

An Internship Report
On an Analysis
Real Estate project
Of
Pink City
“XENOVALLEY MODEL TOWN (BD) LTD”

Submitted To:

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Submitted By:

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Letter of Transmittal

Dr. M. Mizanur Rahman
Professor
Department of Real Estate
Daffodil International University
Dhaka-1207.

Subject: Application for submitting the Internship Report.

Dear Sir,

With due to inform you that I would like to submit my Internship Report entitled: **“Analysis Real Estate project Of Pink City XENOVALLEY MODEL TOWN (BD) LTD”**. I am grateful to you for giving me the opportunity to prepare this report. I strongly believe that this practical knowledge about Real Estate Business is very useful asset in my life. I have tried to put my best effort to prepare this report according to the rules and regulations of the Internship Report of Daffodil International University.

Sir, I am highly encouraged about the total procedures of your teaching and sincerity of your duty that would help me in my future life.

I hope that you would be kind enough to consider for any mistake in preparing this Internship report.

Thanking You.

Sincerely Yours,

Fahim Shahriar

.....
Fahim Shahriar Saurav
ID.103-27-197
8th Batch
Department of Real Estate
Daffodil International University

ACKNOWLEDGEMENT

Deep gratitude is expressed to Professor Dr.M.Mizanur Rahman of Daffodil International University for supervising me to prepare this report & also special thanks to him. I have received continuous supports from him during the internship period.

During the internship period I worked under direct supervision of Mizbah Uddin Mahfuz creative director of Pink City XENOVALLEY MODEL TOWN (BD) LTD. I gather initial knowledge many things about real estate business from him.

Thanks to Almighty Allah, for giving me enough strength to prepare & submit this report.



.....
Fahim Shahriar Saurav
ID.103-27-197
8th Batch
Bachelor of Real Estate
Daffodil International University

Certificate of Supervisor

This is to certify that Fahim Shahriar Saurav is a student of the Department of Real Estate (BRE) and the Faculty of Business & Economics (ID: 103-27-197 Batch No: 8th) at Daffodil International University has been completed successfully in the practical Internship program at Real Estate Project Of Pink City “XENOVALLEY MODEL TOWN (BD) LTD with excellent performance under my supervision. I believed that this is an original works and he fulfilled partial requirement of the degree of Bachelor of Real Estate.

I wish him every success in his career.

Sincerely,



.....
(Prof. Dr. M. Mizanur Rahman)
Department of Real Estate
Faculty of Business and Economics
Daffodil International University

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Chapter One
INTRODUCTION

1.1 Introduction

The pink city is a symbol of excellent modern architecture that bloom your dreams every day. Smell and fragrance of flowers everywhere which soothes your heart. Green lawn, open terrace and clean air is significant of horizon of freshness; an environment that erases your monotonous. Pinkcity located not far away from Uttara and also just before the airport, in east Baridhara. Now they are at the time of handing over to our valuable clients and they are going to launch some new type of homes: Cheroki, Caspian and Luciana homes. Let's come on watch your imagination with real shape.

DHAKA THE MOGUL CAPITAL OF BENGAL

Caught between tall concrete structure, apartments getting smaller and smaller this teeming millions of Dhaka are constantly wishing for open, green areas, homes near water bodies, homes that allow breeze and sunlight to come in. The pink city is a dream come true for dwell-ers on Dhaka. A place with a little touch of green, an eco-community living with caring and sharing neighbors, breathing clean, fresh air both indoors and outdoors all year long. Meticulously planned and perfectly designed, the sleekly modern exterior of The Pink City belies the luxury and richness of the interior, sitting serenely within a guarded community overlooking the green manicured landscape and enveloped by luxuriant foliage, The Pink City is an affluent community of peace and tranquility.

THE PINK CITY

They started their journey in 1998 with a mission to delight the urban dwellers of Dhaka and with a vision to pioneer contemporary green architecture. Their first project was phase 1 with a target of 300(+/-) properties for sale. The handed over process of phase – 1 began in January 2009 and expected to be completed soon. Most of their customers have already move in with expect for a few who chose to rent out their properties. They are proud to invite us to The Pink city for a visit experience firsthand the developments that has emerged so far.

Background:

Our beloved motherland has got its independence more than 36 years since now. There elapsed quite a lot of time to develop the nation. But can we be satisfied with the level of development so far been achieved by us? The answer is definitely 'no'. There are countries having been developed in a pace much faster than us although they were lagging behind of us even some twenty years ago. One of the reason for their development in such a faster way is their capabilities to equip science & technology and its appliances in all spheres of their national life. So the most significant reason of our unsatisfiable condition is that we could not adopt and equip

the appliances of science & technology in the spheres of our lives as per the demand of the time. Adopting the appliances of science & technology does not require higher education or qualification. It only requires proper and far-sighted planning and the execution of that planning with devotion. We have got a huge number of population, from this we can bring forth adequate number of manpower to be utilized in the highly growing-up fields of technology. These manpower can be treated as the 'bonus premium' of our human resource industry. But it should also be taken into consideration that these raw manpower resources should be undergone or trained into semi-skilled or skilled levels.

The enterprises of ICS first came into being in September 1993 incorporated as a private limited company named "Integrated Computer Services (Bangladesh) Ltd" in Bangladesh. It was started with the operations of computer systems like software development, hardware design, development and marketing. After achieving a significant level of success in its business, it expanded for launching a real estate company in 1996. The entrepreneurs behind this group are competent to withstand in fulfilling the demand of the current business necessities and thus welcomed to diversify their business fields in constructing Satellite Towns in the name of **XENOVALLEY MODEL TOWN (BD) LTD, XENOVALLEY HOLDINGS LTD.** and some other associate ventures like **DESIGN CARE, TRIOD COMPUTERS INC, ICS MULTIMEDIA** etc.

Corporate Management and Human Resources:

The Group clearly has a dynamic and inspired management. Each of the Group companies operates as an independent entity headed by the Chief Executive Officer or Managing Director while overall strategic objectives and the corporate management committee sets financial targets. To achieve targets, the group employs highly qualified and well-trained staffs. Each operating unit has its own human resources department, which is supported centrally by the Group's Human Resources Department (HRD) at the corporate head office. The HRD is responsible for providing policy guidelines and systems to facilitate the recruitment, development and maintenance of a high achieving work force.

Management Excellence- dynamic strategy with far-sighted planning:

The most significant achievement of this group is supposed to be the dynamism with far-sightedness in strategic planning. While developing housing projects in discrete building blocks, the management could foresee the immense necessity of providing harmonious accommodation of the essential amenities and services for its dwellers within the boundaries of the estate. The discrete and isolated approach of developing 'here and there' building blocks of this time will be an obvious to change into long-term integrated housing system. Xenovalley is the first and

leading real estate Company that introduced satellite model township concept in Bangladesh, and this has become possible only by virtue of its excellent management. Moreover the group employs people with excellent capability in managing cash flows and projects and handling of economic trend to predict the market demand.

Objectives of the Report

Analysis of Real Estate Project Management about “Eco-Home”

Find out the framework the management body of project.

1.1 Scope of the report

Real Estate is a glorious position in the world global business. Bangladesh has also established the real estate business. In Bangladesh there are so many real estate company found. This report selects the “**The Pink City XENOVALLEY**”. Here various projects are running in Dhaka city of Pink City XENOVALLEY. Some of their project is given below-

- Eco-Home
- Pink City XENOVALLEY
- Vizious Park
- Cheroki Deluxe Homes
- Caspian Deluxe Homes
- Cheroki Deluxe Dove
- Luciana Deluxe Homes

This report is creating by all about “**Eco-Home**” Project of pink city. The slogan of this project is “**An Expression of Green Living**”

1.2 Limitation of project:

Company provides some wrong information that affects this report badly.

This report follow the descriptive analysis, but there are many other effective techniques are established such as excel, nova, etc.

1.4 Methodology of the study

- a) Data sources: Primary and secondary data.
Primary data: We visit the project area & collect data from experts.
Secondary data: We search the information from internet, bruiser, prospectus etc.
- b) Data collection methods: Personal interview, Telephone interview, Mail Interview.

- c) Data analysis: Descriptive.

1.5 Scope of the Study

This Report will give us a clear picture about the customer satisfaction in General & Specially the activities of Pink City XENOVALLEY MODEL TOWN (BD) LTD. The Scope of the study is limited of organizational set up, functional & performance. The scopes of this study are:

- 1) Maintain a good relation between Employes & management.
- 2) Improving an effective work station design.
- 3) Effective marketing layout designing.
- 4) Efficient handling of employees.
- 5) Handling & setting the employees according to their work.
- 6) Maintaining the link in effective manner.

1.6 Objectives of the study

General Objective: The general objective of the study is to find out the consumer attitudes towards Pink City XENOVALLEY MODEL TOWN (BD) LTD.

Specific Objectives:

- To identify the factors influencing consumer's choices for plots and/or flats.
- To investigate whether the customers experience any inconvenience during plot booking and to maintain the payment schedule
- To analyze marketing strategies for customer satisfaction of Pink City XENOVALLEY MODEL TOWN (BD) LTD at Corporate Branch.
- To examine how the company ensures the committed services to the customers.
- To identify the overall customers' satisfaction level towards the services of Pink City XENOVALLEY MODEL TOWN (BD) LTD.
- To make some recommendations on the basis of findings.

1.7 Methodology

The methodology describes the procedures to organize the scattered ideas & views to conduct a study. Proper working procedure helps to capture the right things during study periods & finally fulfills the objective of the study. Generally a method involves a technique in which various stages of collecting data or information are interpreted. So, adoption of methodology is an important step in performing any study.

In this study a methodology is followed for the achievement & successful accomplishment of the dissertation work. Relevant data from reliable sources have used while preparing the report. Both primary & secondary data have used where necessary.

Primary sources of data

- Face to Face convention with land owners of Pink City XENOVALLEY MODEL TOWN (BD) LTD.
- Interview with the customers with questionnaire survey.

Secondary sources of data

- Annual report of Pink City XENOVALLEY MODEL TOWN (BD) LTD (2008, 2009, 2010, 2011)
- Prospects of Pink City XENOVALLEY MODEL TOWN (BD) LTD (2006, 2008, 2010, and 2011)
- Different papers of Pink City XENOVALLEY MODEL TOWN (BD) LTD.
- Un- published data
- Different text book
- Newspaper
- Internet
- Different manuals of Pink City XENOVALLEY MODEL TOWN (BD) LTD
- Different circulars of Pink City XENOVALLEY MODEL TOWN (BD) LTD

Methodology of data Collection:

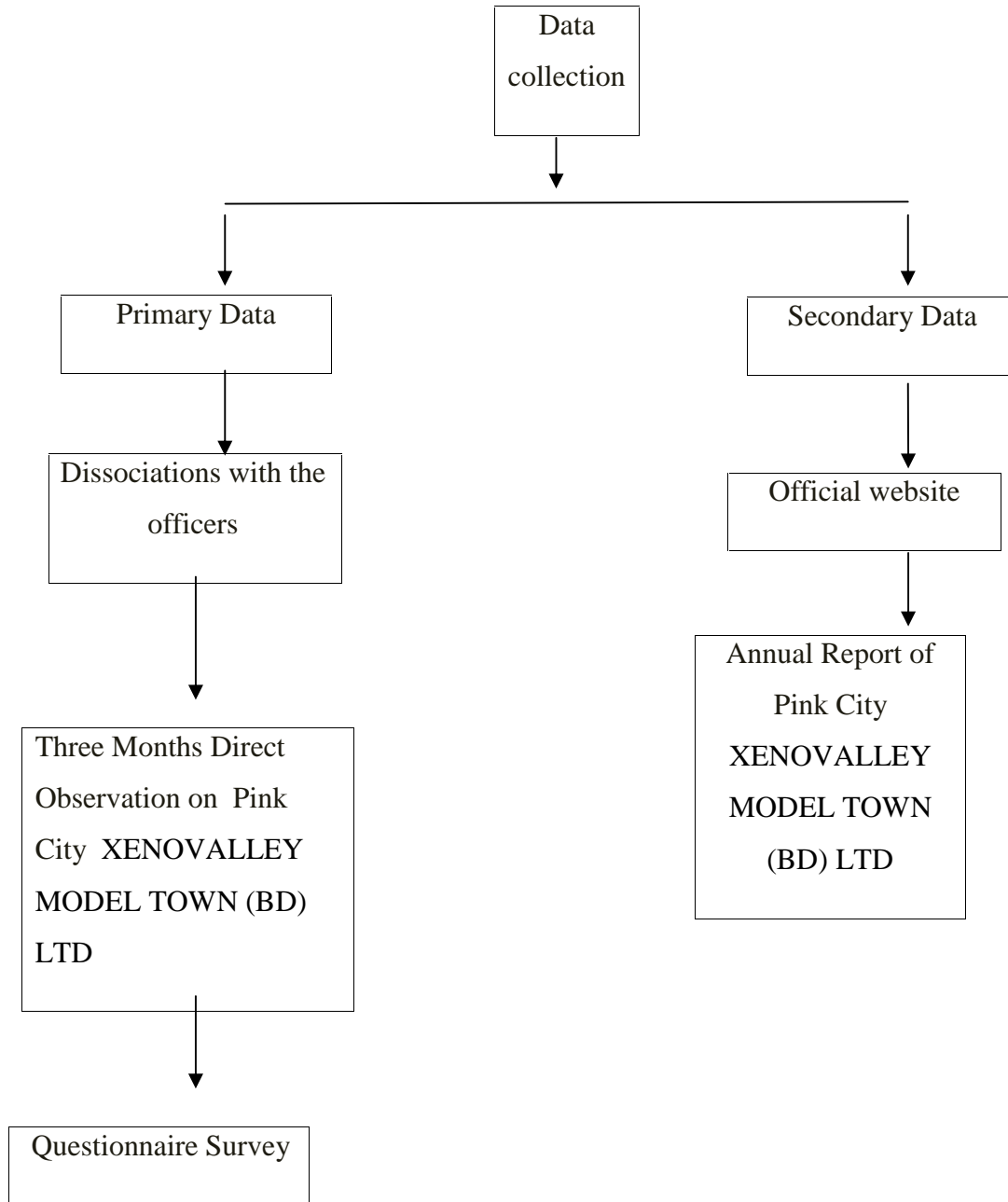


Figure: Data Collection Method

1.8 Rationale of the study

Internship program is essential for every student, especially for the student of BRE, 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 some practical experience. Source Secondary Sources of Data Three Months Direct Observation on Pink City XENOVALLEY MODEL TOWN (BD) LTD Questionnaire Survey Annual report of Pink City XENOVALLEY MODEL TOWN (BD) LTD Official website Data collection Dissociations with the officers.

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

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

Following Operational Definitions Are Used In This Study.

1. **Apartment:** One or more rooms including a kitchen and bathroom Especially, One such set in a building.
2. **Apartments Industry:** Group of firms who are building apartments & selling them commercially.
3. **Customers:** The buyers of apartment.
4. **Competitor:** Number of builder in apartment market who is, attempting to increase their profits at the expense of their rivals.
5. **Turnover:** The total amount of sales made by a builder over a year.
6. **Industry Size (in terms of competitors):** Total number of builders working in the apartment industry.
7. **Industry size (in terms of volume):** Total amounts of outlays in the apartment industry.
8. **Industry growth (in terms of competitors):** Yearly rate of increase in the total number of builders operating in the apartment industry.
9. **Industry growth (in terms of volume):** Yearly rate of, increase in the total amount of outlays in the apartment industry.
10. **Apartment facilities / Utilities:** The attributes of the apartment that provide satisfaction to the customers.
11. **Market demand:** The number of apartment demanded, by the customers in a given period.
12. **Market share:** The fraction of the apartment industries output accounted for by an individual builder or group of builder.

13. **Family:** Any group of people related by blood or marriage specially parents and the children.
14. **Family Income:** Family income refers to, husband/wife/sons/daughters income that will be the co-applicant (If any) or the guarantor if the applicant needs so.
15. **Target customer:** Individuals who are willing and able to purchase apartments from the builders.
16. **Builder / Developer:** A firm that constructs and sells apartments on a commercial basis.
17. **Zone:** Specific geographic area in Dhaka Metropolitan City

1.9 Limitations

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

- Every organization has their own secrecy that is not relevant to others.
- While was collected data i.e. interviewing the employees, they did not discuss much information for the sake of the confidentiality of the organization.
- The buyers were too busy to provide me much time for interview.
- Load at the work place was also a barrier to prepare the report.
- Another limitation was that the data gathered could not be verified for accuracy.

Chapter-2

CORPORATE PROFILE

CORPORATE PROFILE

"Enhancing the living standards," our corporate statement, encapsulates all that we stand for and aspire to—a brighter future for society and everyday life through innovative green living concepts.

They start their journey on 1995 with a vision to become number one in real estate industry of Bangladesh. The brain behind crafting contemporary green living abodes was non-other than our chairman and managing director. He had a dream, a dream to cater global standard living concept in urban dwellers of Bangladesh based on current market dynamics. We are the first and only one who has created such a concept and still stands as distinctive as other developers in the real estate industry.

BUSINESS STRATEGY

supporting corporate commitment to innovation and sustainable operations we have a solid management structure backed by balanced management initiatives that stem from three key initiatives: steady Growth, Constant Profitability and bestow Efficiency. At the same time, we actively promote corporate social responsibility (CSR) initiatives based on our Corporate Mission and Principles. A key priority is ethical and legal compliance through strengthening internal controls to ensure balance management structure, and other educational measures implemented across the entire consolidated group of associated companies. In addition, we work diligently to protect the environment. Among a host of initiatives, we strive to amplify the level of green surroundings and foster a green living society.

ASSOCIATE CONCERNS OF THIS GROUP

To face the challenges of the new millennium it is not sufficient to live with the traditional betterment as are being provided within us, rather we have to enhance the usages and utilities of our lives. Now is the question of doing things considering the best utilization of the resources in the scale of time-out efficiency? At the aim of this new orientation ICS BUSINESS GROUP was formed by some dedicated entrepreneurs of this country. The Group by extending its business wings over home and abroad is now rendering its services on different disciplines. A brief overview of the concerns of this Group has been mentioned below-

Group Overview

ICS Business Group has been launched in the early nineties. It expedited the business opportunities in the field of information and communication technology under the leadership of

Mr. Md. Salah Uddin as Managing Director of Integrated Computer Services (Bangladesh) Ltd. as an IT professional of computer engineering background. He took bold-face steps to welcome USA-based companies for utilizing our low-

Cost human resources in software industries. In pursuance of this approach ICS Bangladesh Ltd was involved in a joint venture IT business with a USA-based company- perhaps it was the first Bangladesh-USA joint collaboration in IT industry. After making successful achievements in IT business, the group diversified its wings into real estate sector. This real estate venture has successfully completed some significant housing projects in different areas of the city. Then the concept of 'Xenovalley' came into day light with the approaches of long-term planned and harmonious development of community life-style.

Xenovalley came into being in 1996. It was incorporated as two private limited companies. One in the name of Xenovalley Holdings (Pvt.) Ltd. and the other Xenovalley Model Town (Pvt.) Ltd. Xenovalley Holdings (Pvt.) Ltd. is engaged in developing apartment buildings while Xenovalley Model Town (Pvt.) Ltd. is engaged in constructing planned townships at the suitable outskirts of the crowded city area. Soon the growth of total assets has been rise up to strong position in a very short period.

Aims and Targets of the Group

The Group is aimed to enhance the awareness level of the masses to adopt and utilize in practice the latest achievements of science and technology for their better living. It has been trying to develop the skills of the common people especially in the field of technology since inception. The main target of the Group is to utilize the resources with us efficiently. Incorporating all these above the aims and targets of the Group has been summarized in following lines-

"We're aimed to ensure proper and efficient utilization of the resources by professionalism and perfect distribution of labor and thus to attain the well-being for the humanity."

ASSOCIATE CONCERNS OF THIS GROUP

To face the challenges of the new millennium it is not sufficient to live with the traditional betterment as are being provided within us, rather we have to enhance the usages and utilities of our lives. Now is the question of doing things considering the best utilization of the resources in the scale of time-out efficiency? At the aim of this new orientation ICS BUSINESS GROUP was formed by some dedicated entrepreneurs of this country. The Group by extending its business wings over home and abroad is now rendering its services on different disciplines. A brief overview of the concerns of this Group has been mentioned below-

About Pink City

Name of the Venture : ICS Business Group

Personalities Behind the Group

Md. Salah Uddin

Chairman & Managing Director
ICS Business Group

Mohammed Ishaque

Technical Advisor
XENOVALLEY MODEL TOWN (BD) LTD

Engr. Misbahuddin Khan

Adviser
ICS Business Group

Capt. (Retd.) Zakir Ahmed Zakir

Corporate Director
ICS Business Group

Mahmuda Khadiza Akhter

Director (Operations)
ICS Business Group

Gazi Zahid Ahmed

Director
Integrated Computer Services Bangladesh Ltd.

Mizbah Uddin Mahfuz

Director

Company Status: Private Limited Company

	অর্থায়নে অগ্রাধী ব্যাংক লিঃ	ব্যাংকক বেজিঃ নং ব্যাংকক/আব/ডি/০০৭	আসার সার্ভিস ও লিভিং ভিয়েশন হুডপার নং এডমিট্যান্স সার্ভিসেস/১৪১০	ডেনবো হাউপার নং ডেনবো/এস ই এক ডি/২০০৮/১২৩	পরিবেশ হুডপার নং পরিবেশ/ডি/১৫২৫/৪১০৮	ওয়াসা হাউপার নং ২০০৮/পিএড ডি (পানি) বিভাগ	হুডপার হাউপার নং ক্রিয়ালিগি/হু ও প্রাঃ/স্বাঃ/১৬/১০৩১/৪১০৮
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Chapter-3

Discussion of ECO-HOME PROJECT

Eco-Home is such a home

Where you can indulge in the lusher of green landscape

You can ponder yourself into aloof of the nature

You can be refreshed from the relentless endeavors of day

You can breathe clean & fresh air all the time

You can be delighted into the sky-open terrace and lawns

You can share with your neighbors in joy and need

You can family can rejoice the living

With the deepest of love and pleasure,

That's the inspired home of **PINK CITY**

REVIVING THE LIVING STANDARDS

The Contemporary urban abode

The Pink City offers all the best valued living elements that requires for your daily life style. It has all the sufficiently designed utility installations and eco-friendly sewerage system to ensure healthy and environment friendly living. It has provisions for all the community amenities for expedient living. An English medium school with GCE standard curriculum has been established to provide preminent learning for community children's. A mosque for religious purpose and a commercial area with retail outlets to furnish the daily needs of The Pink City dwellers. A lake to create a recreational environment among The Pink City dwellers. Other than the above mentioned features each Pink City dwellers will enjoy their own private green lawns.

GATED & GUARDED COMMUNITY

Measures of Protection

Live and breathe easily with the advantages of modern security systems such as perimeter fencing with constant round-the-clock protection. The visitor's management system provides a data entry system to track visitors on date basis. And for added peace of mind 24 hours security surveillance will be available on the premises. So feeling safe and secure is no longer an option.

AN EXPRESSION OF GREEN LIVING IS A MOTTO WE STAND FOR AND LIVE BY. EVERYTHING FROM THEIR ARCHITECTURE TO AMENITIES PLANNING TO SECURITY IS DESIGNED AND GEARED TO CATER TO A SOPHISTICATED CLIENTELE.

Green Living with Urban Lifestyle

The urban dwellers of Dhaka city always dreaming for living areas with greeneries, trees and plants, open spaces and lakes. A place with a little touch of green, living in a eco-community with caring and sharing neighbors, and breathing clean air, fresh air both inside and outside all year long. Unveiling the dreams of urban dwellers and coping with the eco-friendly environment, The Pink city was developed with significant aspects of green architecture. Meticulously – planned and perfectly designed, the sleekly modern exterior of The Pink City belies the luxury and richness of the interior, sitting serenely in a guarded community overlooking the green landscaping and enveloped by luxuriant foliage, The Pink City is an affluent community of peace and tranquility.

The Tapestry of Grace

Immaculately designed for the cream de la cream of societies finest. The architecture here is in creating spaces that interrelates, provokes and titillate the green senses. With the casual open layout, every composition of the architectural design exudes eminent and distinguished grace. The open spaces reach out to frame the view of an area of recreational or amenity land planted with grasses that are a standard feature of ornamental private lawns. The location of the open-to-sky terrace, ornamental private lawns and the car porch enjoy sunlight to breathe life and harmony, interconnecting the outdoor to the indoor.

ECO-HOME CONCEPT

Sustainable Green



Pink City eco-homes are designed with sustainable green architecture. Every nook and corner has been design with green grasses, trees and plants. Each duplex home has green lawn on the front porch with green path surrounding the home area. Also it has provision for private plantation to create an ornamental gardening for the Pink city inhabitants.

12

Energy Efficient



Pink City Eco-homes has all energy efficient utilities for creating energy preserved living concept for the Pink City dwellers.

Healthy Home



As day by day Dhaka city is becoming very populated and living spaces are becoming very unhealthy. Homes and apartments have become airtight and very cozy. Due to that humidity levels from cooking and breathing is spreading an unhealthy atmosphere in the compounds.

Pink City Eco- homes have been designed with ample space and planned structure to control the humidity level from cooking and providing healthy breathing atmosphere for the inhabitants. Also the sewerage and waste management system creates an environment friendly living at the compound.

Clean Air



Our project is located outskirts of Dhaka City, where every Pink City dwellers will enjoy pollution free clean air both inside and outside at their respective homes.

Water conservation



We have created a lake or canal for the enhancement of environment friendly living at the Pink City. The lake has been created for recreation purpose and to provide an environment friendly living atmosphere in the compound.

Chapter-4
Private Sector Housing
In
Bangladesh.

Overview:

Beyond providing physical shelter, housing may have significant impact on the lives of the dwellers in terms of skills enhancement, income generation, increased security, health, self-confidence and human dignity. Nordberg has clearly demonstrated that in most regions, housing has the potential of becoming an engine of economic growth because of its high yield on invested resources, a high multiplier effect, and a host of beneficial forward and backward linkages in the economy. Both the Constitution of the People's Republic of Bangladesh and the UN Declaration on Fundamental Rights recognizes shelter as one of the fundamental human rights. Making shelter available to all is increasingly becoming a significant challenge in Bangladesh. The economic development is far from satisfaction and the GDP per capita in 2010-11 is Tk. 26019 (Monopoly Economic Trend, Bangladesh Bank). Moreover, a large portion of the population lives below the poverty line and are deprived of habitable shelter along with other basic services. Bangladesh, like many other developing countries faces an acute shortage of affordable housing both in the urban and rural areas (Md. Maksudur Rahman Sarker, 2011). Moreover, housing affordability is being eroded by poor land administration policies, which have resulted in very high land prices that make urban housing prohibitive for lower-income groups; and in infrastructure that is inadequate for expansion into urban and rural areas. There is no active secondary market for real estate, mainly because of the high transfer taxes and an uninterrupted long-term increase in land prices (World Bank Document, 2010). With 147.9 million people (Bangladesh Economic Review, 2011), Bangladesh is one of the most densely populated countries in the world. Land prices are high and permanent housing is rare—barely 2% in rural areas and 23% in urban centers. Estimates suggest a shortage of about 5 million houses in Bangladesh, with as many as

500,000 houses added annually in urban areas and 3.5 million added in rural regions (World Bank Document, 2010). Statistics show that Bangladesh will need to construct approximately 4 million new houses annually to meet the future demand of housing in the next twenty years. Estimates for annual requirements for housing in urban areas vary from 0.3 to 0.55

Million units. The share of urban population in Asia is 37% at present and is projected to be 45% by 2015. In Bangladesh 25% of the population now live in urban areas; this proportion will be 34% by the year 2015 (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). Dhaka, with a total population of over 10 million, is the 9th largest city in the world and also 28th among the most densely populated cities in the world (Wikipedia, 2012). While comparing the growth of the real estate and housing, and the construction sector with that of GDP, it was found that growths in the two sectors are the period 1992-2002 were 4.8 and 7.5% is much higher than the trend growth in GDP of 4.6% for that period. The shares of the real estate and housing sector and the construction sector in the GDP were quite high in the year 2002 and accounted for 8.3 and 8.0% respectively. However, the incremental contributions of these two sectors in the same year were also considerably high at 6.0 and 12.8% respectively (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). The real estate sector is at present creating employment for about one million people

who are directly or indirectly involved in the sector. According to the Labour Force Survey (LFS), in 1999-2000, 2.1% of the labour force was engaged in construction, whereas for 1995-1996 the figure was 1.8% respectively (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). According

to LabourForce Survey (LFS) 2005-2006, conducted by Bangladesh Bureau of Statistics (BBS), projected labour force engaged in construction sector is

4.4 percent. This scenario actually implies a consistent growth in the involvement of the labor force in the construction sector which makes this sector critical from the perspective of employment generation in Bangladesh.

Recent information concerning investment in the housing sector shows steady growth both in absolute terms and as a percentage of total private investment and GDP. Private investment in housing and construction has more than doubled during the Fourth Five Year Plan period, from US\$ 11.66 million in 1989-1990 to US\$ 264.83 million in 1994-1995. During the first three years of the Fifth Five Year Plan period, the average investment in housing and construction was US\$ 1273.65 million. As a share of total private investment, private investment in housing and construction in the 1997-1998 to 1998-1999 period accounted for 47.3% which far exceeded the target of 16.35% for this period. The proportion of investment in housing and construction in the national GDP increased from 3.4% in FY 1997 to 4.1% in 1999 (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). These data portrays the incremental attraction of this sector to the private investors of Bangladesh. This sector is also facilitating the growth of around 300 different linkage industries. Real Estate business, especially apartment projects, took off in the Dhaka City in the late 1970s. From the early 1980s the business started to flourish and showed robust growth. At present, more than 1500 companies are active in the real estate business in the country. The market is highly segmented, primarily based on location, price of the land and size of the apartments. The main reasons for the development of real estate business in Dhaka city are:

- ❖ Scarcity of open spaces in important parts of the city.
- ❖ Hazards of purchasing land.
- ❖ Rapid increase in the population of Dhaka.
- ❖ Increase in remittance flows in recent years which financed the sector.

Experts opine that, Bangladesh will encounter high levels of urbanization by 2015 and by that time Dhaka will need to house about two crores people to become the fifth largest city in the world. So mitigation of this huge demand requires a long-term plan to be formulated so that a collective effort from both the private sector developers and individual developers may adequately provide for the huge demand (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003).

Emerge of Real Estate Company:

The housing situation in Bangladesh has never been satisfactory. . In Bangladesh, real estate is a recent experience, although such activities started sometime in 1964. Ispahani Group was the pioneer in this sector (Hossain, 2001). During 1970s there were fewer than five companies in Bangladesh engaged in this business. . But in early 1980s with the inception of Eastern Housing Ltd., the apartment project started flourishing. Now this is a booming sector of the economy. Since late 1980s, it came within the preview of business field. As a fast growing city of Bangladesh, such business was initially concentrated in Dhaka.

In 1988, there were 42 such developers working in Dhaka and in 2011 there were about 1081 companies engaged in this business (REHAB, 2011).

At present, there are about 1500 firms operating apartment business and they have apartment projects in Dhaka City as well as in some other cities. Over the last 15 years, the real estate development sector has made significant contribution to many sectors in our economy.

Real Estate and Housing Association of Bangladesh (REHAB):

REHAB goes for Real Estate and Housing Association of Bangladesh. It's an association that has been introduced in 1991 with eleven (11) members only. Currently the total affiliated members of REHAB are 1081. This association works as the spokesperson for the real estate sector in Bangladesh.

All major institutionalized developers are members of this organization. REHAB IS ALSO THE “A –class “member of the Federation of Bangladesh Chamber of commerce and Industry (FBCCI). In the recent years REHAB has played a very significant role in nation building through Real Estate Development by its members. The members of REHAB contribute a large amount of revenue to the Government exchequer in times of registration cost, Income tax And Utility service Charges.

REHAB organizations it's most colorful annual event REHAB housing Fair each year in Bangladesh for the number developers, financial institutions and buildings material providers. To foster the growth of real estate sector REHAB plans to organize Housing Fair abroad for the Bangladeshi individuals who are living different countries of the world to buy apartment, land and commercial spaces in their home country. Accordingly, the first- ever Housing Fair abroad organized by REHAB on August 2004 at Quality Hotel Hempstead, 80 Clinton Street, new

York, USA. Besides exhibiting our excellence and attainments in quality of products in REHAB week 2005 “with a pragmatic slogan” **“PARIBASH BANDHAB SAPNIL ABASHAN”** REHAB fair in home and abroad is undoubtedly an opportunity for our real estate Development as well as valued clients to make closer relationship under one roof through exchange of views and ideas.

REHAB at a Glance:

Name of the Association	:	Real Estate & Housing Association of Bangladesh
Year of Establishment	:	1991
No. of Member in 1991	:	11
No. of Member in 2010	:	1081
No of Apt. units Delivered by the Developer in last 20 years	:	100,000
No. of Apt. units Delivered by REHAB Members per year	:	9,000-10,000 Units
No. of Plot units Delivered by the Developer per year	:	5,000-6,000 Units
Approx. turnover per year	:	BDT 28,000 m
Revenue to Govt	:	BDT 2,000 m
Direct Employment-		Real Estate Sector
Architects	:	500 nos
Graduate Engineer	:	3,000 nos
Diploma Engineer	:	10000 nos
Management Official	:	20,000 nos
Direct Labour skilled & unskilled	:	12 -15 %
Contribution to GDP	:	2.5 m

Chapter Five

Profile of the Organization

5.1 Group Overview of Pink City XENOVALLEY MODEL TOWN (BD) LTD

ICS Business Group has been launched in the early nineties. It expedited the business opportunities in the field of information and communication technology under the leadership of **Mr. Md. Salah Uddin** as Managing Director of Integrated Computer Services (Bangladesh) Ltd. as an IT professional of computer engineering background. He took bold-face steps to welcome USA-based companies for utilizing our low-cost human resources in software industries. In pursuance of this approach ICS Bangladesh Ltd was involved in a joint venture IT business with a USA-based company- perhaps it was the first Bangladesh-USA joint collaboration in IT industry. After making successful achievements in IT business, the group diversified its wings into real estate sector. This real estate venture has successfully completed some significant housing projects in different areas of the city. Then the concept of ‘Xenovalley’ came into day light with the approaches of long-term planned and harmonious development of community life-style.

Xenovalley came into being in 1996. It was incorporated as two private limited companies. One in the name of Xenovalley Holdings (Pvt.) Ltd. and the other Xenovalley Model Town (Pvt.) Ltd. Xenovalley Holdings (Pvt.) Ltd. is engaged in developing apartment buildings while Xenovalley Model Town (Pvt.) Ltd. is engaged in constructing planned townships at the suitable outskirts of the crowded city area. Soon the growth of total assets has been rise up to strong position in a very short period.

5.2 ASSOCIATE CONCERNS OF THIS GROUP of Pink City XENOVALLEY MODEL TOWN (BD) LTD:

To face the challenges of the new millennium it is not sufficient to live with the traditional betterment as are being provided within us, rather we have to enhance the usages and utilities of our lives. Now is the question of doing things considering the best utilization of the resources in the scale of time-out efficiency. At the aim of this new orientation ICS BUSINESS GROUP was formed by some dedicated entrepreneurs of this country. The Group by extending its business

wings over home and abroad is now rendering its services on different disciplines. A brief overview of the concerns of this Group has been mentioned below-

5.3 Mission & Vision of Pink City XENOVALLEY MODEL TOWN (BD) LTD:

Dedicated to creating exceptional real estate experiences for our customers and communities through the passionate delivery of Truly Remarkable Service.

We pledge to promote a enjoyable, fulfilling and respectful environment, one that is open to change and innovation, providing personal growth opportunities for all.

The Preferred Gateway for Exceptional Real Estate Experiences

5.4 Objectives of the Company

The main objective of the study is to find out the consumer attitudes towards Pink City XENOVALLEY MODEL TOWN (BD) LTD. especially the objectives of the study are as follows:

- 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 Pink City XENOVALLEY MODEL TOWN (BD) LTD.

5.5 The Organizational Structure

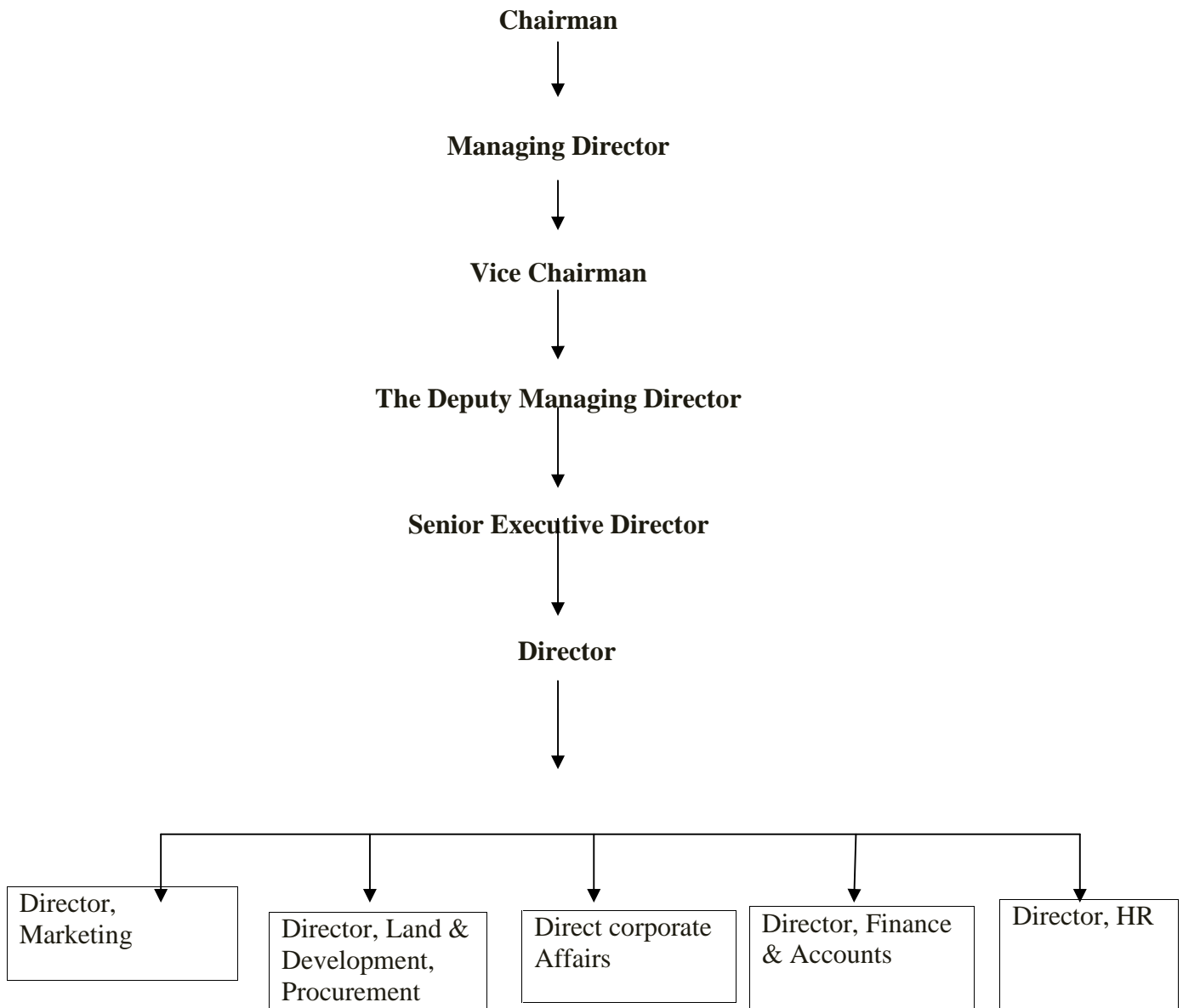


Figure: Orgagram of Pink City XENOVALLEY MODEL TOWN (BD) LTD at Corporate Branch Source: Office Document.

5.6 Business Principles of Pink City XENOVALLEY MODEL TOWN (BD) LTD

1. We consistently treat everyone with courtesy and respect.
2. We are Goodwill Ambassadors who always speak positively about our industry, our company and each other.
3. We identify and anticipate the needs of others and are empowered to take actions that exceed their expectations.
4. We embrace our Vision and Mission believing that our individual performance affects the success of everyone.
5. We will continually focus on Primary Services and incorporate these services as an integral part of our business model and enhance our value proposition.
6. Our demeanor, appearance and facilities reflect our high standards.
7. We encourage an open exchange of ideas throughout the organization.
8. We are committed to identifying inefficiencies and communicating concerns, thus enabling us to improve our performance and systems.
9. We are responsible for protecting the assets and resources of our company.
10. We utilize our superior tools, resources and systems to provide our customers with exceptional service and guidance.
11. To provide the highest level of customer service, we support our family of companies and strategic partners.
12. We seek opportunities to recognize excellence.
13. As people of integrity, we conduct ourselves with the highest ethical standards.
14. We foster a culture where diversity is valued and promote an environment free of harassment and discrimination.

5.7 CORPORATE PROFILE of Pink City XENOVALLEY MODEL TOWN (BD) LTD

"Enhancing the living standards," our corporate statement, encapsulates all that we stand for and aspire to—a brighter future for society and everyday life through innovative green living concepts.

We start our journey on 1995 with a vision to become number one in real estate industry of Bangladesh. The brain behind crafting contemporary green living abodes was non-other than our chairman and managing director. He had a dream, a dream to cater global

standard living concept in urban dwellers of Bangladesh based on current market dynamics. We are the first and only one who has created such a concept and still stands as distinctive as other developers in the real estate industry.

5.8 BUSINESS STRATEGY of Pink City XENOVALLEY MODEL TOWN (BD) LTD

supporting corporate commitment to innovation and sustainable operations we have a solid management structure backed by balanced management initiatives that stem from three key initiatives: steady Growth, Constant Profitability and bestow Efficiency. At the same time, we actively promote corporate social responsibility (CSR) initiatives based on our Corporate Mission and Principles. A key priority is ethical and legal compliance through strengthening internal controls to ensure balance management structure, and other educational measures implemented across the entire consolidated group of associated companies. In addition, we work diligently to protect the environment. Among a host of initiatives, we strive to amplify the level of green surroundings and foster a green living society.

5.9 Transport of Pink City XENOVALLEY MODEL TOWN (BD) LTD

There are many project of our company, if you want to see our projects you have to go there by bus. You can also go there by car or bike.

5.10 Human Resources of Pink City XENOVALLEY MODEL TOWN (BD) LTD:

Our workforce is strongly multi-cultural and has a devolved structure having wide freedom of action and responsibility for its operations. Decisions are made as close as possible to the stakeholders of each business, within a framework of principles, standards, policies, strategies and delegated authorities. We are a leading real estate business organization in the industrial sector employing more than 2, 00 employees directly and a further 2,000 indirectly as contractors, sub-contractors, distributors and suppliers.

Human Resources has responsibility for energizing, developing, retaining and attracting truly talented people all around the company. And with almost 2000 people working for our company, covering 4 markets throughout the world, one can imagine how challenging, yet fulfilling, a career with us could prove.

A key part of our work is helping nurture an open, confident and winning culture, where we are all aligned in delivering consumer satisfaction. It's our job to ensure that people have the opportunity to release their energies in a constructive and focused way. We want our employees to have a clear vision for the business and to foster enthusiasm to drive superior performance. Furthermore, we expect our leaders to engage with their teams and to develop their people.

Our culture also encourages ongoing development, so our role includes optimizing personal and organizational learning in order to leverage the capability of both the business and the individual to establish the company vision. We strive to match the needs of the organization and individual aspirations and encourage personal fulfillment. Therefore, success is recognized in ways which are relevant to the individual.

5.11 HR Mission Statement of Pink City XENOVALLEY MODEL TOWN (BD) LTD

we are committed to building sustainable competitive advantage for ICS Business Group through the quality, the capability, and ultimately the performance of our people. We aspire to be a world class HR function recognized for its business focus and its support to ICS Business Group management and associates.

Values & Behaviors

Values and behaviors should serve each & every employees as guidelines and benchmarks in daily work and should especially be helpful during the annual performance review.

5.12 Business Philosophy

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

5.13 Departments of the company:

In s Pink City XENOVALLEY MODEL TOWN (BD) LTD, 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:

Pink City XENOVALLEY MODEL TOWN (BD) LTD has a very rich marketing department. A strong sales team & aggressive marketing campaign has brought tremendous sales growth along with a handsome market share . Pink City XENOVALLEY MODEL TOWN (BD) LTD Estate Ltd becomes a market leader in the real estate industry.

Administration & Business Department:

The administration department of Pink City XENOVALLEY MODEL TOWN (BD) LTD 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:

- Using Pink City XENOVALLEY MODEL TOWN (BD) LTD software.
- 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.

Documentation:

- If any customer fails to pay the due in schedule time then this department arranges time extension latter & 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.

5.14 Features of every projects of Pink City XENOVALLEY MODEL TOWN (BD) LTD:

- The projects of Pink City XENOVALLEY MODEL TOWN (BD) LTD are approved by RAJUK.
- The locations of Pink City XENOVALLEY MODEL TOWN (BD) LTD are out of flood flow zone.
- The project has natural greeneries.
- The Park & playground in every block separately.
- School, College, & University are included in the project.
- Pink City XENOVALLEY MODEL TOWN (BD) LTD reserves 35% land for ecological balance.
- The location have eco-friendly environment.
- The administrative office & CCTV surveillance facility inside the project.
- 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.
- Registration is properly after full payment.

5.15 Pink City XENOVALLEY MODEL TOWN (BD) LTD Project Location Map:



Figure: Location map of Pink City XENOVALLEY MODEL TOWN (BD) LTD

Source: Official website of Pink City XENOVALLEY MODEL TOWN (BD) LTD.

5.16 Branches of Pink City XENOVALLEY MODEL TOWN (BD) LTD:

Pink City XENOVALLEY MODEL TOWN (BD) LTD has 2 decorated branches in Bangladesh.

➤ **Corporate Office:**

Dizen Garden (Ground Level)

49, Lake Circus, Kalabagan

Dhanmondi, Dhaka -1205

Phone: +880-2-9111319, 9111810, 9133836,
8123974, 9125809, 8156586, 9112755

Fax : +880-2-8118513

email:info@pinkcitybd.com

➤ **Site Office:**

East Baridhara, Dumni, Khilkhet Dhaka, Bangladesh

FINDINGS & ANALYSIS

5.17 Analysis from questionnaire survey:

Pink city advertise in just newspapers only. They do not use any type of virtual Advertising. And most of their product sells by reference of their customers. It is known that the Third Estate in the majority of their customers. Many people want to stay away from the noise. So they chose pink city because of they can get all kind of city's facilities and environment, as well as noise-free area. Most of the residence are pink city is government officials and others are Foreigners. The ratio is 70%- 30%. At this time the 300+ family are living there. And ongoing more projects.

To analyze the customer satisfaction there are five grade questionnaires. The results of these questionnaires are given below.

Gender

Questionnaire		
Gender		
	Male	Female
Total No	80%	20%

Figure: Gender

Source: Field work

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

Age

Age				
	30 to 34	35 to 39	40 to 44	45 to above
Customer	10%	50%	20%	20%

Figure : Age

Source: Field work

From the above pie chart we can see that 50% customer's 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

Marital Status		
	Married	Single
Customer	70%	30%

Figure: Marital status

Source: Field work

From the above pie chart we can see that 70% people is married. Only 30% people are single.

Profession

Profession			
	Private Service Holder	Govt Service Holder	Businessman
Customer	40%	40%	20%

Figure: Profession

Source: Field work

In this statement 40% people is private services holder & 40% people is Govt. services holder. Only 20% is business man.

Education level

Education Level				
	SSC	HSC	Graduation	Post-Graduation
Customer	2%	18%	20%	60%

Figure: Education level

Source: Field work

Here we see that 60% people is complete post graduate. 2% people complete S.S.C level, 18% people complete H.S.C & 20% people complete graduate level.

Price per katha

Price Per Decimal			
Taka	625000-650000	650000-700000	700000-750000
Customer	60%	30%	10%

Figure: Price per katha

Source: Field work

In this statement 60% people want that price per katha is Tk. 625000-650000. Because they have limited amount to purchase the land. On the other hand 10% people want the price per katha is Tk. 700000-750000.

Number of Installments

Number of Installments				
Installment	12	24	36	48
Customer	15%	25%	30%	30%

Figure Number if installments

Source: Field work

In this statement 30% people are want 48 installment because they want more time to pay the total amount. Only 15% people want 12 installments because they think it is enough time to pay the total amount of money

Phase of your land

Phase of Land					
Phase	North Facing	South Facing	North Facing (Corner)	South Facing (Corner)	Lake View
Customer	16%	12%	18%	24%	30%

Figure: Phase of your land

Source: Field work

Here we will see that 40% people want north phase plot because they think north phase is very suitable. On the other hand 30% people want general phase plot.

Location of the land

Location of the Project				
Location	Mohammadpur	Ashulia	Savar	Uttara
	40%	23%	17%	20%

Figure: Location of the land

Source: Field work

From the pie chart we can see 40% people like Mohammadpur location because this location is very suitable for live. Here no noise, traffic jam etc. So people are like the location. 20% people are agreeing Uttara & Other 23% are agreeing Ashulia location, & 17% agree Savar.

Hand over time after full payment

Hand Over Time			
	6 Month	1 Year	1 Year +
	30%	30%	40%

Figure: Hand over time after full payment

Source: Field work In this statements 30% people want 6 months hand over time after full payment because they want their plot quickly. On the other side 40% people want more than 1 year handover time.

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
RAJUK Approval	50%	18%	20%	8%	4%
Flood Free Location	28%	20%	14%	12%	20%
Utility Facilities Availability	50%	20%	14%	10%	6%
Park, Mosque, Graveyard	30%	40%	13%	13%	4%
Hospital, School, Community Centre	40%	20%	20%	10%	10%
Security & Administration availability	50%	30%	10%	5%	5%
Design & Development Efficiency	30%	20%	42%	4%	4%
Legal Aspects & Maintaining	45%	35%	10%	6%	4%

Figure: Other Information

1. The project of Pink City XENOVALLEY MODEL TOWN (BD) LTD is approved by RAJUK.

Source: Field work

From the above pie chart 50% people are agree for the project of Pink City XENOVALLEY MODEL TOWN (BD) LTD are approved by RAJUK. They agree because they know if the projects are not approved by RAJUK in future they fall in problem.4% people are strongly disagree & 18% people are neutral because they have no comments.

2. The location of Pink City XENOVALLEY MODEL TOWN (BD) LTD is out of flood flow zone.

Source: Field work

This statement given that 28% people is agreed for out of flood flow zone. We know flood is a big problem in our country. In the rainy season flood is seen. In this time people face many problems. So the customer want flood flow free zone. Here 12% people are disagreeing & 14% people are neutral.

3. Utility facilities

Source: Field work

This statement given that 20% people is agreed for out of Utility facilities. Here 12% people are disagreeing & 14% people are neutral.

4. The Park, Mosque, Graveyard in every block separately

Source: Field work

Here 40% people are strongly agree that the park & playground in every block are separate because they need park & playground for their children & family members & everyone want that the Mosque, Temple, Graveyard are located near my location. Here 4 % people are disagreeing because they think there is no sufficient place to make park & playground in every block separately. Only 13% people are neutral about this statement.

5. Hospital, School, Community Centre

Source: Field work

Here, 40% people are strongly agree because everyone has children they want that their children are properly educated. Families will not have to walk very far to cross any major road to take their children to school. So they are want school, college & universities are included in the location 20% people are also agree with this statement & 20% people are neutral about this statement.

6. Security & Administration Availability

In this statement 50% people are strongly agree because everyone wants strong security facilities for save life, safely will be ensured though our 24hrs closed circuit surveillance system. Pink City XENOVALLEY MODEL TOWN (BD) LTD Location has strong security & administration system. Here 20% people are agreeing with these statements & 20% people are neutral.

7. The location of your plot is designed by professional city Planners, architects & environmentalists.

Here 30% people are strongly agreed because design plays a vital role of any location. Everyone wants that my project is design by famous architects, planners & environmentalists. In this statement 20% people are agree with this statement. 4% people are strongly disagreeing because they are not interested with this statement.

The project's design attracts you.

Source: Field work

Here 50% people are strongly agreed because they observe the design Of Pink City XENOVALLEY MODEL TOWN (BD) LTD. City XENOVALLEY MODEL TOWN (BD) LTD design is completely different from others. They found that Pink City XENOVALLEY MODEL TOWN (BD) LTD location is more attractive. 30% people are agreeing with this statement because they see Pink City XENOVALLEY MODEL TOWN (BD) LTD location design. 8% people are neutral because they have no comments.

Registration is properly done after full payment.

Source: Field work

In this statement 40% people are strongly agree because many people are not pay full money but they want land registration. They think that it is a best decision that registration is properly done after full payment. Here 30% people are also agreeing in this statement. 10% people are strongly disagreeing because they want registration is done before full payment.

Pink City XENOVALLEY MODEL TOWN (BD) LTD always tries to provide better services to its customers.

Source: Field work

Here 60% people are strongly agreed because they know the reputation of Pink City XENOVALLEY MODEL TOWN (BD) LTD . Pink City XENOVALLEY MODEL TOWN (BD) LTD. always tries to provide customers wants, needs & demands. In this statement 10% people are also agree with this statement. Here 10% people are disagreeing & 10% are neutral

5.18 Major Findings about the satisfaction on landowners of Pink City XENOVALLEY MODEL TOWN (BD) LTD:

During my internship I attend many customers over the place & phone & try to give them support. In the mean time the customer talk about their problem regarding their payment, confidentiality & many more.

These are as follows:

- The business man face problem in paying the installment in due time because of their time constraint in their business hours. They find it difficult to attend the office & pay the installment.
- The Government officers want their payment information to be kept confidential. If this information is disclosed, they face many legal problems.
- 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.
- Most of the customer did not nowhere is the plot.
- Most of the customer invest money in the year is 2000 then not know when get land.

- Some customers cancel plot but don't get money in proper time.
- Some customers buy plot at block "A" but get plot at "B" block for management problem.

**5.19 Major Analysis about the satisfaction on landowners of Pink City XENOVALLEY
MODEL TOWN (BD) LTD:**

- Generally most time occur many problem in political than this reason customer are not get plot in proper time.
- Sometime Government DAP (Detail Area Plan) is changed.
- Most time government mention flood flow zone in company land then this reason company changed layout.
- When layout is changed this time plot is changed & customer are get exchanged plot.
- If company IT sector is update then get more benefit.
- If CR department is update then get benefit to customer about payment schedule.

Chapter Six

Findings, Recommendations & Conclusion

6.1 Findings:

Eco-home project is not suitable in our country. Because there is huge population in our country so eco-home system doesn't match with our population. From the above information in this report it has been seen that the management body and the system of the management is highly discipline of the project.

The project is running in a proper way to complete the project timely. But by visiting the project it has been observed that the project has economical crises for collecting the money by management body make delay.

It has been found that none of the member of the management body has any graduation from Real Estate, so they have no directly proper knowledge in Real Estate. If they have not any idea about our environment or ecology how can they improve better living? So they have to know about environment, urbanization, environment issue so that a country can be furnished for the next generation.

6.2 Recommendations:

From the above information of the report and analysis of the report we found that the properly qualified and knowledgeable people about the Real Estate field are must be needed to running the any project properly. So the proper authority of Real Estate sector must be concern about this subject. As per earnest observation some suggestion for the improvement of the situation are given below:

- To attract more customers Pink City XENOVALLEY MODEL TOWN (BD) LTD has to create a new marketing strategy which will be able to increase their business as it could improve revenue.
- The officers of Pink City XENOVALLEY MODEL TOWN (BD) LTD Corporate Branch think 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.
- 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, TITAS, WASA, T&T to be strengthened& for getting connection of utilities promptly the procedural bottleneck should be removed.
- Improve office atmosphere to give customers friendly feeling.
- Provide intimate attention to customer needs.
- Customer convenience will receive priority.
- Customer database should be more organized.
- Have to more aware about customer's right.

6.3 Conclusion:

The overall condition of the project is good and disciplined by a proper management body. But the skilled, qualified and knowledgeable people about the Real Estate field are must be needed to running the any project properly. A batter living can make a good generation. Because we can find a batter future if we live a batter place. Ecological living is about becoming more sustainable for ourselves and future generations. In our country there is a not adequate land for people's livings. Peoples are very interested to get a piece of land that meets their housing problem. Pink City XENOVALLEY MODEL TOWN (BD) LTD is one of the renowned housing companies in Bangladesh. The company provides complete housing solution to the people. Pink City XENOVALLEY MODEL TOWN (BD) LTD also contributes in our national economy. Main goal of Pink City XENOVALLEY MODEL TOWN (BD) LTD is to provide better services to the customers. Pink City XENOVALLEY MODEL TOWN (BD) LTD 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 organization 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 Pink City XENOVALLEY MODEL TOWN (BD) LTD doing its business successfully in our country. It provides its services as per its commitment & improves the business continuously.

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- <http://www.realestate.com>
- <http://www.worldrealestste.com>

Documents

- Annual report of Pink City XENOVALLEY MODEL TOWN (BD) LTD (2008, 2009, 2010, 2011)
- Prospects of Pink City XENOVALLEY MODEL TOWN (BD) LTD (2006, 2008, 2010, and 2011)
- Different manuals of Pink City XENOVALLEY MODEL TOWN (BD) LTD Different circulars of Pink City XENOVALLEY MODEL TOWN (BD) LTD

Abbreviations

Pink City XENOVALLEY MODEL TOWN (BD) LTD	Pink City XENOVALLEY MODEL TOWN (BD) LTD
REHAB	Real Estate & Housing Association of 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 Unnion Kortripokha.
CEO	Chief Executive Officer.
HRM	Human Resource Management.
PS	Payment Schedule.

Questionnaire

Customers' Satisfaction of Pink City XENOVALLEY MODEL TOWN (BD) LTD

Dear Sir or Madam:

This is a questionnaire from Daffodil International University. To collect data on customer satisfaction of Pink City XENOVALLEY MODEL TOWN (BD) LTD. This survey is designed to look at the various needs of the customer & its level of fulfillment.

The survey will take about 8 to 10 minutes to complete. There is no right or wrong answer. Participation in this survey is completely voluntary. To ensure that your responses are strictly confidential, please don't identify yourself anywhere in the survey. Please try to complete all the questions. Your individual response will be combined with those of other respondents & only aggregated data will be reported. Thank for taking the time to share your valuable opinion.

I would like to know whether you Strongly Agree (SA) = 5, Agree (A) = 4, Neutral (N)=3, Disagree (D)= 2, Strongly Disagree (SD)= 1, with each statement. Please circle (0) the number that response your opinion most correctly.

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 10000 to Tk 20000 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

Tk 625000 to 650000 Tk 650000 to 700000 Tk 700000 to 750000

8) Number of Installments

12 installment 24 installment 36 installment 48 installment

9) Phase of land of your land

North Phase plot South Phase plot North (corner) South (corner) Lake view

10) Location of the land

Ashulia Mohammadpur Utarra

11) Hand over time after full payment

6 months 1 year More than 1 year

Questionnaires:

Content	SA	A	N	D	SD
12. The projects of Pink City XENOVALLEY MODEL TOWN (BD) LTD are approved by RAJUK.	5	4	3	2	1
13. The location of Pink City XENOVALLEY MODEL TOWN (BD) LTD is out of flood flow zone	5	4	3	2	1
14. The project has natural greeneries.	5	4	3	2	1
15. The Park & playground in every block are separately	5	4	3	2	1
16. Your project provides Mosque, Graveyard, & Temple	5	4	3	2	1
17. School, College, & University are included in the project.	5	4	3	2	1
18.. Shopping center, community center are included in your project	5	4	3	2	1
19. Commercial bank & Hospital are located near to your project.	5	4	3	2	1
20. Pink City XENOVALLEY MODEL TOWN (BD) LTD reserves 35% land for ecological balance.	5	4	3	2	1
21. The location of your plot is designed by professional city planners, architects & environmentalists.	5	4	3	2	1
22. Your project holds strong administration & security facilities.	5	4	3	2	1
23. The location have eco-friendly environment.	5	4	3	2	1
24. The administrative office & CCTV surveillance facility inside the project.	5	4	3	2	1
25. Police outpost, traffic system & fire service are available inside the location.	5	4	3	2	1
26. Electricity, gas & water connection are available on sites committed.	5	4	3	2	1
27. Telephone & internet service are connected in the project	5	4	3	2	1
28. Land is delivered according to the promised offering.	5	4	3	2	1

29. The project's design attracts you.	5	4	3	2	1
30. Registration is properly done after full payment.	5	4	3	2	1
31. Pink City XENOVALLEY MODEL TOWN (BD) LTD always tries to provide better service for its customer	5	4	3	2	1

Thank You Very Much for Your Time and Support