

**An Analysis of Customers' Satisfaction of
Purbachal Lotus Valley**



An Analysis of Customers' Satisfaction of Purbachal Lotus Valley

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Bachelor of Real Estate

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Date of Submission: 26 Jun, 2013



Student Declaration

I, Belayet Hossain Mamun, hereby declare that the presented report of internship titled **An Analysis of Customers' Satisfaction of Purbachal Lotus Valley** is uniquely prepared by me after completion of three months work in Lotus Design & Development Ltd.

My original work is submitted to Daffodil International University, and no part of the report has been submitted for any other degree, or fellowship & the work has not been published in any journal or magazine.

Belayet Hossain Mamun

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Supervisor Declaration

This is to certify that the title of internship report is **An Analysis of Customers' Satisfaction of Purbachal Lotus Valley**. This report is submitted in partial fulfillment of requirement for the BRE program, 3rd batch, ID: 091-27-126 of Daffodil International University.

He is permitted to submit the Internship report.

Mohammed Masum Iqbal

Assistant Professor

Department of Business Administration

Daffodil International University

Letter of Transmittal

....., 2013

Mohammed Masum Iqbal

Assistant Professor

Department of Business Administration

Daffodil International University

Subject: Submission of internship report titled An Analysis of Customers' Satisfaction of Purbachal Lotus Valley.

Dear Sir,

With due respect, I would submit my internship report on **An Analysis of Customers' Satisfaction of Purbachal Lotus Valley**. I have collected information as possible from the management of Lotus Design & Development Ltd. Three months work in this real estate company was a worthwhile experience for me as it was in such a reputed organization. I believe that the internship program has enriched both my knowledge & experience. If you have further queries regarding the report, please let me know.

Thanking You

Sincerely Yours

Belayet Hossain Mamun

ID: 091-27-126

Bachelor of Real Estate

Faculty of Business & Economics

Daffodil International University

Acknowledgement

First, all praises go to the Almighty Allah, the most gracious, the most merciful, the most kind & generous to man & his action.

At first I would like to express my gratitude to my respective supervisor Mohammed Masum Iqbal sir for all his kind cooperation to the successful end to this internship report.

I would like to convey my sincere gratitude to my organizations supervisor executive director Md. Abu Bakkar Siddique Shojib, deputy general manager Mr. Nizamul Islam Hitu & chef executive officer Mr. Amjat Hossain the Lotus Design & Development Ltd for giving me the opportunity to have my internship at his reputed organization. I also offer my acknowledgement to the assistant manager Mrs. Monika Nusrat, all executives & all administration officers of the Purbachal Lotus Valley for their cooperation and support for completing this report.

Executive Summary

In Bangladesh, the real estate business started in 1964. Ispahani Group was the pioneer in this sector. During 1970s there were fewer than five companies in Bangladesh engaged in this business. But now this is a booming sector of the company.

Lotus Design & Development Ltd was started its journey in 2010. Lotus Design & Development Ltd is Real Estate Company. Lotus Design & Development Ltd started a land development project. Purbachal Lotus Valley is a project of LDDL. Lotus Design & Development Ltd is our environmentally responsible response to the rapid spate of urbanization in Bangladesh. Pressures of urbanization in this country are compounded by the unfavorable land man ration. LDDL has embarked upon a mission to make the maximum use of minimum land being sensitive to both environmental concerns and social continuity. Planned development by LDDL of the sites around the city has added value to those areas released pressure on inner cities and persecuted the city dwellers with breathing space.

Lotus Design & Development Ltd has currently 75 employees, including drivers & peons. I have worked as an internship at Lotus Design & Development Ltd from 15th July. Purabachal Lotus Valley is the running project of LDDL. Purbachal Lotus Valley established by 2000 Bigha land. Purbachal Lotus Valley project already under the DAP (Dhaka-Detailed Area Plan). This project is developing as a Satellite City.

Lotus Design & Development Ltd participates on REHAB housing fair two times in a year. In the fair we take a stole for selling the plots. They provide the brochures, maps, & other accessories so that the sales team can easily make their sales. Already 160 plots are sale in this during year. Now 550 plots are ready for sale. Finally Lotus Design & Development Ltd has successfully established itself as one of the leading real estate developments in Bangladesh with reputation for a touch of class & dignity within the reach of all class of people. Within 3 years Lotus Design & Development Ltd want to be a leading position in Real Estate sector in Bangladesh.

Abbreviations

PLV	Purbachal Lotus Valley
LDDL	Lotus Design & Development Ltd.
REHAB	Real Estate & Housing Association Bangladesh
BNBC	Bangladesh National Building Code.
NRB	Non Residence Bangladesh
MOL	Ministry Of Land
DCCI	Dhaka Chamber Of Commerce & Industries
DITF	Dhaka International Trade Fair
RAJUK	Rajdhani Unnayan Kortripokha
CEO	Chief Executive Officer
HRM	Human Resource Management
PS	Payment Schedule

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Chapter One

INTRODUCTION



1.1 Introduction:

Internship program is essential for all BRE students, because it helps him or her acquit with real life situation. The real estate sectors play a significant role in solving the housing or land crisis in Dhaka city, so I have selected Lotus Design & Development Ltd which is one of the developed companies in our country.

For completing my BRE degree Internship Report is one of the parts at the final semester of the Department of Real Estate, Daffodil International University. This is a study on **An Analysis of Customers' Satisfaction of Purbachal Lotus Valley**. It was a chance for me to learn about the management and how to satisfying the customers.

1.2 Scope of the study

This report will give us a clear picture about the customers' satisfaction in general & specially the activities of Purbachal Lotus Valley. The scope of the study is limited to organizational set up, functions, & performance.

The scope of this study is:

- Maintaining a good relation between employees & management.
- Improving an effective work station design.
- Effective marketing layout designing.
- Efficient handling of employees.
- Handling & setting the employees according to their work.
- Maintaining the link in effective manner.

1.3 Objectives of the study

The objectives of the studies are as follows:

- ▶ To measure level of customers' satisfaction of Purbachal Lotus Valley;
- ▶ To identify problems related to customers' satisfaction of Purbachal Lotus Valley.
- ▶ To make some recommendations to solve the problem.

1.4 Methodology of the study:

To prepare the report, data have been collected from following sources.

1. Sources of data :

(A) Primary sources :

- ▶ Officers of the company
- ▶ Clients of the company

(B) Secondary sources of data

- ▶ Annual report of Purbachal Lotus Valley (2011-2012)
- ▶ Prospects of Purbachal Lotus Valley.
- ▶ Internet / website. .
- ▶ Un- published data

2. Methods of data collection:

- ▶ Direct observation.
- ▶ Discussion with customers.

3. Target Population: The target population of the study is all customers of the Purbachal Lotus Valley.

4. Sample Size: ▶ 10 officers.

- ▶ 35 customers.

5. Data Collection Method:

- ▶ Face to face conversation.
- ▶ Interview over phone.

1.5 Rationale of the study

Internship program is essential for every student, especially for the student of Real Estate, which helps them to know the real life situation. For this reason a student takes the internship program at the last stage of the degree, to launch a career with many practical experiences.

The internship program is very helpful to bridge the gap between the theoretical knowledge & real life experience as part of Bachelor of Real Estate (BRE) program.

This internship report has been designed to have a practical experience though the theoretical understanding.

1.6 Limitations

The present study was not out of limitations. But it was a great opportunity for me to know activities of real estate business by practically. Some constraints are appended bellow:

- Every organization has their own secrecy that is not relevant to others. While collection data i.e. interviewing the officers, they did not discuss much information for the sake of the confidentiality of the organization.
- The customers were too busy to provide me much time for interview.
- Another limitation was that the data gathered could not be verified for accuracy.
- Maximum time Corporate Manager were busy.

Chapter Two

Profile of the Organization



2.1 Introduction of Lotus Design & Development

Lotus Design & Development is a land development real estate sector. It was started its journey in 2010. Purbachal Lotus Valley is a project name. This project based on RAJUK Purbachal new city.

Lotus Design & Development Ltd. is envisioned to be a chain of integrated townships across Bangladesh.

Every Bangladeshi in character, yet embracing modern standards, Lotus Design & Development Ltd. Township would address your need for a value added life. The residential units are designed to be complimented by complete support functions for security, health, education, transport, communication and entertainment through Hospital, School, Mall & Multiplex and a host of other amenities.

Purbachal Lotus Valley townships are being developed on approximately 1981.05 Bigha of lands. An ideal model of modern urban development, Lotus Design & Development Ltd. township is planned to be a destination providing comprehensive peace, comfort and security. Purbachal Lotus Valley is under by DAP (Detailed Area Plan). It's Situated near by Jinda Park and besides the RAJUK Purbachal City 30,22 Number sector.

Lotus Design & development is our environmentally responsible response to the rapid spate of urbanization in Bangladesh. Pressures of urbanization in this country are compounded by the unfavorable land man ration. Lotus Design & Development has embarked upon a mission to make the maximum use of minimum land being sensitive to both environmental concerns and social continuity. Planned development by Lotus Design & Development of the sites around the city has added value to those areas, released pressure on inner cities and persecuted the city dwellers with breathing space.

Purbachal Lotus Valley aim is to provide its clients with competitive price, location, & hand over project on time.

Purbachal Lotus Valley is the symbol of customer confidence.

2.2 Mission Statement

PLV mission is to reduce the pressure of population in Dhaka city by creating opportunity of residential accommodation of the city dwellers in the vicinity of the city. Maintain the balance of environment by proper Urbanization. Create environment friendly and sustainable atmosphere. Reduce the existing acute problem of housing. Expand civic facilities by urbanization to the near by and surrounding areas gradually. Develop of new township and to expand economic facilities.

2.3 Targets

Our target is to enhance our property development line and continues to use it as a platform on which constantly extends its broad spectrum of activities both in Bangladesh and abroad and is able to compete and survive in any operating environment.

Our management philosophy focuses on the following goals:

- To cater the boom in Real Estate Development in Bangladesh.
- Our mission is to provide fit, safe and affordable housing for low and moderate income people.
- With the focus on matching the right people to the right property
- Have come together with a range of skills and backgrounds with the common commitment to deliver new levels of service and honesty.
- Strengthen our profile as a company of high quality and reliability in all areas.
- Increase our productivity and serve better our clients through continuous improvement and development of our staff.
- Constantly re-assess the market to eliminate risks and exploit opportunities, passing on the benefits to our clients and shareholders.

2.4 Objectives of the Company

- ▶ To reach the goals of organization in individual aspects & the company as a whole.
- ▶ Efficiency of the work force by employing their skills & abilities.
- ▶ Providing employees with proper standards of job satisfaction.
- ▶ Providing the organization with well trained & well motivated employees.
- ▶ Communicate the policies to all employees of Human Resource Management issue.
- ▶ The objective is to have a clear knowledge of planning, organization, leading & Controlling aspects of Lotus Design & Development..

2.5 Business Philosophy

- Profit Maximization
- Cost Minimization
- Company's Wealth Maximization
- Create customer value & satisfaction

2.6 The Organizational Structure

The organ gram below depicts the organizational structure of Lotus Design & Development Ltd.

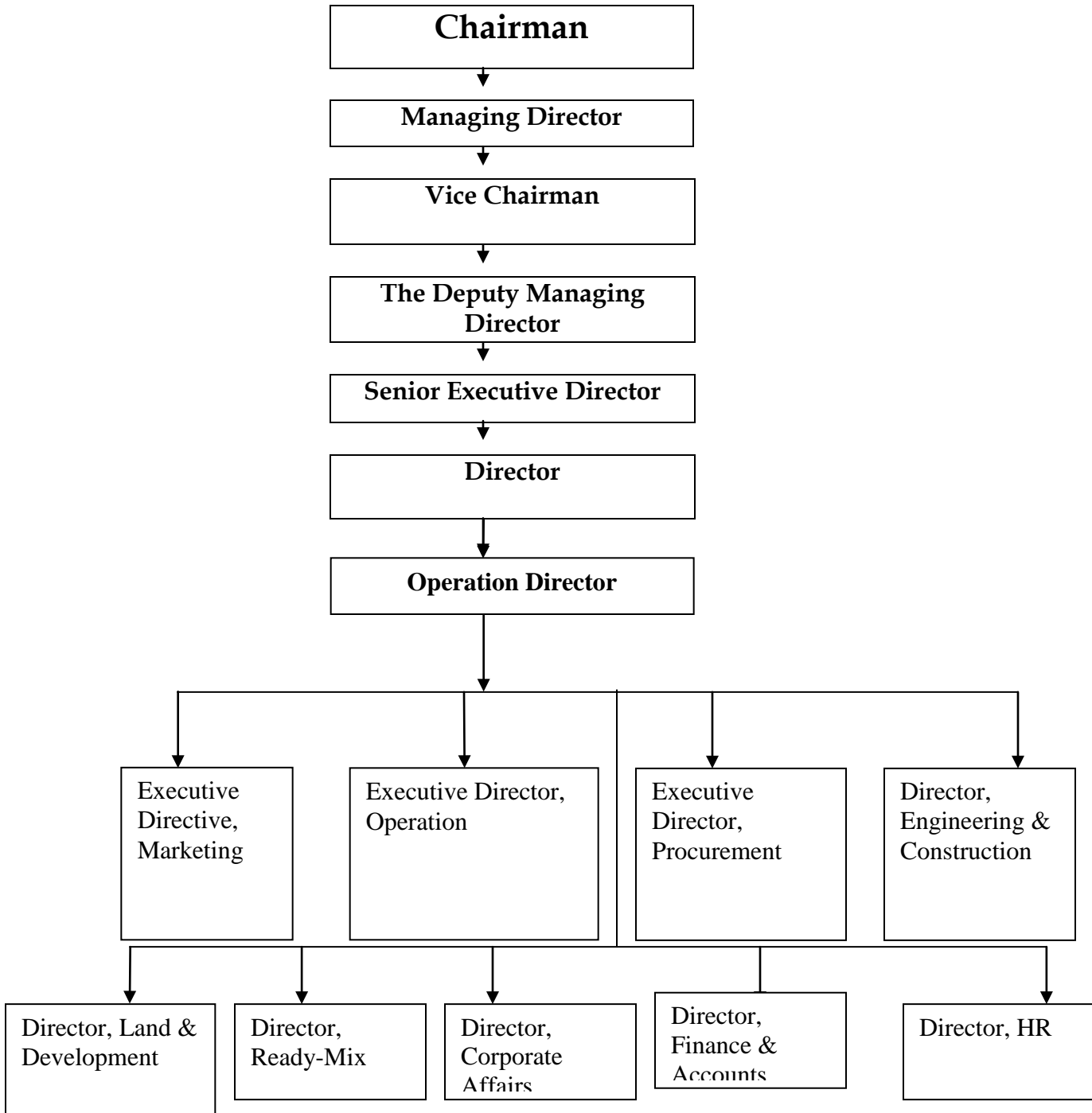


Figure: Organ gram of Lotus Design & Development Ltd

2.7 Departments of the company:

In Lotus Design & Development, Corporate Branch contains 7 major departments. The name of those departments & activities are given below:

- Reception Desk
- Marketing & Sales Department
- Administration & Business Department
- Documentation & Recovery
- Finance & Accounts Department
- Procurement Department
- Human Resources Management (HRM)

◇ Reception Desk:

The main task at the reception desk is maintaining the inward & outward register, office management, & telephone receiving. They also maintain a daily recall file which is known as the Central Recall System.

◇ Marketing & Sales Department:

Lotus Design & Development has a Strong marketing department. A strong sales team & aggressive marketing campaign has brought tremendous sales growth along with a handsome market share.

Lotus Design & Development Ltd becomes a market leader in the real estate industry.

Administration & Business Department:

The administration department of Lotus Design & Development always looks after the whole organization. They always run the organization smoothly. If any employee does any fault then the department takes action against the employee. The company reward is given to the employee who has done well.

◇ Finance & Accounts Department:

- ▶ Final checking of Bank reconciliation.
- ▶ Checking of Bank Debtor order voucher.
- ▶ Checking the company financial accounts.
- ▶ Give clearance for surrender.
- ▶ Give clearance for registration.

◇ Procurement Department:

- Buying Land.
- Registration of the sold land.
- Check the Deed of Agreement

◇ Documentation:

- ▶ If any customer fails to pay the due in schedule time then this department arranges time extension letter & gives the time extension approval.
- ▶ For business the client is not able to take deed in this case the officers of this department communicate with the client to take the deed by this time officers make a rough copy of the deed.
- ▶ If any change his/her payment schedule or change the plot then this department arranges all procedure.
- ▶ This department also make note sheet for registration when a client pay all the dues with registration fees.

2.8 Features of Purbachal Lotus Valley Projects

- The project of Purbachal Lotus Valley under the DAP (Detailed Area Plan)
- The locations of Purbachal Lotus Valley is out of flood free zone.
- The project have 25, 40, 60,100 feet road.RAJUK Purbachal New City 300 feet road. Asian Highway 180 feet road & from Uttora to Syllet Highway 120 feet DAP proposed road.
- Purbachal Lotus Valley divided their project by 4 blocks. A, B, C & D
- The project has natural greeneries.
- The Park & playground in every block separately.
- School, College, & University are included in the project.
- Purbachal Lotus Valley reserves 35% land for ecological balance.
- The location have eco-friendly environment.
- Police outpost, traffic system & fire service are available inside the location.
- Electricity, gas & water connection are available in site as committed.
- Telephone & internet service are connected in the project.
- Land is delivered according to the promised offered.
- Purbachal Lotus Valley achieves their REHAB membership.
- Purbachal Lotus Valley also BLDA member.

2.9 Purbachal Lotus Valley Location Map:



Fig: Purbachal Lotus Valley Location Map

Source: Official website of Lotus Design & Development Ltd.

2.10 Purbachal Lotus Valley All Documents:



Fig: Project Picture

Source: Official website of Lotus Design & Development Ltd.

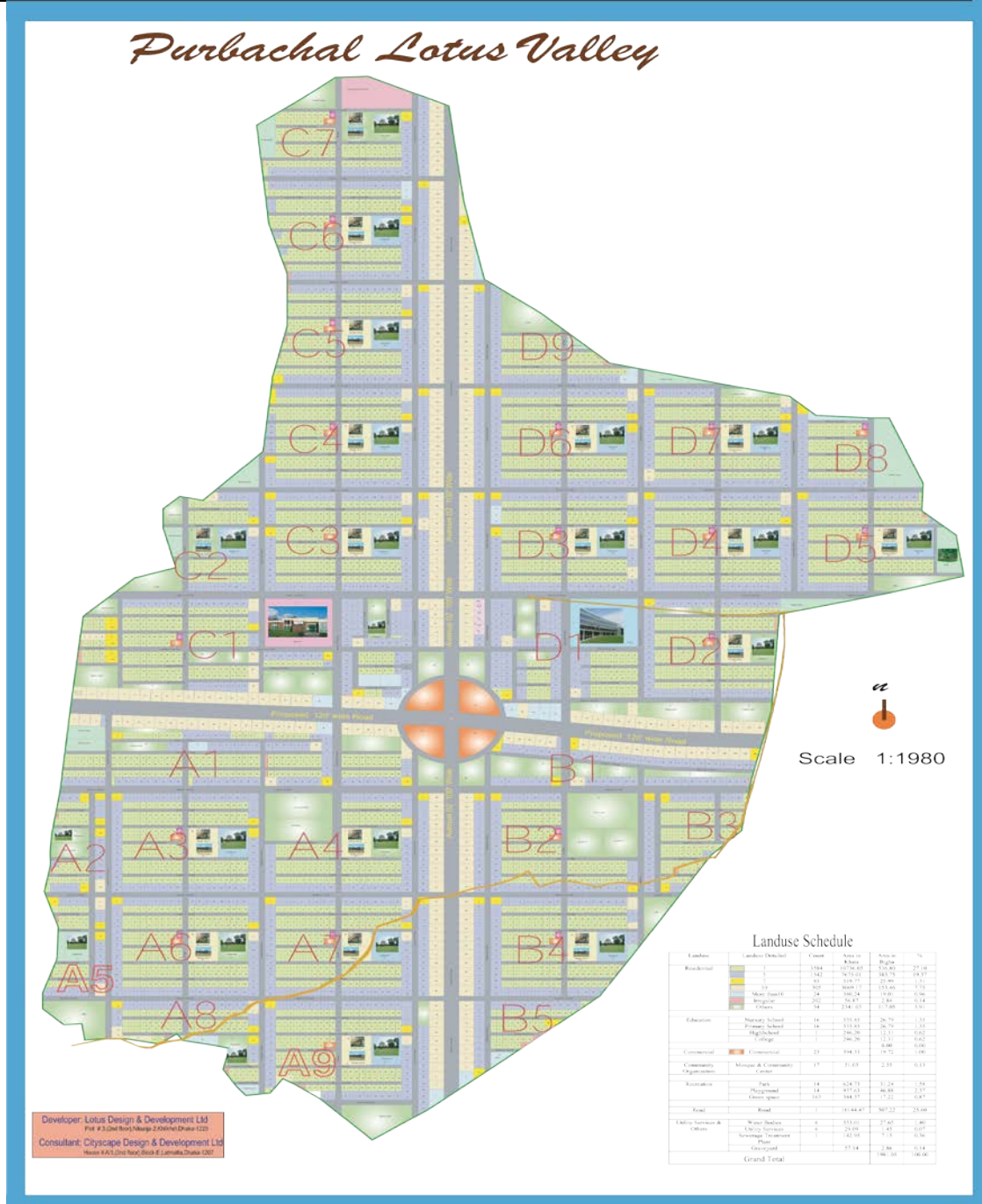


Fig: Project Layout



Fig: REHAB Membership Certificate



BANGLADESH LAND DEVELOPERS ASSOCIATION Reg No.: C6581063/06

Ref: BLDA/Member-0069 (03)

03 February, 2011

The Managing Director
Lotus Design & Development Ltd.
Transparent Kohinoor
Kabi Faruk Sharoni
Plot # 3 (2nd Floor)
Nikunja-2, Khilkhat
Dhaka-1229

Sub: Membership of BLDA

Dear Sir,

Greetings from Bangladesh Land Developers Association (BLDA)

This is to inform you that the Executive Committee of BLDA has been pleased to consider your application for membership of the Association. On behalf of the Executive Committee, I congratulate you on being enrolled as a distinguished Member of BLDA. Your membership id is 0069.

The management of BLDA strongly believes that your active participation and valuable contribution will help BLDA achieve its objectives.

Once again I welcome you as a valued Member of BLDA family.

Best Regards,



Mustafa Kamal Mohiuddin
Secretary General

Fig: Membership of BLDA Copy

Issue No. 12188-94



Certificate of Incorporation

No.G-87151/10.....

I hereby certify that**LOTUS DESIGN**.....
.....**& DEVELOPMENT LTD**.....

is this day incorporated under the Companies Act (Act XVIII) of 1994 and that the Company is Limited.

Given under my hand at.....**Dhaka**.....
this.....**Twenty-Sixth**.....day of.....**September**.....
two thousand.....**Ten**.....



.....
Deputy Registrar of Joint Stock Companies & Firms,
Bangladesh.

J.S.C.-34
B.G.P.-6583 Com(E)/2008-09—60,000 Copies, 2009.

Fig: Certificate of Incorporation Copy

2.11 Price List in per katha:

	Type of Plot	Block-A 48 Installments	Block-B 48 Installments	Block-C 60 Installments	Block-D 72 Installments
01	North, West & East Facing	8,50,000/=	8,00,000/=	7,75,000/=	7,50,000/=
02	South-facing	8,80,000/=	8,30,000/=	8,05,000/=	7,80,000/=
03	General Corner	9,00,000/=	8,50,000/=	8,25,000/=	8,00,000/=
04	South Corner	9,25,000/=	8,75,000/=	8,50,000/=	8,25,000/=
05	60 Feet Road North, West & East	9,50,000/=	9,00,000/=	8,75,000/=	8,50,000/=
06	60 Feet Road South Corner	9,80,000/=	9,30,000/=	9,05,000/=	8,80,000/=
07	Lake Facing	10,00,000/=	9,50,000/=	9,25,000/=	9,00,000/=
08	Commercial Plot	15,00,000/=	14,50,000/=	14,25,000/=	14,00,000/=

Special Note: After 30% payment there will be Deed of Agreement

- **Plot Sizes** : 3, 5, 7, 10 Katha.
- **Booking money (Any Plot Size)** : Tk. 50,000/= (Fifty Thousand) Only.
- **Down Payment** : 25%. (Instant Deed of Agreement within 2 days)
- **Total Amount from Installment** : It will vary on plot location & size.
- **Development Cost** : As per actual to be paid before Handover.
- **Utility Connection Cost** : As per actual to be paid before Handover.
- **Registration Cost & Vat** : At actual to be paid at the time of registration.
- **Company reserves the right to take any decision to change the price list without prior notice**

Fig: Price List of Purbachal Lotus Valley

Chapter Three

INTERNSHIP POSITION & DUTIES



3.1 Internship Period:

In the internship period it is very important for any one where practical experience gathered. I did my internship program at Lotus Design & Development Ltd, Corporate Branch from 25th July, 2012 to 23rd October, 2012 the period of three month internship program I have learned many things about customer satisfaction & Marketing. Working in Lotus Design & Development Ltd I feel as a part of their & every employee on their helped me so much to understand the works easily.

3.2 Job Description:

As an intern I engaged myself in different types of works which are given bellow:

- ▶ **Potential client search:** My main duty is client search, so at first I'm searching the clients who are interested to buying the land.
- ▶ **Making calls to customers & introducing them about our products:** After searching the client, I'm calling my customers & introducing them about our project & also invite to come our office.
- ▶ **Ensure the visit of project's location:** I convince the customer to visit the project location.
- ▶ **Discuss with clients about the advantages & disadvantages of buying the land:** Then I discuss with my customers about the advantages & disadvantages of the land. I discuss the main features of Purbachal Lotus Valley Project.
- ▶ **Try to convince them to purchase the land:** I'm trying to convince the customer to purchase the land.
- ▶ **Payment collection system:** Every customer payment system is not same. Some customer directly comes to company for payment & some customer pay their payment by cheque.
- ▶ **Making calls to customers for giving the due amount:** Every customer is not pay full amount of money. Most of the customer use installment. So I'm calling the Customer for giving the due amount.

- ▶ **Communicate with customer until the land have transferred:** I'm communicating with customers until the land has transferred because of customer satisfaction.

3.3 Daily Routine:

My department of internship program is under marketing & sales department. So I was fully involved in marketing & sales department. Everyday I have to go office at 9.30 a.m. like all other employees & stay up to 6.00 p.m. Some days my work area is in office & some days work was out of office, in the field.

3.4 Learning Points:

During the internship period in LDDL, I have learnt lots of things. These are listed bellow:

- ▶ **Communicate with the clients:** Communicate with the clients over phone & give feedback them.
- ▶ **Deal with customer:** Here I have learnt how to deal with customer.
- ▶ **Communicate with general people:** To complete internship in LDDL, I'm learnt how to communicate with general people.
- ▶ **Convincing the clients:** Here I have learnt how to convincing the clients to buy a plot.
- ▶ **High range of promotional activities required to make a good consumer Relation:** Here I have learnt how to make a good relation with customer.

Chapter Four

FINDINGS & ANALYSIS



4.1 Findings from questionnaire survey:

Gender:

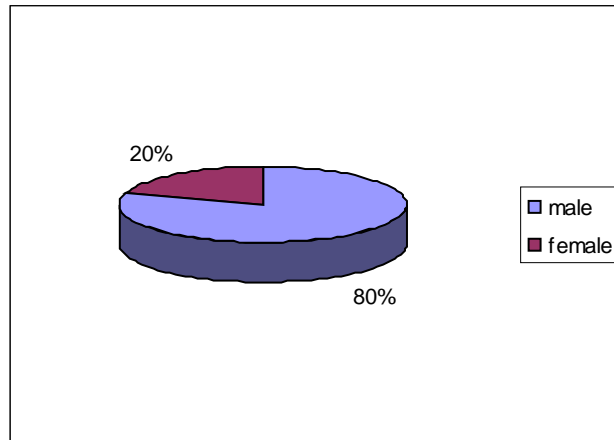


Figure: Gender

Source: Field work

In this statement 80% people is male person & only 20% is female.

Age:

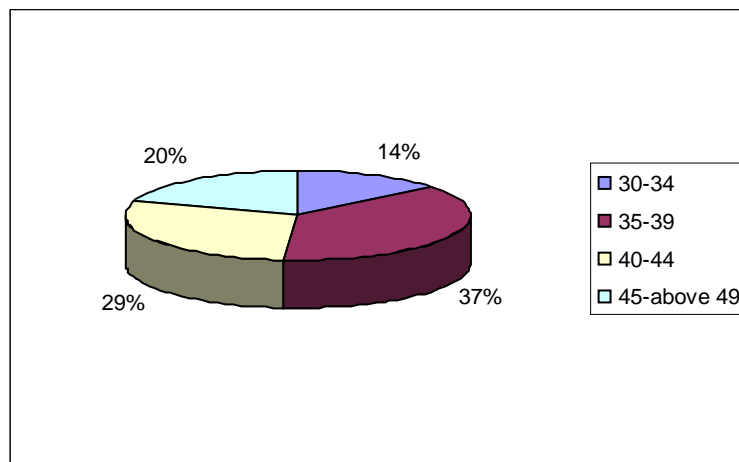


Figure: Age

Source: Field work

From the above pie chart we can see that 50% customers age is 35 to 39 because in this time people is looking a nice location to live with his family. In this statement 10% customer age is 30 to 34.

Marital status:

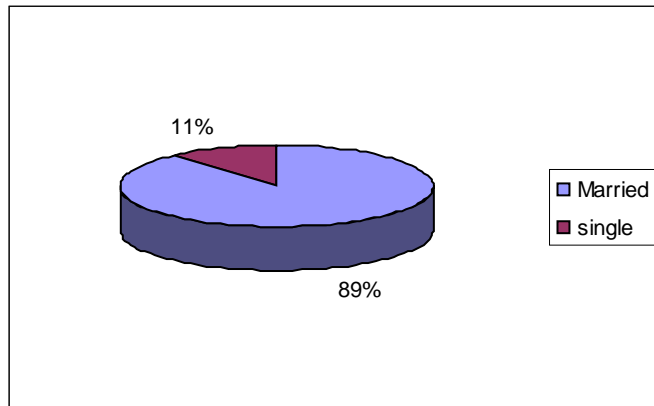


Figure: Marital status

Source: Field work

From the above pie chart we can see that 89% peoples are married. Only 11% peoples are single.

Profession:

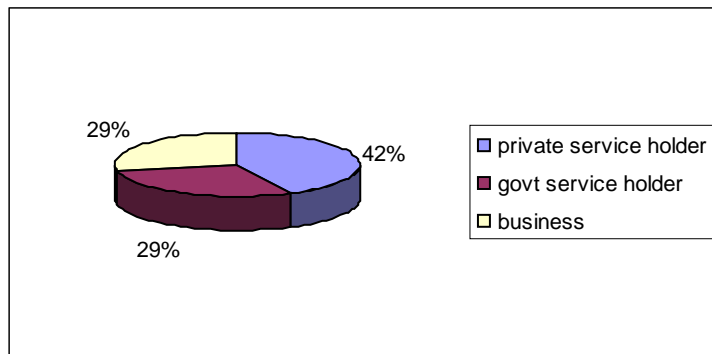


Figure: Profession

Source: Field work

In this statement 42% peoples are private service holder & 29% peoples are Govt. service holder & 29% peoples are business man.

Education level:

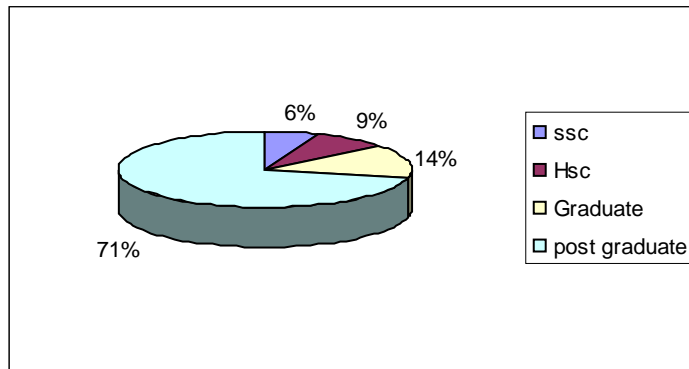


Figure: Education level

Source: Field work

Here we see that 71% peoples are complete post graduate.6% peoples are complete S.S.C level, 9% people complete H.S.C & 20% people complete graduate level.

Monthly Expense:

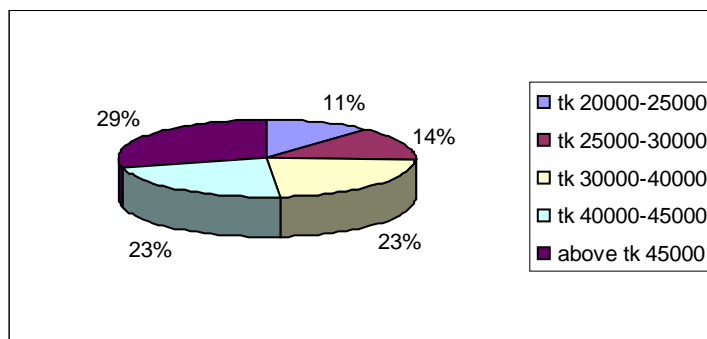


Figure: Monthly expense

Source: Field work

Here we see that 11% people's income 20000-250000 tk, 14% people's income 25000-30000 tk, 23% people's income 30000-40000 tk, 23% peoples income 40000-45000 tk & 29% people's income above 45000 tk.

Price per katha:

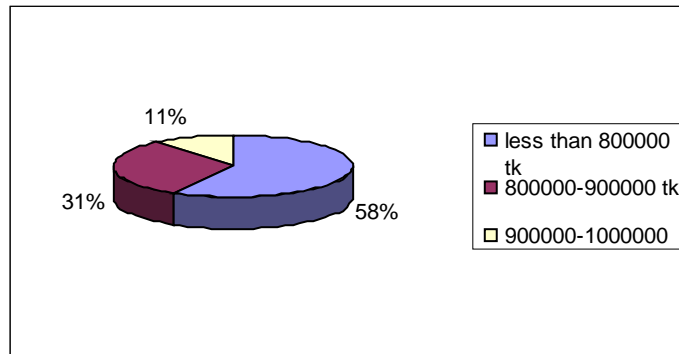


Figure: Price per katha

Source: Field work

In this statement 58% people want that price per katha is tk less than 800000. Because they have limited amount to purchase the land. On the other hand 31% people want the price per katha is tk 800000-900000. And 11% people want the price per katha is tk 900000-1000000.

Number of Installments:

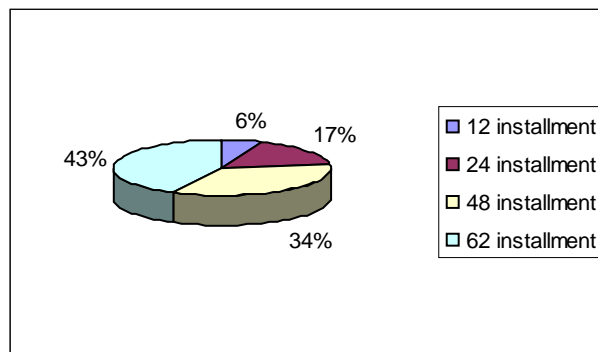


Figure Number of installments

Source: Field work

In this statement 43% people are want 62 installments because they want more time to pay the total amount. Only 17% people want 24 installments because they think it is enough time to pay the total amount of money.

Hand over time:

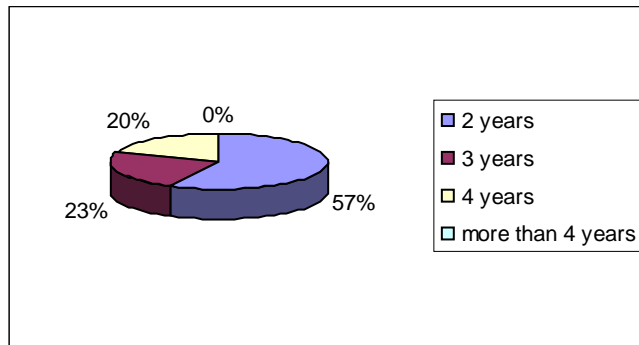


Figure: Hand over time

Source: Field work

In this statements 57% people want 2 years later hand over time after full payment because they want their plot quickly. 23% people want 3 years later hand over time. On the other side 20% people want 4 years hand over time.

The location of PLV is flood free zone.

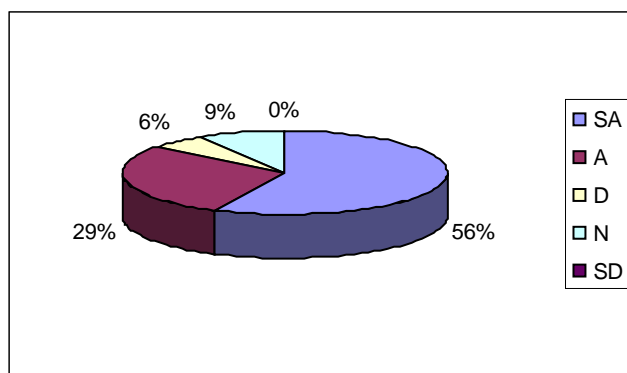


Figure: The location of PLV is flood free zone.

Source: Field work

This statement given that 56% people is strongly agreed for flood free zone. We know flood is a big problem in our country.29% people is agreed for flood free zone.6% people disagree for flood free zone & 9% people are neutral.

The project land position is high:

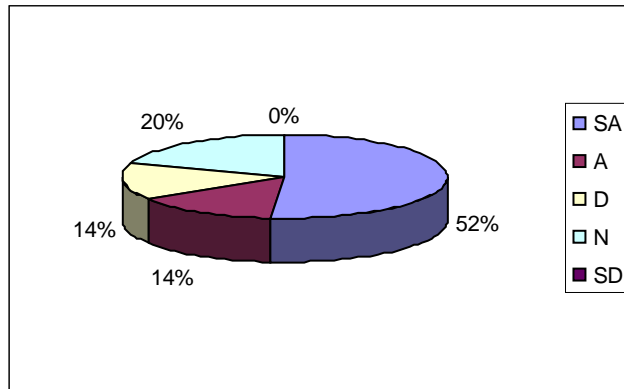


Figure: The project land position is high

Source: Field work

In this statement 52% people are strongly agree that the project land position is high.. Here 14% people are disagreeing for project land position is high & 20% people are neutral.

Better Road Facility:

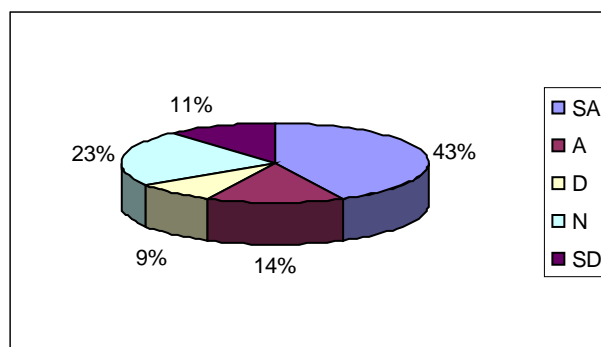


Figure: Better road facility

Source: Field work

Here 43% people are strongly agreed that project road facilities are better. Here 11% people are strongly disagreeing because they think there is no better road facility. 23% people are neutral about this statement.

Proper Registration:

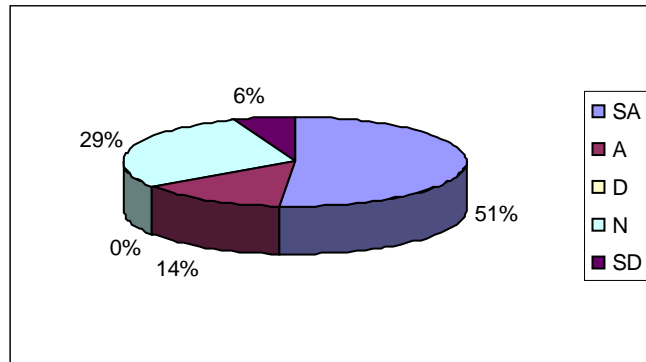


Figure: Proper registration

Source: Field work

Here 51% people are strongly agreed about properly registration on 50 % down payment.14% people are also agreeing with this statement,6% people are strongly disagreed this statement & 29% people are neutral about this statement.

PLV Group reserves 35% land for ecological balance.

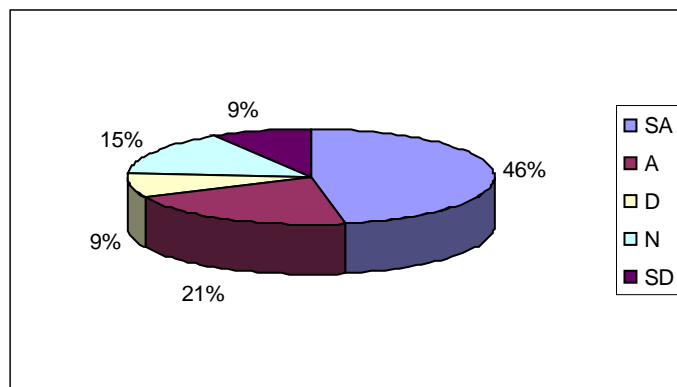


Figure: PLV Group reserves 35% land for ecological balance.

Source: Field work

In this statement 46% people are strongly agree because day by day Dhaka city change her face in Dhaka city there is no free space for ecological balance. In PLV project here they will breathe clean air, spend more time with their family. So they want ecological balance for live. Here 21% people are also agreeing with this statement, 9% people are disagreed & 15% people are neutral because they have no comment.

Payment Schedule:

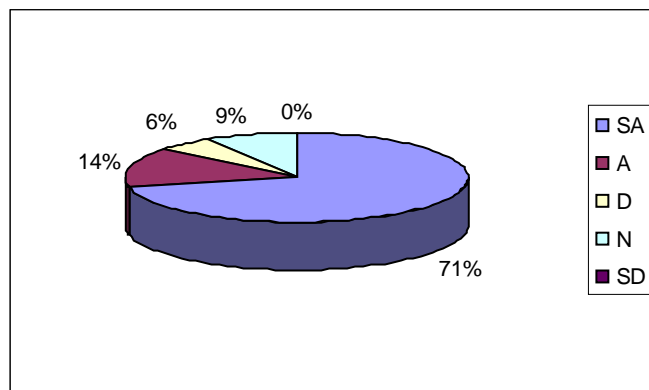


Figure: Payment Schedule

Source: Office & field work

Here, 71% people are strongly agreed about payment schedule is easy. Because customers are pay the installment by online. 14% people are agreed, 6% people are disagreed about payment schedule is easy & 9% people are neutral.

Legal Documents:

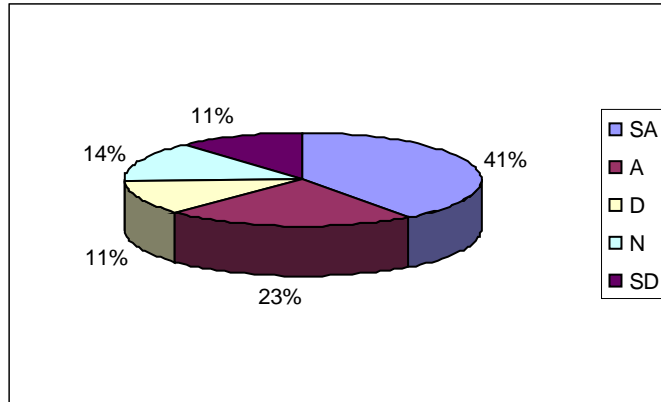


Figure: Legal document

Source: Office & field work

Here, 41% people are strongly agreed about PLV provides legal documents on their clients. 23% people are agreed, 11% peoples are disagreed, 11% people are strongly disagreed about PLV provides legal documents on their clients & 14% people are neutral.

Satellite Zone:

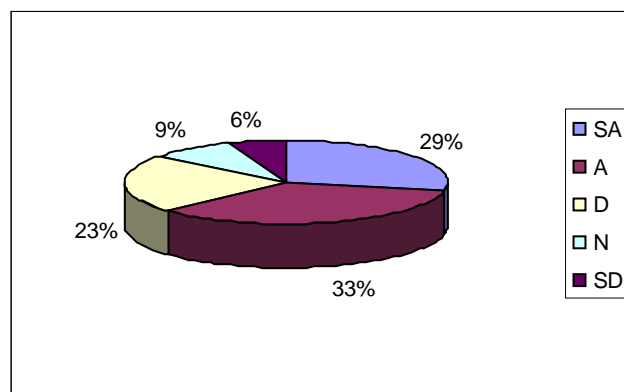


Figure: Satellite Zone

Source: Field work

Here 29% people are strongly agreed for project are developing on Satellite Zone.33% people are agreed in this statement.23% are disagreed in this statement, 6% people are strongly disagreed in this statement & 9% people are neutral in this statement. They have no comments.

Transport Facility for Project Visit:

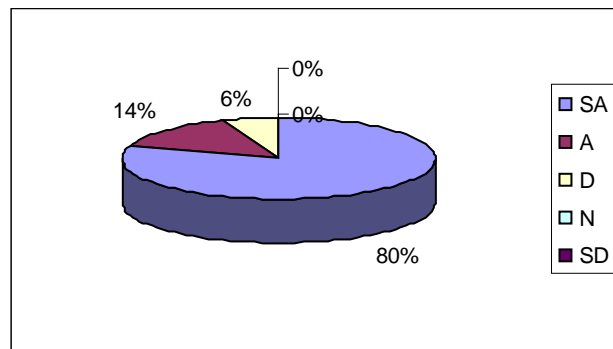


Figure: Transport facility for project visit

Source: Field work

Here, PLV provides transport facility for project visit in this statement 80% people are strongly agreed. Because PLV have own transport facility. 14% people are agreed & 6% people are disagreed. Because they were face some problem for project visit.

Designed by professional city Planners, architects & environmentalists.

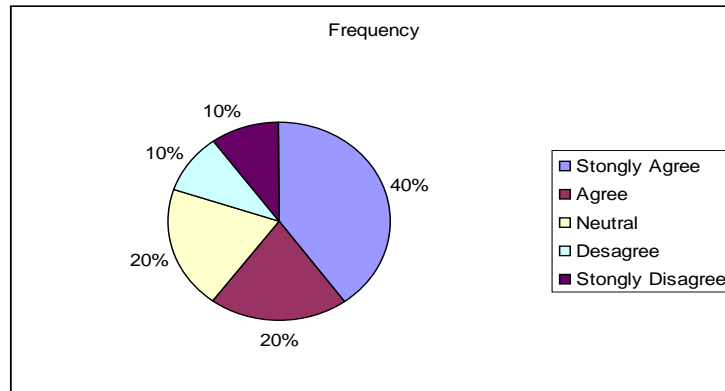


Figure: The location of your plot is designed by professional city planners, architects & environmentalists.

Source: Field work

Here 40% people are strongly agreed because design plays a vital role of any location. Every one want that my project is design by famous architects, planners & environmentalists. In this statement 20% people are agree with this statement. 10% people are strongly disagreeing because they are not interested with this statement.

PLV project have strong administration & security facilities.

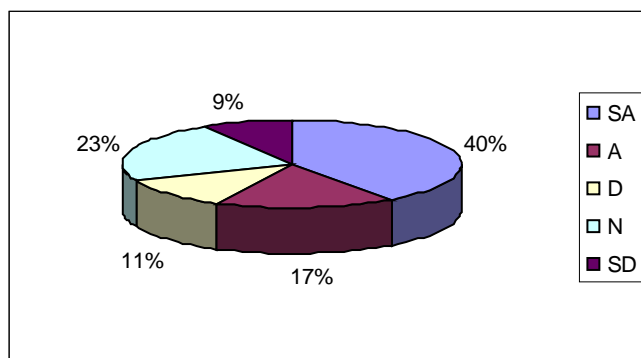


Figure: Your projects strong administration & security facilities.

Source: Field work

In this statement 40% people are strongly agree because everyone wants strong security facilities for save life. Safely will be ensured though our 24hrs closed circuit surveillence system. Purbachal Lotus Valley Location has strong security & administration system. Here 17% people are agreeing with this statement. 9% people are strongly disagreeing & 23% people are neutral.

Electricity, gas & water connection are available on site as committed.

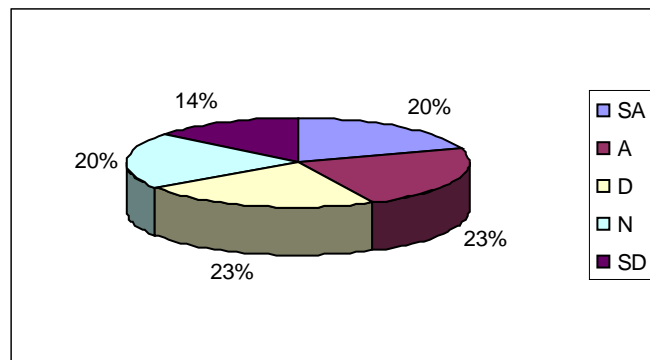


Figure: Electricity, gas & water connection

Source: Field work

In this statement 20% people are strongly agree because those people live in Dhaka city gas, water & electricity are a part of his/her life. If gas, water, & electricity are not available in the location then there is a big problem. 23% people are agreeing with this statement because PLV provides gas, water, &

electricity on location. 14% customers are strongly disagreed, 23% customers are disagreed in this statement & 20% peoples are neutral because they have no comments.

Telephone & internet service are connected in the project.

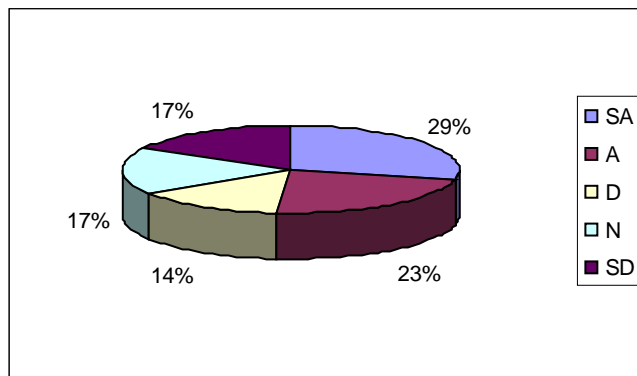


Figure: Telephone & internet service are connected in the project.

Source: Field work

Here 29% people are strongly agreed because without communication facilities man can not live. Now a day we are live in digital Bangladesh so communication facilities are so important. 23% people are agreeing with this statement. 14% people are disagreeing, 17% people are strongly disagreed because they think the telephone & internet service are not available on the location. 17% people are neutral.

PLV always tries to provide better services to its customers.

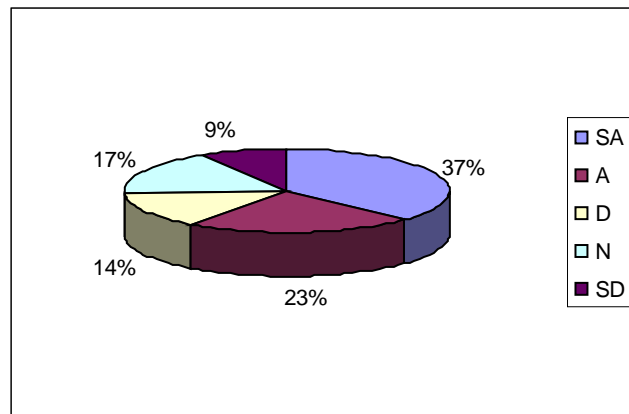


Figure: PLV always tries to provide better services to its customers.

Source: Field work

Here 37% people are strongly agreed because they know the reputation of Purbachal Lotus Valley. PLV always tries to provide customers wants, needs & demands. In this statement 23% people are also agree with this statement. Here 9% people are strongly disagreeing, 14% people are disagreed this statement. Because they face some problem & 10% people are neutral. They have no comments.

Overall Measurement about PLV:

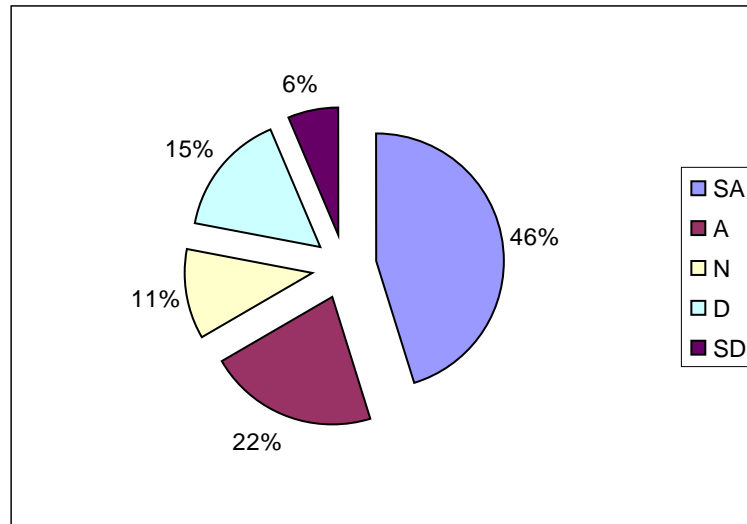


Figure: Overall Measurement about PLV

Source: Field work

Here, I can find out from total measurement of 35 customers that more than 65% customers are satisfied toward the Purbachal Lotus Valleys product, terms, conditions & facilities. About 20% customers are dissatisfied about Purbachal Lotus Valley activities. Here, I can also find out that 11% customers are neutral.

So from that measurement we can say that customers are in favors of Purbachal Lotus Valley & we can also say that Purbachal Lotus Valley is on the right way.

4.1 SWOT Analysis of the company:

The term SWOT is the abbreviated form of Strength, Weakness, Opportunity, & Threat. In SWOT analysis Strength & Weakness are determined by internal factors, while Opportunity & Threat are determined by the external factors.

W (weaknesses):

- Could not maintain the rules & regulation according to appropriate law.
- Installation facilities are not in customers favor.
- Decision can take only the top management.
- Improper government policy.
- Low area market coverage.

O (opportunities):

- New real estate business is opening day by day.
- Improve the service quality than the others.
- Improve high customer satisfaction.
- Take the opportunity to get a huge amount of money

4.1 Customers' Satisfaction toward Purbachal Lotus

Valley:

- Purbachol lotus Valley's project position is high land. Without pilling cost anyone can build their home. Project lands soil quality are so strong for housing.
- Purbachol Lotus Valley's project is flood free zone.
- PLV have better road facility. 300 feet RAJUK Purbachal Govt Town road,180 feet Asian high way road & 120 feet road Proposed by DAP. This road inside the PLV project. Project area under by DAP (Detailed Area Plan).
- Purbachol Lotus Valley is developing on their project by Satellite Zone.
- Purbachal Lotus Valley's management provides the legal documents on clients.
- Easy payment schedule, customers pay the installment by online.
- On 50% down payment any client gets full registration from Purbachal Lotus Valley. Client gives the name plate on their own plot.
- Purbachal Lotus Valley planning to develop their project by urbanization. Their project zoning system convinces the customers.
- Environmentally project area is so natural.
- PLV reserves 35% land for ecological balance. Ecological balance is maintaining the environment.
- PLV provides transport facility for project visit. Customers are satisfied for their transport services.
- PLV always tries to provide better services for their customers. They always try to cooperate with customers.

4.5 Problems Identified Customers' Satisfaction:

During my internship period I attend many customers over the place & phone & try to give them support. In the mean time the customer talk about their problems regarding their payment, handover, confidentiality & many more. These are as follows:

- Plot handover is a big problem of customers. Purbachal Lotus Valley want to handover plot after four years. Many customers think that is long period for handover.
- Project structural development is another problem for customers.
- 50% down payment at a time is tough for customers.
- Maximum customers are expecting the responsible price in per katha in a plot.
- The Government officers want their payment information to be kept confidential. If this information is disclosed, they face many legal problem.
- In the final deed the problem arises when the client wants to register the land to one of his kith & kin.
- Most of the customer wants to know the sure date on which the land will be handed over to them. They feel unsecured about the possession until they get it.
- Electricity, gas & water connection have some problems for satisfaction.
- PLV administration & security systems have some problem.

Chapter Five

RECOMMENDATIONS & CONCLUSION



5.1 Recommendations:

As per earnest observation some suggestion for the improvement of the situation are given below:

- Plot Handover is the main satisfaction for customers. So Management should take a decision for short time plot handover.
- Project development is mention for customers' satisfaction. Purbachal Lotus Valley's management should take a decision for immediately start project development.
- To attract more customer PLV has to create a new marketing strategy which will be able to increase their business as it could improve revenue.
- The officers of Purbachal Lotus Valley that long term training is required for company officers for the betterment of the service. Computer training is must today to improve the individual as well as company performance. Because customers are pay their installment by online.
- Maximum customers are expecting the responsible price, so carefully the price should be established in per plot. All modern facilities are equal distribution in all class of people.
- To provide financial assistance like Desa, Tista, Wasa, T&T to be strengthened & for getting connection of utilities promptly the procedural bottleneck should be removed.
- Improve their security system.
- Show the legal documents all customers.
- Improve their rules & regulation for customers satisfaction.
- Customer database should be more organized.
- Have to more aware about customers right.
- Always tries to provide better services for customers.

Conclusion:

In our country there is a not adequate land for people's livings. Peoples are very interested to get a peace of land that meets their housing problems. Purbachal Lotus Valley is one of the renowned housing companies in Bangladesh. The company provides complete housing solution to the people. PLV also contributes in our national economy. Main goal of PLV is to provide better services to the customers. PLV has been faced internal problem which is faced by almost every real estate company. At first, it is very difficult to find out a vast area of blank space in Dhaka city. Beside this Government & non government organizations always creates political forces. Local terrors often harassed company for donation. It is very tough to occupy after buying the land. It is found in most cases that there is more partner or same land & have to face complexion of laws with them.

At last, Purbachal Lotus Valley doing its business successfully in our country. It provides its services as per its commitment & improves the business continuously

Reference

Books

- Kotler P. Keller K. Lane, Marketing Management, 12th Edition, Ptentice Hall, India, 2006, Page no :(138, 534-603, 632-695.)
- Kotler P. Principles of Marketing, 10th Edition, Pearson education pte. Ltd. Indian, 2004. Page no:(69, 274, 275 & 565.)
- Chopra S. Supply Chain Management, 2nd Edition. Pearson education, India, 2003. Page no :(8, 49, 50, 53, & 71.)

Internet

[http:// www.amgbd.com](http://www.amgbd.com) at 11.00am to 12.30pm on 10.03.2010

[http:// www.realestate.com](http://www.realestate.com) at 3.30pm to 6.45pm on 17.04.2010

[http:// www.worldrealestste.com](http://www.worldrealestste.com) at 2.00pm to 4.00pm on 09.05.2010

Documents

- Annual report of Lotus Design & Development Ltd (2011)
- Prospects of Lotus Design & Development Ltd (2011-2012)
- Different manuals of Lotus Design & Development Ltd
- Different circulars of Lotus Design Development Ltd

Demographic Information:

1) Gender

- Male Female

2) Age

- 30 to 34 35 to 39 40 to 44 45 to above 49

3) Marital status

- Married single

4) Professions

- Private service holder Govt. Service holder Business

5) Education level

- S.S.C H.S.C Graduate Post graduate

6) Monthly expenses

- Tk. 20000 to Tk 25000 Tk 25000 to Tk 30000

- Tk 30000 to Tk 40000 Tk 40000 to Tk 45000

- above Tk 45000

7) Price per katha

- Less than Tk 800,000 Tk 800,000 to Tk 900,000 Tk 900,000 to Tk 10, 00,000

8) Number of Installments

- 12 installment 24 installment 48 installment 62 installment

9) Hand over time after full payment

- 2 years 3 years 4 years more than 4 years.

Questionnaires:

Content	SA	A	N	D	SD
10. The location of PLV is flood free zone.	5	4	3	2	1
11. The project land position is high.	5	4	3	2	1
12. The project road facility is better.	5	4	3	2	1
13. Registration is properly done after 50 % down payment.	5	4	3	2	1
14. PLV reserves 35% land for ecological balance.	5	4	3	2	1
15.. Payment schedule is easy.	5	4	3	2	1
16. PLV provides the legal documents on their clients.	5	4	3	2	1
17. PLV is developing on their project by Satellite Zone	5	4	3	2	1
18. PLV provides transport facility for Clients visit.	5	4	3	2	1
19. The location of your plot is designed by professional city planners, architects & environmentalists.	5	4	3	2	1
20. Your project holds strong administration & security facilities.	5	4	3	2	1
21. Electricity, gas & water connection are available on site as committed.	5	4	3	2	1
22. Telephone & internet service are connected in the project.	5	4	3	2	1
23. PLV always tries to provide better service for its customer.	5	4	3	2	1

Thank you very much for your time and support

Questionnaires Result:

Content	SA	A	N	D	SD
10. The location of PLV is flood free zone.	20	10	3	2	0
11. The project land position is high.	8	5	5	7	0
12. The project road facility is better.	15	5	3	8	4
13. Registration is properly done after 50 % down payment.	18	5	0	10	2
14. PLV reserves 35% land for ecological balance.	16	7	3	5	3
15.. Payment schedule is easy.	25	5	2	3	0
16. PLV provides the legal documents on their clients.	14	8	4	5	4
17. PLV is developing on their project by Satellite Zone	10	12	8	3	2
18. PLV provides transport facility for Clients visit.	28	5	0	6	0
19. The location of your plot is designed by professional city planners, architects & environmentalists.	13	7	4	6	5
20. Your project holds strong administration & security facilities.	14	6	4	8	3
21. Electricity, gas & water connection are available on site as committed.	7	8	8	7	5
22. Telephone & internet service are connected in the project.	10	8	5	6	6
23. PLV always tries to provide better service for its customer.	13	8	8	6	3

Thank you very much for your time and support