place:

Product distribution and delivery is a major fact for a growing business. For delivery and distribution, place selection is a critical but effective matter for increasing sales. Marketers need to prioritize customers benefit and comfort firstly while choosing the place to distribute the product and service. Considering this, Bestway has places so many branch offices inside Dhaka city. There are also other branch offices at Chittagong, Rajshahi, Coks'Bazar, Mymenshing and Gazipur for dealing with the clients of that particular area. For non-residential Bangladeshis, Bestway has branch offices in USA and Canada.

Offices of bestway:

1. In Dhaka city:

a) Corporate Office (Banani)

b) Branch Offices:

- Banani
- Uttara
- Mirpur
- Panthapath
- Motijheel

2. Out of Dhaka city:

- Mymenshing
- Gazipur
- Chittagong
- Rajshahi
- Cox's Bazar

3. Out of Bangladesh:

- USA
- Canada

Chapter 3:

Job Part

3.1 Job Description:

Job Title:

Sr. Executive, Corporate Sales & Marketing

Description:

Sr. executives are involved in developing marketing campaigns to promote the services and creating new clients. This role includes planning, advertising, public relations, organizing events, product development, distribution, sponsorship and research. The work is often challenging, varied and exciting. The responsibilities of a Sr. Executive vary depending on the market situation. Sr. executives of sales & marketing mainly focus on selling products or services offered by Bestway Group.

This is a target oriented job. The executives are given a target in every month by the top management. Communication is the most important factor in this job. Liaising and networking with a range of stakeholders including customers, colleagues, and partner organizations are the basic focus of a Sr. Executive. Sr. Executives need to make an appointment with a prospective client and go to visit him/her to give proper information about our products and services. It is also important to make good relationship with the existing clients too. other job duties of the Sr. Executives are Achieving marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews, preparing and completing action plans, implementing production, productivity, quality, and customer-service standards, resolving problems, identifying trends, determining system improvements, implementing change.

3.2 Specific Responsibilities:

- Tele- marketing.
- Generating new prospective clients.
- Customer complaint and query handling and relationship maintenance.
- E-marketing.
- Maintain liaison with clients.
- Corporate marketing through direct sales approach.
- Conduct feasibility of new opportunities.
- Visit customers to monitor market status and find new opportunities.
- Provide timely reports on marketing activities to the HOD (Sales & MKT).
- Provide information by collecting, analyzing, and summarizing data and trends.
- Analyze and investigating price, demand and competition.
- Improve product marketability and profitability by researching, identifying, and capitalizing on market opportunities.
- Coordinate new product development.
- Maintain and update customer databases.
- Organize and attend events such as conferences, seminars, receptions and exhibitions.

3.3 Critical Observations:

- Number of executives is not enough in comparison to the number of clients. It sometimes may cause the high work pressure to the executives. It is very difficult for a single executive to deal with too many clients.
- Pressure of achieving targets sometimes hampers in working properly. Buying a land mainly depends on customers' mood. Sometimes they need to take time. But when the pressure comes from the top managements then it becomes so hard to convince the customer to buy a land so hurriedly.
- Market situation is not always stable. Real estate market is highly risky. It most of the market situation of this sector most of the time depends on the economic condition of the country.

3.4 Job Recommendations:

- Reliability is the first thing that a real estate company needs to achieve. In present situation, relying on a real estate company is very risky for a customer. So, if the reliability can be ensured, selling land would be easier.
- Number of skilled and energetic executives should be increased. Customers' expectations become so high in some cases. Then it becomes too difficult to handle the customers properly.
- Monthly target should be fixed depending on the market situation.

Chapter 4:

Project Part

4.1 Introduction:

Internship Program is compulsory in BRAC University for completing BBA degree. After completing internship program, it is required to make report based on the assigned department of organization. My internship report is divided into three major parts - 1) The Organization Part 2) Job Part and 3) Project part. Topic of My project is "Customer Preferences for Buying a Land at Purbachal Bestway City". As I joined as a Sr. Executive in Bestway Group, I had to deal with various kinds of clients. Including both prospective and existing clients, Bestway has more than 2000 clients in real estate sector. A sr. executive of marketing department always needs to maintain liaison with the clients. They need to observe customers feelings and needs very specifically. That is why I need to know about customers' choice and preferences in more details. A marketing executive actually represents the whole company in front of a client. So, it is also very helpful for the company if the clients are properly served by the marketing executives. So, I have decided to make a report on customer preferences. My project is basically survey based where, I made a questionnaire and distributed it to 50 clients. This is the way I collected data from the clients. Then I analyzed the data graphically and got the customer preferences for buying lands at Purbachal Bestway City. To find out the customers preferences, I have included key factors in my questionnaire. I selected key factors such as plots' location, way of communication, company brand image, price rate, plot size, handover date, plot direction, road width, after sales services and so on. These things are mainly considered as important to the clients for buying a land. From this survey result, I can find out not only the customers preferences, but also their suggestions, their satisfaction level, reasons for choosing Purbachal Bestway City etc. that will help the organization for taking future steps.

4.2 Synopsis of the survey:

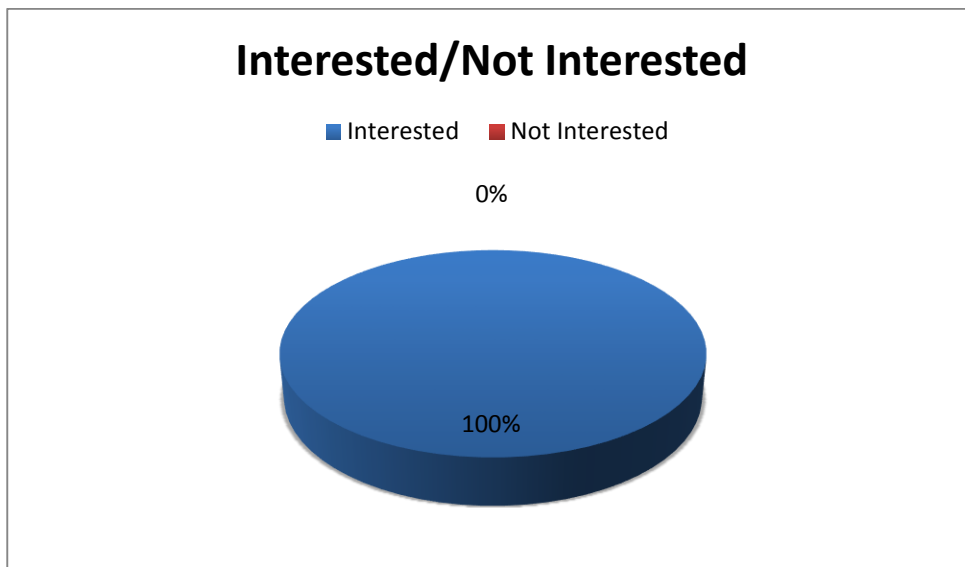
1. In this survey, 100% people are interested to buy a land. Because, I provided the questionnaire to the prospective clients who actually came to us for knowing the information about our land project.
2. Here we can see that, 52% of the total respondents are businessman and 48% are service holder. That means most of the businessman are interested to buy land. Most of them buy lands for the investment. Service holders are usually less interested to take the risk of buying lands.
3. Here, 88% clients are male. It shows that, most often males buy land.
4. In the survey, 62% clients are new and 38% are existing clients. That means, some of the existing clients came again to buy the second land.
5. 66% clients prefer Purbachal area in this survey. Purbachal is a newly developing city and it is gradually becoming popular. It is called new Dhaka. So, public demand of this area is very high.
6. 86% people think communication system is important. Distance of Dhaka to Purbachal is 13 km. 12% think not important and 2% stayed neutral.
7. 72% Clients think company brand image is important, 2% think not important and 26% stayed neutral.
8. 68% Clients' preferable mode of payment is installment and others prefer full payment.
9. 24% Clients want ready plot, 38% want within 3-5 years, 34% want within 5-7 years and 4% want 7-10 years for handover the plot.
10. 56% Clients prefer south faced plot and 34% prefer corner plot.
11. 52% Clients' desired price rate is 790,000-1,309,000 tk/katha and 43% clients' desired price rate is 395,000-790,000 tk/Katha
12. 18% Wants 20-30 feet road, 56% want 40-60 feet, and 26% want 80-100 feet Avenue
13. 100% Client think after sales services are important and no one thinks it is not important.

4.3 Analysis and Findings:

4.3.1 Variable-1: Interested/ Not Interested

	Frequency	Percent	Valid Percent	Cumulative Percent
Interested	50	100	100	100
Not Interested	0	0	0	100
Total	50	100	100	

From the above frequency table we can see that amongst the 50 respondents, everyone is interested to buy a land. I distributed my questionnaire randomly among 50 people. In the questionnaire, the first question is, **“are you interested to buy a land?”** **100%** of total respondents are interested to land. No one disagreed. It shows that land is always very highly demanding product and its demand will never be decreased. So, this is a very positive issue for the company. The result is shown in the below chart:

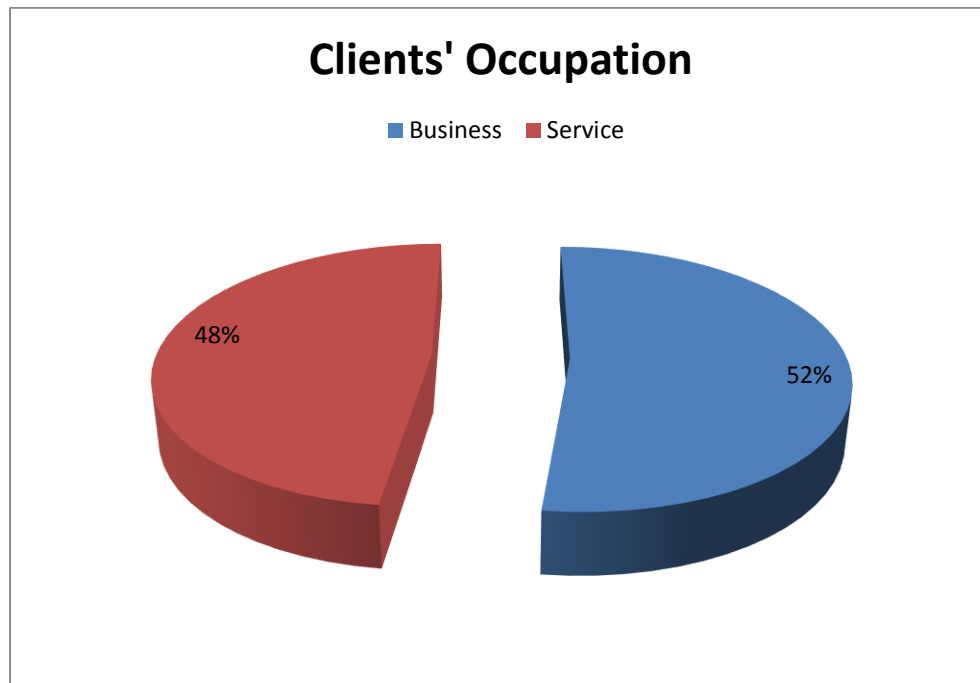


4.3.2 Variable-2: Clients' Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Business	26	52	52	52
Service	24	48	48	100
Total	50	100	100	

In most of the time, Clients occupation matters to take the decision of buying a land. So, there was a question in my questionnaire which is **“What is your occupation?”** and there were two options 1) Business and 2) Service. The frequency table is showing that, amongst 50 respondents, **52%** are businessmen and **48%** are service holders. That means, 26 numbers of clients were businessmen and 24 numbers of clients were service holders. Statistics is almost equal, though at present days, buying a land for service holder is not so easy.

The result is shown below in a pie chart:

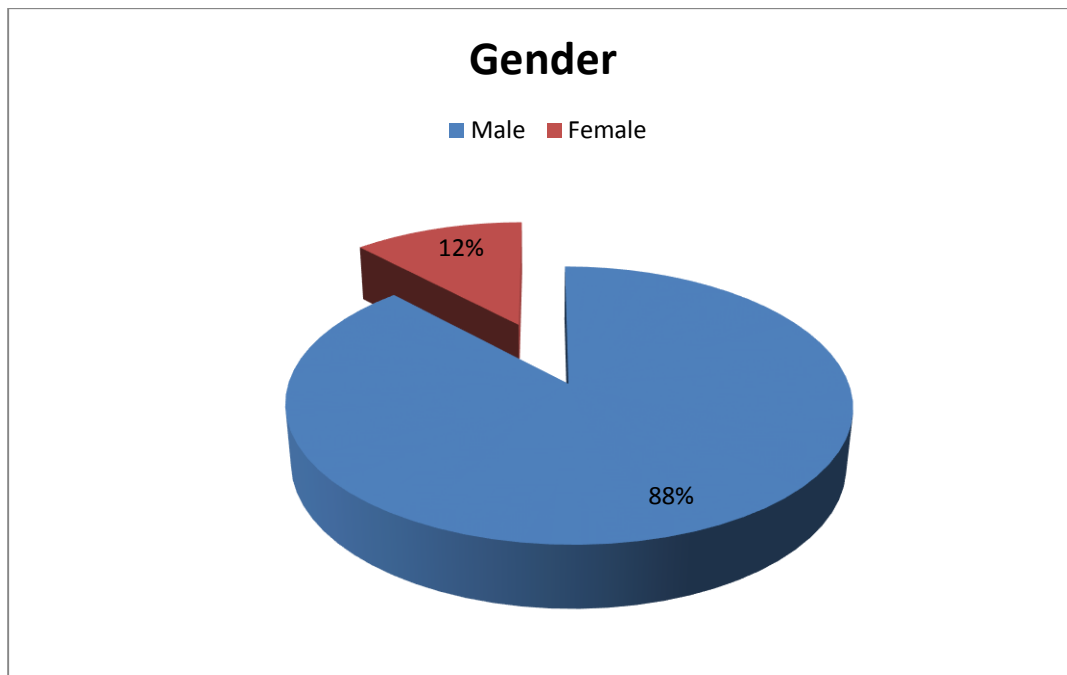


4.3.3 Variable-3: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	44	88	88	88
Female	6	12	12	100
Total	50	100	100	

In the questionnaire, I put an option to write the **gender** of the respective respondents. I put this option only for knowing the statistical rate of male and female in case of buying a land. In our country, most of the clients of land are male. But I found 6 female clients in my survey among 50. In my survey, **88%** of all clients are male and **12%** of all clients are female.

The result is shown below in a chart:

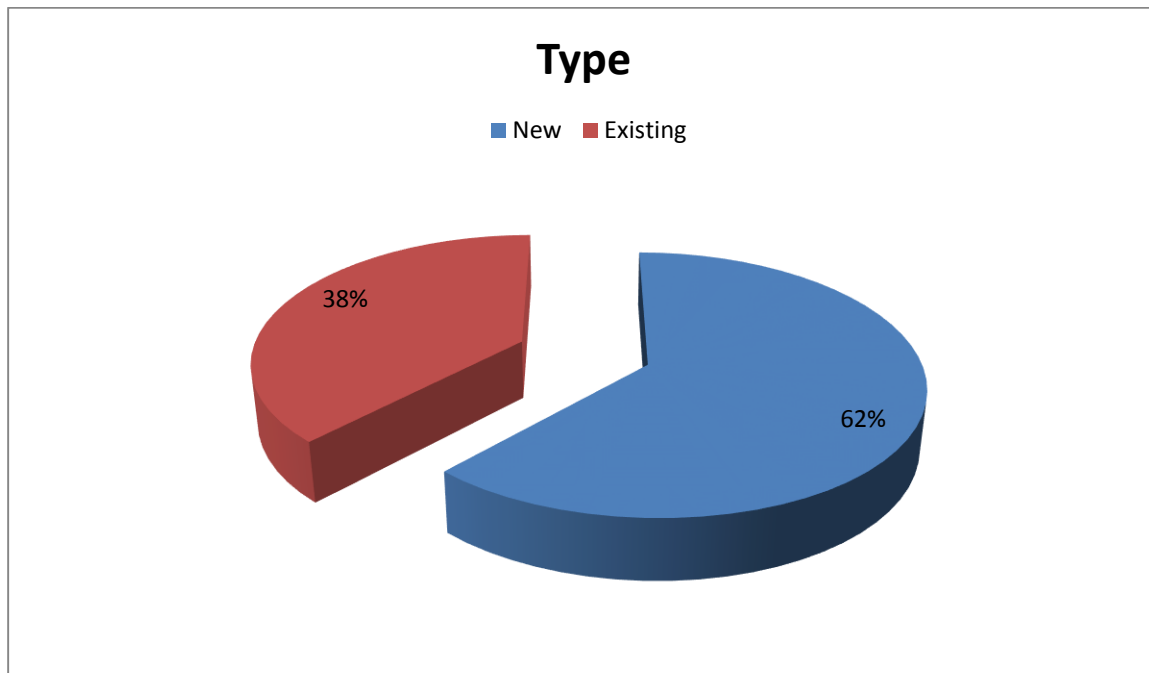


4.3.4 Variable-4: Type

	Frequency	Percent	Valid Percent	Cumulative Percent
New	31	62	62	62
Existing	19	38	38	100
Total	50	100	100	

Bestway has two categories of clients. The clients, who already have a land in Purbachal Bestway City, are called **Existing** clients and the clients who do not have any land in PBC are the **New** clients. From the question “**Do you already have a land of Bestway?**” in the questionnaire, made me able to find out the frequency of new and existing clients. Here, we can see that, Among 50 clients, **62%** are new and **38%** are existing clients.

The result is shown in the below chart:

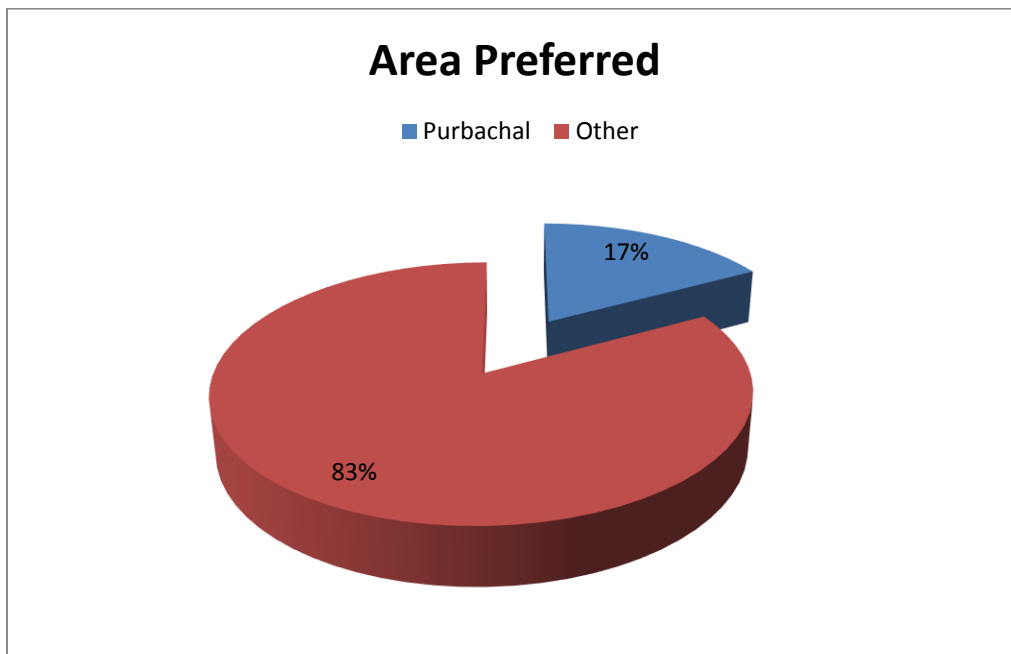


4.3.5 Variable-5: Area Preferred

	Frequency	Percent	Valid Percent	Cumulative Percent
Purbachal	33	66	66	66
Other	17	34	34	100
Total	50	100	100	

Bestway has land project in Purbachal area. Purbachal is the most demandable area for buying lands at present days. By considering this, I put a statement in the questionnaire like **“I like to buy land in Bestway Purbachal City”**. From the above table, we can see that, among 50 respondents, **66%** of the clients are agreed with this statement. **34%** of the respondents want plot is other places. The statistics shows that, people who are interested to buy land in Purbachal area mainly come to us.

The result is shown in the below chart:

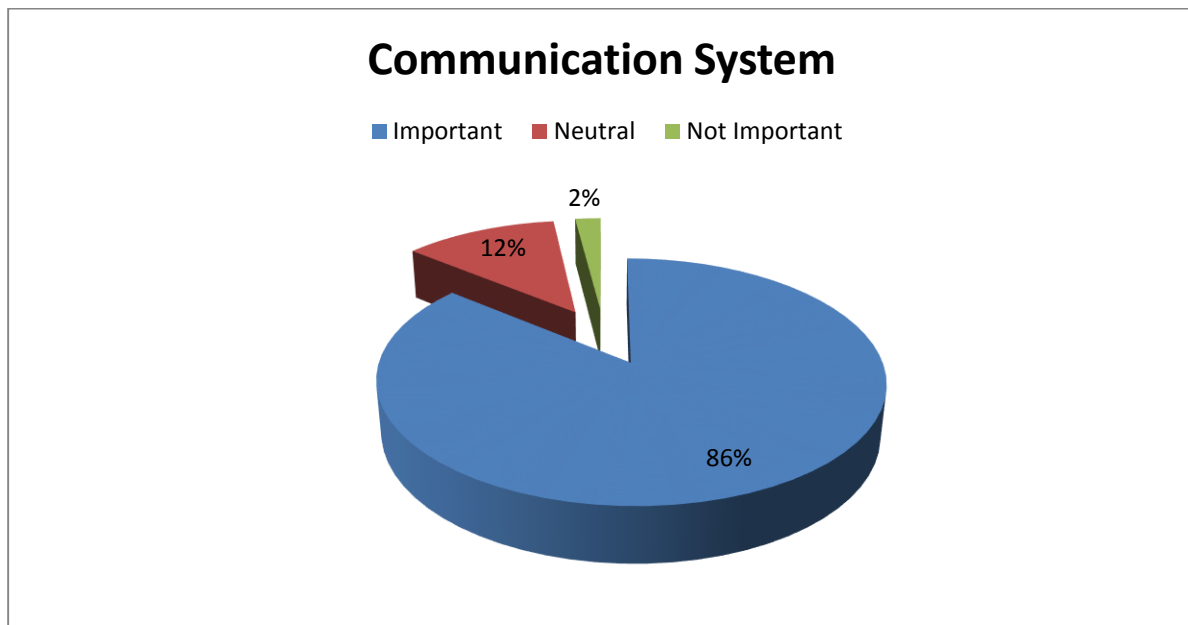


4.3.6 Variable-6: Communication System

	Frequency	Percent	Valid Percent	Cumulative Percent
Important	43	86	86	86
Neutral	6	12	12	98
Not Important	1	2	2	100
Total	50	100	100	

From the above frequency table we can see that amongst 50 respondents, 43 are agreed with the statement “**I like the communication system to visit the location**”. **2%** of all clients responded that communication process is not important; **86%** (43 out of 50 respondents) think that communication way is important and **12%** of the client stayed neutral. Purbachal Bestway City has well planned roads and highways. So, this is a very positive issue for Bestway.

The result is summarized below in a pie chart:

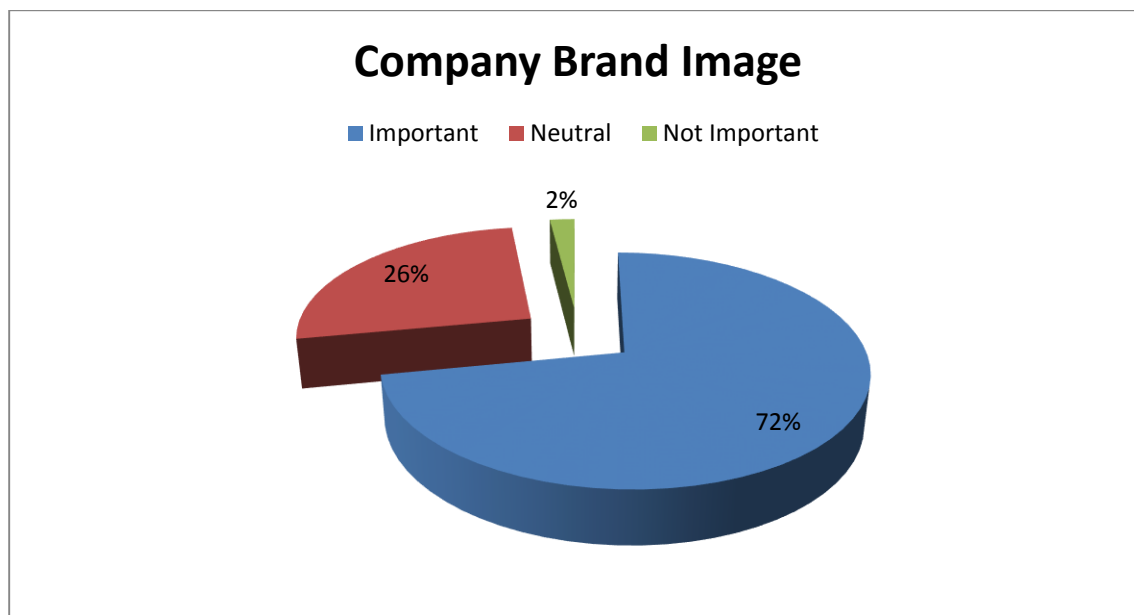


4.3.7 Variable-7: Company Brand Image

	Frequency	Percent	Valid Percent	Cumulative Percent
Important	36	72	72	72
Neutral	13	26	26	98
Not Important	1	2	2	100
Total	50	100	100	

Company brand image is basically increased by the reliability of the company. The company which has a high trustworthiness is more granted by the clients. Clients feel secured. From the above frequency table we can see that among 50 participants, **72%** (36 out of 50 respondents) are agreed with the statement **“Company Brand Image is important to me”**. **26%** of the respondents stayed neutral about it and **2%** responded that it not important.

The result is show below in a pie chart:

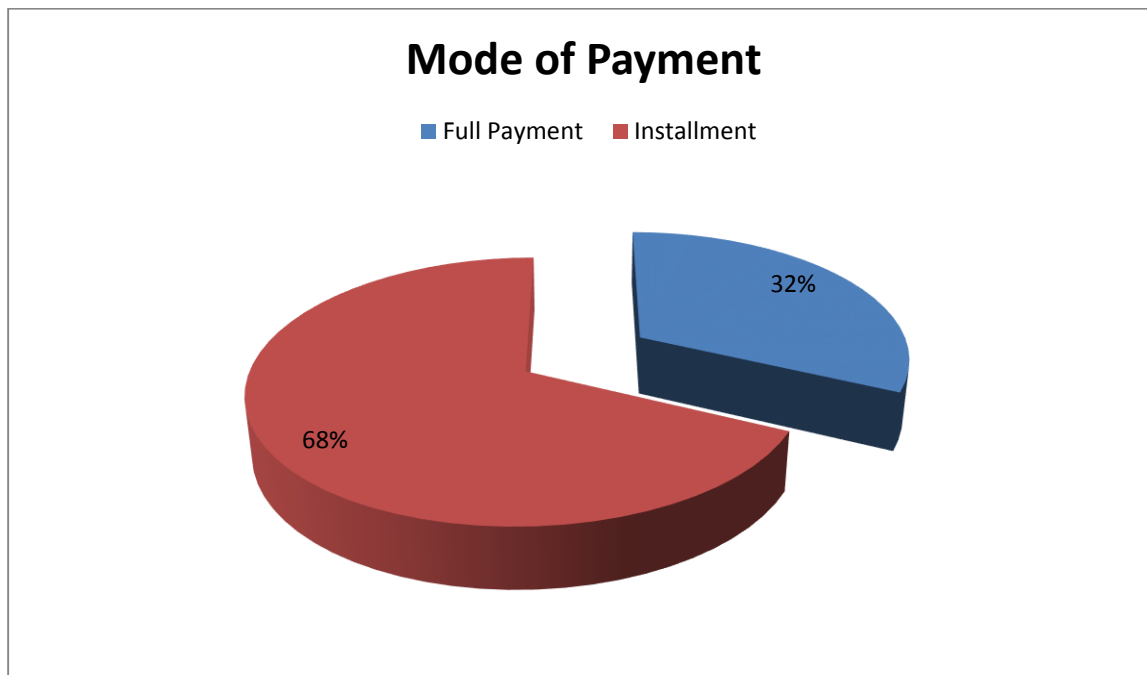


4.3.8 Variable-8: Mode of Payment

	Frequency	Percent	Valid Percent	Cumulative Percent
Full Payment	16	32	32	32
Installment	34	68	68	100
Total	50	100	100	

There are two modes of payments, 1) full payment and 2) installment. The frequency table of above shows that, Most of the clients, that means **68%** of the respondents would like to pay in installment. And the other **32%** respondents want to pay in full payment mode.

The result is summarized in the below pie chart:

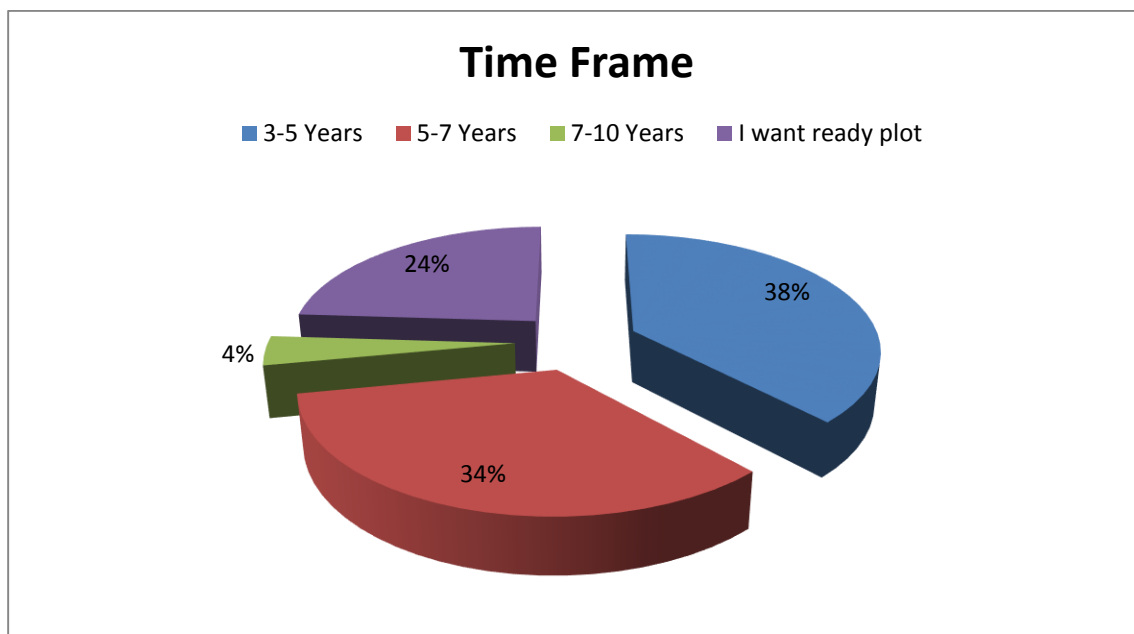


4.3.9 Variable-9: Time Frame

	Frequency	Percent	Valid Percent	Cumulative Percent
3-5 Years	19	38	38	38
5-7 Years	17	34	34	72
7-10 Years	2	4	4	76
I want ready plot	12	24	24	100
Total	50	100	100	

I made a question like **“Within how many years you want to get the plot ready?”** in the questionnaire. There were four options. We can see from the above frequency table that, **38%** (19 out of 50) of the respondents responded that they want their land within 3-5 years, **34%** of the respondents think their preferable handover times is within 5-7 years, **4%** of the respondents’ desired handover time is within 7-10 years and **24%** of the respondents want the ready plot.

The result is shown below in a pie chart:

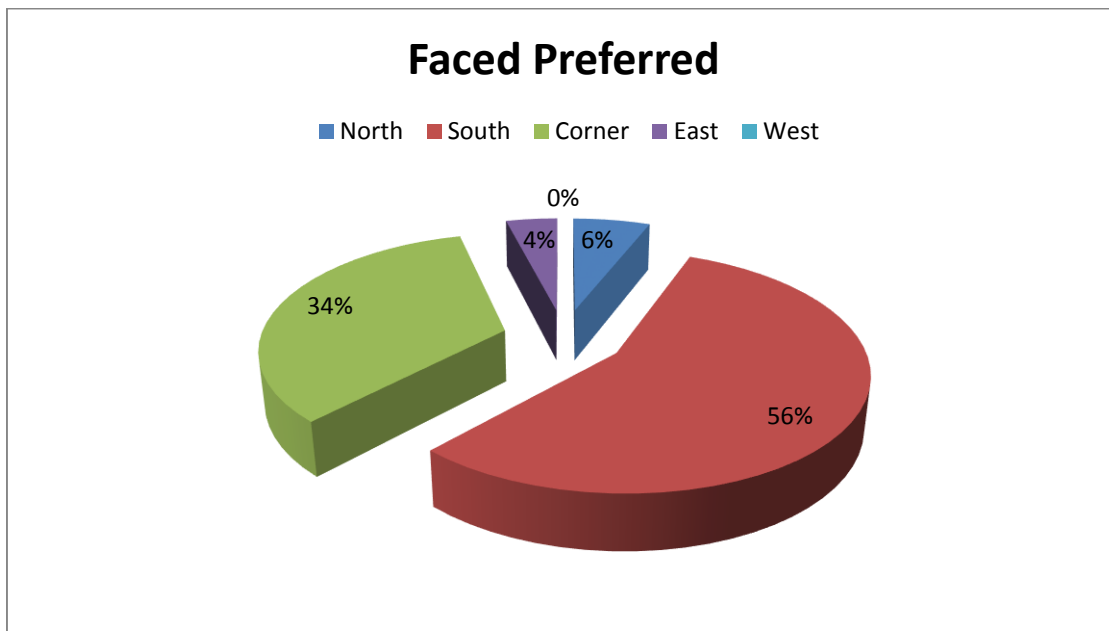


4.3.10 Variable-10: faced Preferred

	Frequency	Percent	Valid Percent	Cumulative Percent
North	3	6	6	6
South	28	56	56	62
Corner	17	34	34	96
East	2	4	4	100
West	0	0	0	100
Total	50	100	100	

Here, the frequency table of above shows that, **56%** of total clients want to buy south facing plots and **6%** of the respondents like north facing plot. Corner facing plots are very expensive. **34%** respondents want corner plots, **4%** respondents want east facing plots and nobody wants to buy west facing plots.

The result is shown below in a pie chart:

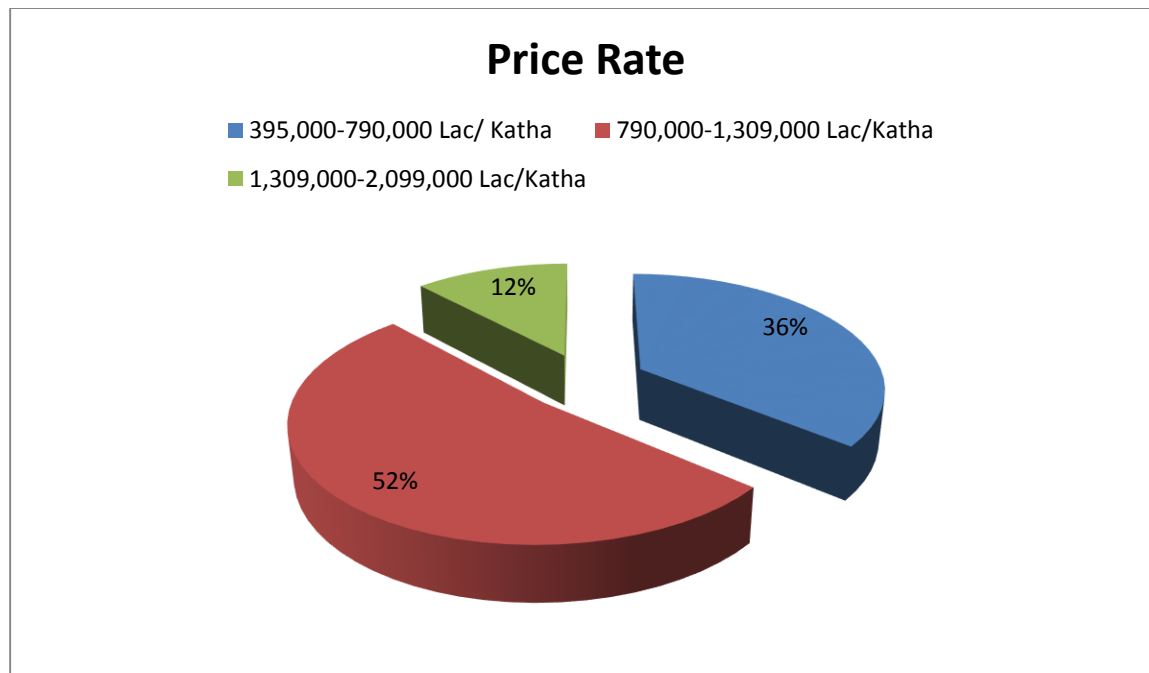


4.3.11 Variable-11: Price Rate

	Frequency	Percent	Valid Percent	Cumulative Percent
395,000-790,000Lac/ Katha	18	36	36	36
790,000-1,309,000 Lac/Katha	26	52	52	88
1,309,000-2,099,000 Lac/Katha	6	12	12	100
Total	50	100	100	

Price rate is an important factor for choosing a land. So, I gave special emphasis on the question about the price rate in my questionnaire. I made it compulsory to answer this question. Here, from the above frequency table we can see that, among the 50 respondents, the preferred price rate of **36%** clients is 395,000-790,000Lac/ Katha, **52%** of the respondents prefer the price rate as 790,000-1,309,000 Lac/Katha and the rest **12%** want the price rate as 1,309,000-2,099,000 Lac/Katha.

The results are shown below in a pie chart:

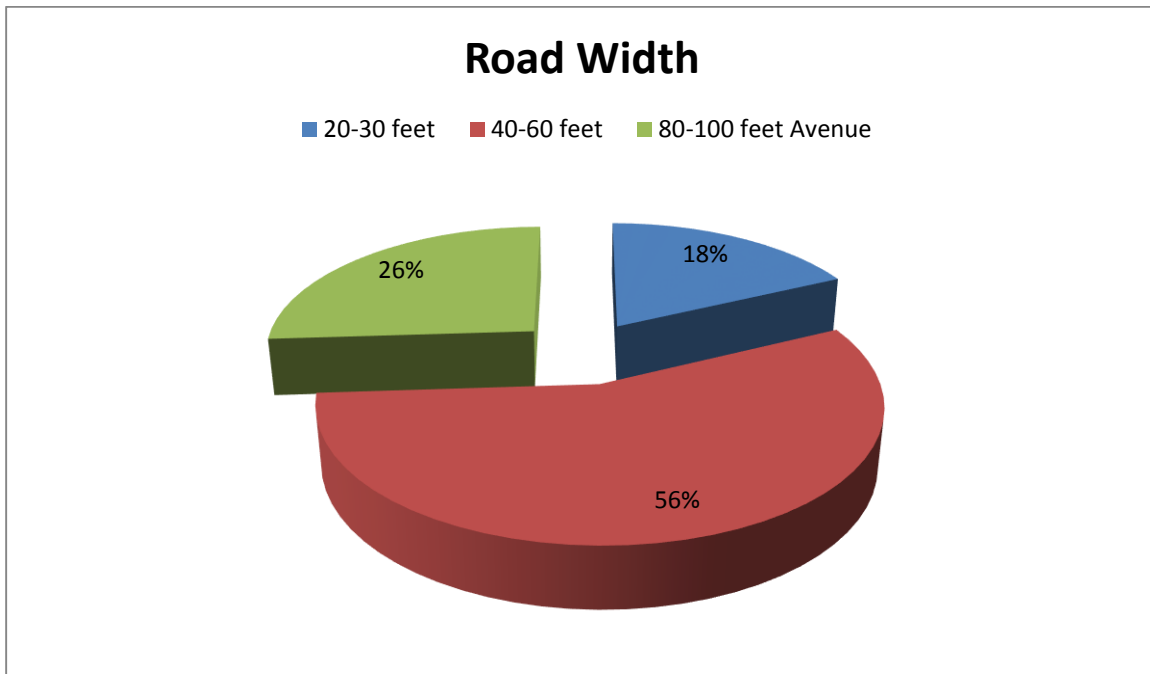


4.3.12 Variable-12: Road Width

	Frequency	Percent	Valid Percent	Cumulative Percent
20-30 feet	9	18	18	18
40-60 feet	28	56	56	74
80-100 feet Avenue	13	26	26	100
Total	50	100	100	

The price rate of the lands varies from the size of the road. So, to know the customer preference about road width is very important. Here, we can see from above table that among the 50 clients, **18%** want the road size will be 20-30 feet wide, **56%** of the clients' preferred road width is 40-60 feet and only **26%** of the clients prefer 80-100 feet Avenue.

The result is shown below in a pie chart:

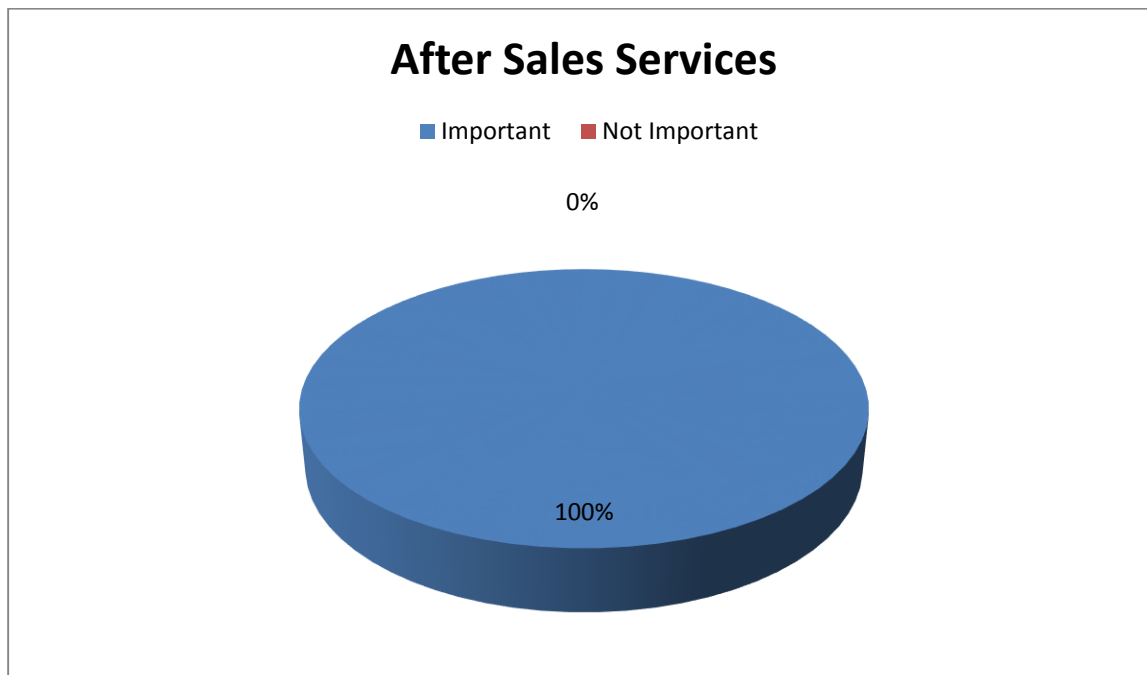


4.3.13 Variable-13: After Sales Services

	Frequency	Percent	Valid Percent	Cumulative Percent
Important	50	100	100	100
Not Important	0	0	0	100
Total	50	100	100	

From the above frequency table we can see that, amongst 50 respondents, **100%** that means, all of them responded that after sales service is very important. No one thinks that it is not important. This is a very positive factor for Bestways' customer service department.

The result is shown below in a pie chart:



4.4 The criteria for selecting Purbachal Bestway City:

The survey intended to know the reasons behind the selection of Purbachal Bestway City. The questions in the questionnaire helped me to find out the actual reasons from the respondents. The respondents who think Purbachal Bestway City as a better option to buy lands pointed out the reasons as:

- The project is situated in a proper location. Purbachal Bestway City is located in Purbachal, Narayanganj which is only 13 km away from the main city of Dhaka. On the other hand, this project is situated just beside RAJUK's housing project, which is already declared New Dhaka by Govt. and would be the center of all Govt. and private business activities.
- The communication system of this project is very easy and comfortable. Govt. has improved way of communication to Purbachal because of the RAJUK's project. PBC is benefited for that. After the opening of Kuril flyover, it takes only 10-15 minutes to go to Purbachal from Uttara.
- Another important reason is reliability of the company. Bestway is the second big housing society in Purbachal area. The first one is Rajuk's project. It has a well reputed brand image that helps to bring the customers.

4.5 Suggestions from the respondents:

Respondents have suggested some issues for the betterment of the service. These suggestions are:

- Now a day, People are more interested to buy apartments rather than lands. So, some clients suggested to launch more apartment projects in different areas of Dhaka.
- Demarcation of the plots is important to identify individuals' plot.
- It will be very helpful if the roads are constructed inside the project.
- Most of clients want quick delivery of registration, mutation and other legal documents.
- Reliability is the most important thing. So, everybody wants to stay secure.
- Some of the respondents want timely handover.
- Some of respondents suggested to ensure utility services.

4.6 Discussion:

After analyzing the responses of 50 respondents, the result pointed out that there are some specific views, perceptions, needs, satisfactions, and dissatisfactions about the services amongst the clients of Purbachal Bestway City.

At first, there are some aspects which are highly prioritized by the clients. If those aspects are fulfilled, satisfactions of the customers will grow towards a strong level. First of all, company's trustworthiness is very important for the clients to buy a land. Most of the clients want to rely first to the company to which they provide their money to buy lands. Reliability also helps the company to establish its brand image. In the survey result we can see that, there are 72% respondents who think company brand image is very important, 26% of the clients stayed neutral and 2% of the respondents think it is not important. I think, company reliability is ensured in Bestway because, among the 50 respondents, 38% are existing clients. That is a big amount for a real estate company. 62% of the respondents were new clients. Among all the respondents, 88% are male and 12% are female. That means, at present days, women are being interested to buy lands too. Project location is the second priority given by clients to buy a land. Bestway Group has land projects in Purbachal and other areas of Bangladesh. Their biggest land project is Purbachal Bestway City. It is also the most demandable project of Bestway Group. In my survey, 66% of the respondents selected Purbachal and 34% of them selected other areas which are situated in different places of Bangladesh. So, this is a very positive factor for Bestway. Then, in case of communication system, 86% of the clients mentioned the communication system as a very important factor for buying a land. Purbachal Bestway City is a very reasonable option also in this factor. After the construction of Kuril flyover and 300 feet wide highway, way of communication toward Purbachal has become very easy. The newly constructed roads and highways are very wide and well planned. 12% of respondent remained neutral and only 2% of them did not give any importance in it. Another thing which is given strong priority by the clients is the price rate. Pricing is mainly done on the basis of plot location, communication way, brand image, handover time etc. The price rate of Purbachal Bestway City is higher in comparison other housing societies like Purbachal American City, Probashi Polli, US-Bangla Housing Society etc for these reasons. Bestway has lands from

395,000tk/katha to 2,099,000tk/katha. The upper class, upper-middle class and middle people can afford to buy these lands. 52% of the respondents think that they can able to buy the land within the range of 790,000 to 1,309,000tk/Katha, 36% of the respondents can afford within the range of 395,000 to 790,000tk/Katha and 12% of the respondents can meet the expense of 1,309,000 to 2,099,000tk/Katha. Bestway provides both the facilities to pay in full payment and in installment. Installment is more accepted and affordable for the clients. In the survey, 68% of the respondents are interested to buy in installments on the other hand, 32% of the respondents are interested to buy in full payment method. In case of installment method, clients can get the opportunity to pay the required amount of money within 3 months to 72 months, or 6 years. The clients always want quickly handover of the land. They do not want to wait too much to get the plot ready. The clients gave their mixed opinions about handover time in my survey result. 38% of the respondents want to get the land within 3-5 years, 34% of the respondents want within 5-7 years, 4% of the respondents want within 7-10 years and 24% of the respondents want to get the ready plots. The customers are very conscious about the plot direction and the road width too. Here, we can see that, most of the clients want to buy south facing plots. Then, the most demanded plots are corner plots. The price of south facing plots and corner plots are also very high. In the survey result, I find out that 56% of all the respondents want to buy the south facing plots and 34% of them want to buy corner plots. Those who do not want to compromise with price for the plot direction; they actually selected to buy north, east and west facing lands. Among them, 6% want to buy north facing plots, 4% want to buy east facing plots and no one wants to buy west facing plots. Purbachal Bestway City has lots of inner road that are connected to each other. Most of the clients (56% of the respondents) preferred the road width from 40 to 60 feet. Then, 26% of them want 80 to 100 feet avenue and 18% want 20 to 30 feet wide roads. Amongst the 50 respondents, all of them gave importance to after sales services. That is a very important aspect for the customer service department. Customer satisfaction is more likely to depend on after sales services. So, Bestway need to put more emphasis in it.

Recommendations:

From the survey result and the suggestions from the clients, the report has been able to come up with certain recommendations that can help the organization to increase the number of clients. These are:

- Bestway Group should put more emphasis on developing trustworthiness. In today's world, investing in a land is very risky. There are chances of being cheated. So, transparency is very important.
- Bestway Group should give more emphasis on after sales services. The marketers always focus on developing new prospective clients before selling. But after the completion of selling procedure they do not care about that client. This actually put bad impact on company's reputation.
- They need to focus on developing company brand image. For this, advertising is very important. But, Bestway is not concerned about it.
- They need to update their website regularly and more information and links should be provided.
- They can also introduce web services.
- Bestway is very backward in using new technology. They need to be used to in it.
- Bestway should improve the employee satisfaction level for more efficiency and effectiveness. The present salary structure may be more rationalized.

Conclusion:

For better performance, understanding customers' views and preferences are very important to a marketer. It helps the company to increase customer satisfaction and if the customer satisfaction is increased, sales will also be increased. So, we should have proper knowledge about what clients want and what they don't want. There are some factors that are considered as major factors to buy a land, such as, trustworthiness, security, plot location, communication, price rate, plot direction, handover time etc. By analyzing the tools of measurement of customer preferences for buying a land at Purbachal Bestway City, I found out that customers prefer more in companys' reliability, location of the plot, way of communication and after sales services to normal traditional selling of plots. Some clients put their valuable suggestions for the improvement of our services. So, it will be profitable, if the company pays more attention to these key points.

References:

<http://www.bestwaygroup.com.bd/bwg/>

http://bestwaygroup.com.bd/corporate_brochure/

<http://www.purbachalbestwaycity.com/joomla/>

<http://purbachal.bestwayfoundation.com/>

Appendix: 1

Topic: Customer Preferences for buy a land at Purbachal Bestway City

Questionnaire for Survey:

Dear Sir/Madam,

*I am a student of BRAC University and currently doing my internship at Bestway Group. Currently I am conducting a marketing research on **Customer preferences for buying a land at Purbachal Bestway City**. To serve that purpose, as a member of our target market we need some information from you. It would be highly appreciable if you provide us information in this regard and we assure you that all the data will be used for academic purposes and will be kept confidential.*

1. Are you interested to buy a land?

Yes No

2. What is your occupation?

Business Service

3. Are you interested to buy a land from a real estate company?

Yes No

4. "I think buying land from a real estate company is more reliable than buying from local brokers"

1 2 3 4 5

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

5. "I like to buy land in Bestway Purbachal City"

1 2 3 4 5

Strongly Disagree Disagree Neutral Agree Strongly Agree

6. "I like the communication system to visit the location"

1 2 3 4 5

Strongly Disagree Disagree Neutral Agree Strongly Agree

7. "I want to buy ___"

3 Kathas 4 Kathas 5 Kathas 10 Kathas

8. "I prefer the price rate is___" (required)

395,000- 790,000 Lac/Katha 790,000- 1,309,000 lac/Katha 1,309,000-2,099,000 lac/Katha

9. What will be your mode of payment?

Full Payment Installment

10. What is your preferred width of the road?

25-30 feet 40-60 feet 80-100 feet Corner

11. Which facade you prefer?

North South

12. "I think, discounts offered by Bestway are satisfactory"

1 2 3 4 5

Strongly Disagree Disagree Neutral Agree Strongly Agree

13. Within how many years you want to get the plot ready?

3-5 years 5-7 years 7-10 years I want ready Plot

14. Do you already have a land of Bestway or any other real estate company?

Yes No

15. "After sales services are important for me to buy a land"

Yes No

16. Do you recommend us to others?

Yes No

17. Do you want any other extra facilities from our organization?

Yes No

18. Give us your suggestion to improve our services. If you have any supplement idea, it is also appreciated. (Use the other side of the page if necessary)

.....
.....
.....
.....
.....

Respondent profile:

Name:

Profession:

Age:

Gender:

Address:

Contact no:

THANK YOU

Appendix: 2

Traits	Clarification	No. of respondents
Interested/ Not Interested	Interested	50
	Not Interested	0
Occupation	Business	26
	Service	24
Gender	Male	44
	Female	6
Type	New	31
	Existing	19
Area preferred	Purbachal	33
	Other	17
Communication System	Important	43
	Neutral	6
	Not Important	1
Company Brand Image	Important	36
	Neutral	13
	Not Important	1
Mode of payment	Full Payment	16
	Installment	34
Time Frame	3-5 years	19
	5-7 years	17
	7-10 years	2
	I want ready plot	12

Faced Preferred	North	3
	South	28
	Corner	17
	East	2
	West	0
Price Rate	395,000-790,000 tk/Katha	17
	790,000-1,309,000 tk/Katha	26
	1,309,000-2,099,000 tk/katha	6
Road Width	20-30 feet	9
	40-60 feet	28
	80-100 feet Avenue	13
After Sales Service	Important	50
	Not Important	0