



Inspiring Excellence

## INTERNSHIP REPORT ON RUPAYAN HOUSING ESTATE LTD.

Internship Report Submitted

To

Dr. Mamun Habib  
Associate Professor  
BRAC Business School  
BRAC University

By

Md. Fahmidur Hossen  
Masters of Business Administration (M.B.A)

ID: 14264021

November, 2016

## **Abstract**

This report based on the internship program, partial requirement for the Masters of Business Administration in **BRAC University Bangladesh**. The main objective of this report is to know availability, opportunity and development of Housing State of **Rupayan Housing**. Internship in Rupayan Housing was a great practical experience for my carrier life. Rupayan Housing is a first rank real estate company under the Rupayan Group in Bangladesh. Recently it changes it mission, vision and business goals.

The report discusses about the supply chain issues of housing project of Rupayan housing estate. This report is categories in six different chapters. In chapter one introduction, purpose, objective, scope, methodology, limitations are discussed. In chapter two organizational profile of the Rupayan housing estate ltd., Chapter three housing estate activities findings, Chapter four discussed SWOT of Rupayan housing estate, Chapter five finally recommendations and conclusion are given in this chapter.

## **Acknowledgement**

I wish to acknowledge the immeasurable grace and profound kindness of the Almighty God, the supreme ruler of the universe, who created me and enables me to make my dream in a reality.

I specially thanks and appreciation to my honorable supervisor Dr. Mamun Habib Associate Professor BRAC Business School, BRAC University Bangladesh.

Very sincerely, my heartfelt thanks go to my supervisor, Mr. Anowar Hossain for his guidance and evocations for this report. This report could not have been completed without his co-operation and valuable guidance. My cordial thanks go to Md. P J Ullah (Managing Director, RHEL) who gave me the opportunity to do my job.

I am privileged my enjoying assistance and guidance of all the officers and employees of Rupayan Housnig Estate Ltd, for supporting and giving me pleasurable working experiences and helping me prepare this report during my internship period.

Finally I would like to pay my deep gratitude to my reverend persons for their unbound forbearance, continuous encouragement and generous help in sustaining my prolonged studentship.

# Contents

<b>1</b>	<b>Introduction</b>	<b>1</b>
1.1	Background of the study . . . . .	2
1.2	Significance of the study . . . . .	2
1.3	Scope of the study . . . . .	3
1.4	Objective of the study . . . . .	3
1.5	Methodology . . . . .	3
1.5.1	Research Design . . . . .	4
1.5.2	Sources of Data . . . . .	4
1.6	Limitation of the Report . . . . .	5
<b>2</b>	<b>Organizational profile</b>	<b>7</b>
2.1	Rupayan Group . . . . .	7
2.2	Rupayan Real Estate Ltd . . . . .	8
2.2.1	Introductory thoughts . . . . .	8

2.2.2	Overview of Rupayan Housing Estate Limited . . . . .	8
2.2.3	Goal of Rupayan Housing Estate Ltd. . . . .	9
2.2.4	Responsibilities of Executive Body of Rupayan Housing Estate Ltd. . . . .	9
2.2.5	Major Activities Undertaken by Rupayan Housing Estate in Bangladesh . . . . .	10
2.2.6	Managing housing arrangement for the whole population of Bangladesh by Rupayan Housing Estate . . . . .	11
2.2.7	Special Concern on Dhaka City by Rupayan Housing Estate in Bangladesh . . . . .	11
2.2.8	Latest project of Rupayan Housing Estate in Bangladesh . . . . .	12
2.2.9	Collective Development Activities by Rupayan Housing Estate in Bangladesh . . . . .	13
2.2.10	Price offer by Rupayan Housing Estate in Bangladesh . . . . .	13
2.2.11	Facilities providing to the Clients . . . . .	14
2.3	SWOT Analysis . . . . .	14
2.4	Activities Undertaken . . . . .	17
<b>3</b>	<b>Major Problem Recommendation</b>	<b>20</b>
3.1	My Job Responsibilities: . . . . .	20
3.2	Supply Chain Procedure: . . . . .	21
3.3	Major Problems in Supply Chain: . . . . .	22

3.4 Recommendations: . . . . .	23
<b>4 Conclusion</b>	<b>24</b>
<b>Bibliography</b>	<b>25</b>

# Chapter 1

## Introduction

The world is tremendously competitive now. In every sphere of life and business, competition has become more and more furious. Every firm tries to obtain and retain efficient employees to meet the future challenges. In this rivalry, obtaining and retaining the best employees has become very important, as employees are that factors who make a firm alive and proceed to the path of profit.

The course under MBA program designed with an excellent combination of theoretical and practical aspects. After the completion of MBA consisting of theoretical exposure, the students are sent to different organization to obtain some practical exposure in different sectors which would help them in taking up professional career. BRAC University has undertaken three months of internship program for its MBA students, as an important and essential requirement of the MBA program.

I have tried my best to use this opportunity to enrich my knowledge on banking system and also incorporate my knowledge, which I have learned from my classes.

## **1.1 Background of the study**

I am currently working as an Executive Supply Chain Management in Rupayan Housing Estate. This report covers Real Estate housing supply chain crises and meet the solution. This report gives a narrative overview of the accommodation system in Bangladesh. This report does explain the nature and objective of the solution of supply chain system in Rupayan Housing Estate Ltd.

However, since the information are confidential and sensitive in nature, so that I tried to construct this report with the help of available information.

## **1.2 Significance of the study**

Knowledge and learning become perfect when it is associated with theory and practice. Theoretical knowledge gets its perfection with practical application. As our educational system predominantly text based, inclusion of practical orientation program, as an academic component is as exception to the norm. This Internship Report is an important partial requirement of MBA program. As the parties; educational institution and the organization substantially benefit from such a program, it seems a “win-win situation”. That is why practical orientation is a positive development in professional area. Recognizing the importance of practical experience, BRAC University has introduced a three months practical exposure as a part of the curriculum of MBA program. In such state of affairs the present aiming at analyzing the experience of practical orientation related to an appraisal of the Rupayan Housing Estate Ltd.



### **1.3 Scope of the study**

As an Executive supply chain management, I get the opportunity to know how the real estate supply chain work. I had maintained some official formality for the collection of data of my report.

### **1.4 Objective of the study**

#### **Major objective:**

- The broad objective of the study is to prepare report on supply chain strategy of Rupayan housing Estate ltd.

#### **Specific objective:**

- To gather knowledge about the function of housing.
- To identify the different housing project.
- To identify the supply chain problem of Rupayan Housing Estate Ltd.
- To recommend suggestions for the supply chain.

### **1.5 Methodology**

The study requires a systematic procedure from selection of the topic to preparation of the final report. To perform the study, the data sources were to be identified and collected, to be classified, analyzed, interpreted and presented in a systematic manner and key points were to be found out. The overall process of methodology has been given as below.

### **1.5.1 Research Design**

This is an “Exploratory Research ”, which briefly reveals the overall activities of Rupayan Housing Estate and also analyzes the supply chain procedure of the company. Both primary and secondary data have been collected to conduct this report.

I have gathered primary data by personal interview of the Executives of my department. Mainly I discussed with them verbally. I collected information from them and the annual report, journals, brochures, manuals and several books on Housing to prepare this report.

Some of the information’s are collected from articles, workshop and others are collected from the books as well. In short, the sources of data outlined below.

### **1.5.2 Sources of Data**

There are two types of data:

1. Primary Data:

- Face to face conversation with my coworker and departmental head.

2. Secondary Data:

- To furnish the report properly information was mainly taken from Intranet.
- Official records of Rupayan Housing.
- Annual reports of Rupayan Housing.
- File study in the Rupayan Supply Chain.

## **1.6 Limitation of the Report**

Although, I am working at Supply Chain department, I obtained whole-hearted co-operation from employees of Rupayan Housing, HRD in Head Office. All the day, they were so busy, but they gave me much time to make this report properly. But they were not able to give me many documents that I would require, on the way of my study; I have faced the following problems that may be terms as the limitation of the study.

### **Limitation of time:**

The first obstruct is time itself. Due to the time limit (Twelve Weeks), the scope and dimension of the report has been curtailed. I could not spend sufficient time for my report because the time limit given for submitting the report was very short.

### **Data insufficiency:**

Since all the officers were very much busy, they were not always able to provide me much time, I received co-operation from the officials. Since Rupayan Housing is a one of the oldest Real Estate; there is not enough data to analyze the proper growth according to market economy. Moreover, all strategic information is not possible to collect.

### **Lack of records:**

Insufficient books, publications, Facts and figures narrowed the scope of accurate analyses.

### **Fear of disclosure:**

Another limitation of this report is Rupayan's policy of not disclosing some data and information for obvious reasons, which could be very much useful.

- As a new comer it was not possible for me to collect all the necessary secret information.
- I had to complete this report within a very short span of time that was not sufficient for investigation.
- Because of the limitation of information, some assumptions were made.

# Chapter 2

## Organizational profile

### 2.1 Rupayan Group

Founded in 1988, RUPAYAN Group ranks today as one of the largest business conglomerate in Bangladesh. The mother company of this group is "RUPAYAN Art View", the brain child of Mr. Liakat Ali Khan Mukul, the honorable Chairman of this group. RUPAYAN Housing Real State is the Flag Ship of RUPAYAN Group. But the dream of the Chairman to serve the nation by creating job opportunities for the common people professionals came true with the diversification of business successfully. Today RUPAYAN Group is contributing to the rise of GDP of Bangladesh by strengthening the economy of the country.

Vision of Chairman and sincerity, dedication and hard work of all employees performed a miracle. Capitalizing the vision of Chairman and qualified management team, 24 companies today are operating successfully under the brand name of RUPAYAN. RUPAYAN has very strong financial support and expertise which helps to materialize the vision and achieve missionsuccessfully.

RUPAYAN has one of the best trained workforces in Bangladesh. Our aim is

to create a centre of excellence by recruiting the best talents available and provide them continuous advance training. We train and develop our people to adapt with the business demand in national and international arenas[2].

## **2.2 Rupayan Real Estate Ltd**

### **2.2.1 Introductory thoughts**

The real estate sector is one of the fastest growing and thrusting sectors in Bangladesh. Infrastructural development is highly important for a country to rise as a develop nation and to ensure housing facilities for the citizen of the country. But compared to that there have been a few studies which are far below the required number on the real estate sector and its accessibility to financing. Consequently, this sector requires an extensive study to find out the future potentiality, problems and solutions of the real estate sector and the availability of financing in this respect[7]. This study may work as the basis of knowing the present scenario and for any future study.

### **2.2.2 Overview of Rupayan Housing Estate Limited**

Rupayan Housing Estate Limited has come into being in 1999 with a pledge to fulfill the housing need of this populous city of Dhaka. The first Residential Project named “Rupayan Easel Dream ” comprising 108 Apartments in four eight storied building was successfully completed and handed over to the honourable clients with their entire satisfaction. Since then, the company continued its advancement in development works and expanded the projects in all prime locations like Uttara, Gulshan, Banani, Niketon, Eskaton, Paltan, Shantinagar, Moghbazar, Dhanmondi, Laxmibazar, Wari, Mohakhali etc. Both Residential and Commercial Projects were undertaken and completed successfully and handed over accordingly and the

company is in force with numbers of ongoing projects[1].

The company is operating its business in its own high rise Corporate Office at Rupayan Centre, Mohakhali C/A, Dhaka. The prestigious commercial building like Faruque Rupayan Tower at Banani, Rupayan Golden Age at Gulshan Avenue and well decorated and magnificent residential building with panoramic views at Gulshan, Dhanmondi and other prime locations of the Dhaka City earned name and fame for the company. Rupayan believes in the concept of extending housing facilities to the common people of the country keeping in view of their limited income. It is first ever in Bangladesh that Rupayan has undertaken a satellite township project for the low income group at Bhuighar, Narayangonj. Twenty-eight residential buildings along with a market are being completed over there.

### **2.2.3 Goal of Rupayan Housing Estate Ltd.**

Rupayan Housing Estate Ltd. is first growing Development Company in Bangladesh. They have a number of projects in prime cities in Bangladesh and mostly apartment business. Our attention is focused upon the goals and aspirations of our clients. Because effective realization of clients need begins with understanding, we do all we can to understand our clients perspectives. We study their need. We listen and respond. We strive to become part of every clients needs.

### **2.2.4 Responsibilities of Executive Body of Rupayan Housing Estate Ltd.**

The Board of Directors are responsible for setting business objectives, strategic directions of the group and for overseeing and monitoring the group's business affairs. Day to day management and other activities and the implementation of its strategy are delegated to Managing Directors, Executive directors and senior Executives as head of the company. The manpower of the Group is around

1050. Each one of this group is committed to attain the objectives by honesty, sincerity, dedication and punctuality. Highly qualified and experienced Executive Directors are proactive in meeting stated goals, the directives of Board of Directors and achieve objectives as Head of the Company. They strive towards continual improvement of company's activities.

### **2.2.5 Major Activities Undertaken by Rupayan Housing Estate in Bangladesh**

Rupayan Housing Estate, one of the leading realtors in Bangladesh, has come forward with such a housing project that will fulfil the dreams of the middle and lower-middle class people. Rupayan's latest project in Narayanganj, adjacent to Dhaka, is a catalyst to setting up an extended capital city downtown, after Uttara, which is now considered a part of the capital.

“Home! Sweet Home! ” Not only a famous song, but it also describes the hopes and dreams of many who aspire to own a home. Such aspirations are more reflected in the hearts of people who reside in rental homes, wishing to own a permanent address. But it is difficult for a member of the middle of lower-middle income group to purchase an abode, owing to high property prices and prolonged payback periods. Uttara is the outcome of an initiative taken by the then government in 1974. The then government also planned that some five downtowns or suburbs will be set up surrounding Dhaka[5]. However, such plans were not re-initiated by the successive governments. “There is not even a hint of such a development in the present Dhaka Metropolitan Development Plan or Detailed Area Plan, ” says Sadat Hossain Salim, managing director of Rupayan Housing Estate.



## **2.2.6 Managing housing arrangement for the whole population of Bangladesh by Rupayan Housing Estate**

Rupayan believes in the concept of extending housing facilities to the common people of the country keeping in view of their limited income. It is first ever in Bangladesh that Rupayan has undertaken a satellite township project for the low income group at Bhuighar, Narayangonj. Twenty-eight residential buildings along with a market are being completed over there. There is a plan that tentative clients will be illegible to avail the apartment in this project after booking and availing Bank Loan facility and thereby the scope of making repayment of bank loan with the amount of House Rent is nearly possible. This opportunity will make the dream true of becoming the apartment owner in case of those categories of clients. Rupayan has got housing project in nearby Savar region (Ashulia and Hemayetpur areas).

## **2.2.7 Special Concern on Dhaka City by Rupayan Housing Estate in Bangladesh**

“Dhaka is no longer a live able city. It is one of the most densely populated cities in the world, with around two crore people inhabitants at present, ” he says. “People are restricted to this one city for work, residence, shopping needs and entertainment. ” “The civic facilities required for a human being to live in a society are limited in Dhaka, ” he says. If the city is not decentralized or several downtowns established in and around 50 kilometers of Dhaka, the view of the city will be unimaginable in the days to come, Salim says. “We have set up the satellite town with these concepts in mind, where all housing and social facilities such as shopping malls, schools, mosques, hospitals, playgrounds and community centers are available, ” he says. “My goal is to take Dhaka outside Dhaka. ” However, he says, the government will have to facilitate the private sector to invest outside Dhaka.

### **2.2.8 Latest project of Rupayan Housing Estate in Bangladesh**

The project, “Rupayan Town ” at Bhuigar, off the Dhaka-Narayanganj link road, stretches over 19 bighas of land. Rupayan is now offering ready flats in different sizes ranging from a minimum of 660 square feet to a maximum of 1,120 square feet at Tk 2,990 a square feet. Customers can avail the key to a flat with an initial down payment of just Tk 4.14 lakh. “We have designed the project for the middle and lower-middle class people, who mostly live in rented flats. They spend a substantial amount on monthly rent, ” Salim says. “Following the down payment, buyers can pay the rest of the money through instalments. They can make the payments with the amount they previously spent on rent, ” he says. “Besides, we have arrangements with some financiers that will provide loan to our customers, ” he says. Delta Brac Housing, IDLC Finance, National Housing, Phoenix Finance, Bay Leasing, Southeast Bank and Pubali Bank are proving housing loans to prospective customers[6].

Although the real estate and housing sector witnessed a 35 percent drop in sales in the first three months of 2009 as a consequence of the global financial crunch, Rupayan is optimistic about its new township project. It held a single company fair in the first week of this month to showcase the ready flats under the Tk 300 crore Rupayan Town, which comprises 28 eight-storied buildings with 784 flats in the first phase. The Rupayan Town includes facilities like a full-time generator for electricity backup, and its own water supply and sewerage system. Around 200 flats have been sold so far and many prospective customers are contemplating purchase. Although most buyers are based in Narayanganj, Rupayan is optimistic about selling flats to Dhaka-based customers. A good number of people from Motijheel and its adjacent Basabo and Mugda areas have booked some flats.

### **2.2.9 Collective Development Activities by Rupayan Housnign Estate in Bangladesh**

Rupayan Housing Estate Limited feels social responsibilities to serve the people with quality and commitment. With this end in view the company is working with a dynamic set of management personnel and skilled work force. We look forward to see a better future.

Rupayan Housing Estate Limited has come into being in 1999 with a pledge to fulfill the housing need of this populous city of Dhaka. The first Residential Project named “Rupayan Easel Dream ” comprising 108 Apartments in four eight storied building was successfully completed and handed over to the honourable clients with their entire satisfaction. Since then, the company continued its advancement in development works and expanded the projects in all prime locations like Uttara, Gulshan, Banani, Niketon, Eskaton, Paltan, Shantinagar, Moghbazar, Dhanmondi, Laxmibazar, Wari, Mohakhali etc. Both Residential and Commercial Projects were undertaken and completed successfully and handed over accordingly and the company is in force with numbers of ongoing projects. The company is operating its business in its own high rise Corporate Office at Rupayan Centre, Mohakhali C/A, Dhaka. The prestigious commercial building like Faruque Rupayan Tower at Banani, Rupayan Golden Age at Gulshan Avenue and well decorated and magnificent residential building with panoramic views at Gulshan, Dhanmondi and other prime locations of the Dhaka City earned name and fame for the company[3].

### **2.2.10 Price offer by Rupayan Hosusing Estate in Bangladesh**

Rupayan Housing Estate Ltd, one of the leading realtors in the country, has completed its satellite town project in Dhaka’s suburb to offer 784 ready flats mainly targeting the middle-income group. The Tk 200-crore mega project titled “Rupayan Town ” at Bhuigar off Dhaka-Narayanganj link road is evidence of housing sector’s trend towards spreading to the suburbs.

The company offers flats of four different sizes ranging from a minimum of 660 square feet to a highest of 1,120 sft with a Tk 4, 14,000 booking fee, and fixes Tk 2,990 for each sft. “Obviously it’s a risky venture, developing a housing project outside Dhaka. But we hope people who are spending a huge amount on monthly house rents will be interested in our project,” said Sadat Hossain Salim, managing director of Rupayan Housing Estate, yesterday at a press meet in the capital. He said Rupayan will also arrange loan facilities for the customers through some financial institutions. The company will organise a three-day fair today at Sonargaon Hotel to promote sales of the flats. Southeast Bank, Shahjalal Bank, Prime Bank, Jamuna Bank, Mercantile Bank and Phoenix Leasing were the top financiers of the project under which Rupayan constructed 784 flats in 28 separate buildings in a 19-bigha land. “Given the rising demand for housing, it’s not a big venture,” Salim said, adding that it may encourage others to invest outside Dhaka. Rupayan has already built more than 1,000 flats in different parts of Dhaka city and constructed some commercial buildings in the city[4].

### **2.2.11 Facilities providing to the Clients**

There is a plan that tentative clients will be illegible to avail the apartment in this project after booking and availing Bank Loan facility and thereby the scope of making repayment of bank loan with the amount of House Rent is nearly possible[8]. This opportunity will make the dream true of becoming the apartment owner in case of those categories of clients. Rupayan has got housing project in nearby Savar region (Ashulia and Hemayetpur areas).

## **2.3 SWOT Analysis**

SWOT Analysis of Rupayan Housing Estate Ltd.

**Strenghts:**

- Experienced managemnt and large number of projects around the Bangladesh.
- Quaity products and services.
- Company reputation and goodwill.
- Large number of Branches all over the country.
- Expanding market, expanding sales profitability.
- A healthy industry sector with quality business.
- Good purchasing power of target customers group.
- Government keen interest to solve housing problem with the rapid increase of urban population.
- Open market economy, recent housing policy etc. may favor sustainable growth of housing industry.
- Dependency of the major housing companies in the market.

**Weakness:**

- Lack of adequate marketing (advertising and promotion) effort.
- Lack of full scale automation.
- Lack of training facilities for the employees.
- Strong competition among the existing players of the industry.

- Increased price of industrial materials will be difficult to pass on the customers because the agreement in response of the price and construction standard is made 2 to 3 years before the actual handing over of the apartments.
- The industry as a whole does not follow any standard business rules, therefore there remains uncertainty practices by some of the developers.

### **Opportunities:**

- Regulatory environment favoring private sector development.
- Value addition in products and services.
- Increasing purchasing power of people.
- Increasing trend in international business.
- Increasing the population of Bangladesh.
- A high profitable investment opportunity for individuals as well as financial institutions.
- A very wide scope is prevailing for foreign investor also.
- Urban population is developing favorable attitudes towards apartment living, although the present market of apartment business is limited within high income groups of the society, there exists opportunity for middle and lower level income groups.

### **Threats:**

- Frequent changes of inhabitation rule of Bangladesh Government or RAJUK.

- Market pressure for lowering of lending rate.
- National and global political unrest.
- Lack of land of Bangladesh.
- Political instability and unrest directly or indirectly threats all the business sectors including housing industry.
- Bureaucratic complexity imposed by RAJUK, WASA, DESA, and many other Government and semi Government agencies.
- Cooperation and rendered by rational board of revenue in relation to the taxation and import facilities (Tax Concession).

## **2.4 Activities Undertaken**

### **Ongoing Projects of Rupayan Housing Estate Limited:**

- Rupayan Harmony
- Rupayan Imam Lake Orchard .
- Rupayan Lake Breeze.
- Rupayan Lake.
- Rupayan M.R. Khan Square.
- Rupayan Mubashwir Palace .
- Rupayan Nasima Centre .
- Rupayan Noor Spark .
- Rupayan P F Square .

- Rupayan Place .
- Rupayan Swapno Niloy.
- Rupayan Town (Phase-2).
- Rupayan Tribeni.
- Rupayan Z. S. Legacy.
- FPAB Rupayan Tower.
- Red Crescent Rupayan Tower.
- Rupayan Bhuiyan Emporium .
- Rupayan Crystal Point.
- Rupayan Millennium Square.
- Rupayan P F Square.
- Rupayan S.Baily.
- Rupayan Shopping Square.
- Rupayan City Uttara.

**Outgoing Projects Rupayan Housing Estate Limited:**

- Rupayan KARIM TOWER at Kakrail.
- Rupayan SHELFORD at Shemoli.
- Rupayan TAIYAB PLAZA at Narayangonj.
- Rupayan POINT at Lalmatia.
- Rupayan Trade Centre at Bangla Motor, Dhaka.



**Upcoming-Projects Rupayan Housing Estate Limited:**

- Rupayan BHABAN at Gulshan.
- Rupayan HUQUE CENTER at Badda.

# Chapter 3

## Major Problem Recommendation

### 3.1 My Job Responsibilities:

I have been working as an Executive in the Supply Chain Management department from 20 April 2017 till now. My Job responsible includes:

- Initiating and maintaining professional relationship with vendors.
- Making final delivery schedule in conjunction with other departments.
- Doing regular market survey, compiling the data, check market availability, lead time and market cost.
- Delivering the Request for Quotation (RFQ).
- Arrange signing of Purchase Order.
- Maintain liaison and follow up with the vendors to ensure timely delivery of the materials/goods in good condition.

Besides these as a department coordinator I am taking and keeping regular call report from all ongoing projects about the overnight shipments, coordinate with billing and accounts departments about types of purchase approval of Comparative Statement (CS) and payment methods. Receiving and circulating all office notice within supply chain department. I am also preparing monthly report about materials received in all projects and making budget plan for the next month.

## 3.2 Supply Chain Procedure:

During this job period I have learned how supply chain of real estate company performed. What are the supply chain policies. Rupayan Supply chain purchase procedure is briefly describe bellow:

**MRP Form:** Every day we receive approximately 20-25 MRP Form (Materials Requisition) from different ongoing projects of Rupayan Housing Estate Ltd. In these forms the project engineer mentions what materials they need and the specification of the materials. These form distributed between the purchase employees. Each employee is responsible for purchase items that within the required date.

**Cost Budget Department:** After receiving the MRP Form the purchase executive fill up the form by writing the price needed to buy the product. Then send it to the Cost Budget dept. for get approval to buy the product.

**Work Order:** After got the approval the purchase Executive fill up the Work order form where they mention the required product, delivery place, terms condition, payment method and send it to the supplier.

**MRR Form:** After the supplier send the material and the project receive it, the project engineer or supervisor send MRR Form (Material Receive) to the purchase officer. Along with MRR the bill is also send by the supplier.

**Bill Department:** After Receiving the Bill and MRR form the purchase officers prepared the final bill and send it to the Bill Department to get approval for payment.

### **3.3 Major Problems in Supply Chain:**

The major Problems in Rupayan Housing Supply Chain is the payment method and financial management.

**Payment Method:** The main problem in the supply chain is the payment system of Rupayan Housing. Rupayan follow the 60 days credit payment method for most of the product that company buys. But most of the time it fails to maintain that credit limit. Suppliers become annoyed and in result we lost many good suppliers.

**Financial Management:** Another major problem is the account department management of Rupayan Group. Most of the time the account department fail to give the correct information. It is create confusion not only for the supply chain department but also the in the suppliers mind. Because of mismanagement of account department the 60 days credit payment method fails.

**Lack of Annual Plan:** We have currently 25 ongoing projects. All the 25 project are running and need materials every day. Some project will finished within 3 months, some will take 3 years. It is important to priorities between projects and makes an efficiency annual supply chain plan. Because of no planning it is difficult to understand which project requires immediate support and which one we can delay.

### 3.4 Recommendations:

**Fixed the Payment Method:** In order to get a better response from the potential suppliers of real estate sectors, appropriate policies should be taken immediately. More suppliers can be reached if we are able to maintain the 60 days credit limit. ]

**Manage the Account properly:** It is very important for Rupayan Group to have a more efficient account department. Account department is responsible for payment and other financial activities. Rupayan should use more effective account software where all the required data are present. They are currently using the old register ledger book system, and because of that it is hard to keep the data.

**Proper Planning:** We need to do a proper planning for our supply chain management. We need to categories our projects. Which project needs immediate supply support and which we can delay we should find out. According to this we need to set our annual and monthly supply chain plan. We can also include our suppliers while making this plan. This will help us to provide smooth supply.

**Other Issues:** There are some issues which I think Rupayan need to pay attention. First of all we need to reduce the paper work and signing authority. In Rupayan Housing we use too much time to ready a document because we do not use the upgrade technology. This should be reducing. Another problem is the signing authority of Rupayan group. To purchase anything we need to get approval and we need at least five department approval. Same approval needed for billing procedure for the same purchase. This approach delays the purchase and payment procedure. For smooth supply we need to change this.

## Chapter 4

### Conclusion

I have been working in Rupayan for last 6 months. During this time I have learned that as a Supply Chain Executive I need to know about the current market rate of the required materials, good relationship with the suppliers, good negotiation skill and the most importantly a well plan monthly supply schedule. About the Rupayan Housing Eastate ltd. It is one of the top five real-estate companies in Bangladesh. We have 25 ongoing projects and another 10 up coming projects. Therefor the demand of raw materials is huge. To fulfill this huge demand our supply chain need to performed well and to do this we need to have a good strategic plan. Although we have some problems regarding our payments method and mismanagement, we overcome those if all the department collaborate and make an efficient annual plan. The real estate sector is growing and shows tendency of future growth. The GDP share and Growth of real estate and construction is growing. This indicates a hopeful future for this sector and Supply Chain has a huge impact for this success. A well managed supply chain can make difference in this real-estate sector.

# Bibliography

- [1] Amin, S. (2008). Rehab in the development of society. In *REHAB Week-2008 Seminar*.
- [2] Barua, S., Mridha, A., and Khan, R. H. Housing real estate sector in bangladesh present status and policies implications.
- [3] Hoek-Smit, M. C. (1998). Housing finance in bangladesh: Improving access to housing finance by middle and lower income groups. *Prepared for Ministry of Local Government, Rural Development and Co-operatives, GOB and UNDP/UNCHS (Habitat)*.
- [4] Islam, M. and Hossain, A. (2008). Operations of bangladesh housing industry: An uncertain supply chain model. *The AIUB Journal of Business and Economics (AJBE)*, 7(2):20–31.
- [5] Karnad, R. S. (2004). Housing finance and the economy: Regional trends south asia: Perspectives. In *The 25th World Congress International Union For Housing Finance, Brussels*.
- [6] Khanam, S. (2004). Increasing access to housing for low income people in bangladesh through income and employment generation. In *Access to Services Program of ITDG–Bangladesh,, World Urban Forum, Barcelona*, volume 12, pages 13–17.
- [7] Sarker, M. R., Siddiquee, M., and Rehan, S. F. (2008). Real estate financing in bangladesh: problems, programs, and prospects.

- [8] Singha, D. (2001). Social intermediation for the urban poor in bangladesh. In *DFID Regional Livelihoods Workshop: Reaching the Poor in Asia, May*, pages 08–10.