



Internship Report on
An Analysis of Marketing and Sales Strategies of Smart
Properties Ltd



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Date of submission:

Letter of Transmittal

Date:

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Subject: Submission of internship report on “An Analysis Of Marketing And Sales Strategies Of Smart properties Ltd”

Dear Sir,

It is an immense pleasure for me to submit your internship report on “**An Analysis Of Marketing And Sales Strategies Of Smart properties Ltd**”

I have tried my level best to fulfill all my requirements of this course and tried to follow your instructions while preparing this report. This gave me the opportunity to theoretical knowledge in the practical field, which helps me in my future career.

I sincerely hope, Sir that you will enjoy reading this report. It would be a profound pleasure for me if the report can serve its purpose. I would be available at any time to explain you any queries if feel necessary.

Thanks and regards,

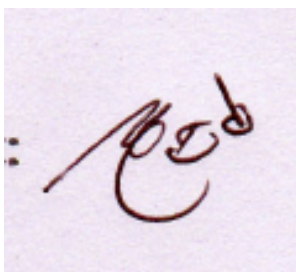


Jannatul Ferdous
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Letter of Acceptance

This is to certify that **Jannatul ferdous**, ID No: 143-27-278, BRE Program, Department of Real Estate, Faculty of Business and Economics, Daffodil International University (DIU) has successfully completed her internship program under my supervision.

Her internship report on “**An Analysis Of Marketing And Sales Strategies Of Smart properties Ltd**” is accepted for consideration.



Nurul Mohammad Zayed

Assistant Professor And Department Head

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Student Declaration

I, Am **Jannatul Ferdous**, hereby declare that, I have completed my internship program under the supervision of Nurul Mohammad Zayed, Assistant Professor And Department Head, Faculty of Business & Economics, Department of Real Estate, Daffodil International University (DIU), and Dhaka, Bangladesh.

I presented report of internship titled “**An Analysis of Marketing And Sales Strategies Of Smart Properties Ltd**” is uniquely prepared by me after the completion of three months’ work at Smart properties Ltd.

I also confirm that, the report is only prepared for my academic requirement not for any other purpose. It might not be used with the interest of opposite party of the corporation.



Jannatul Ferdous

ID: 143-27-278

BRE Program

Department of Real Estate

Daffodil International University

Acknowledgement

It was really a great pleasure to prepare Internship Report on the topic of “**An Analysis Of Marketing And Sales Strategies Of Smart Properties Ltd: a Study on Smart Properties Ltd**”

At the very beginning I would like to express my deepest gratitude to almighty Allah for giving me the strength and the composure to finish the task within the schedule time .I would like to convey my gratitude to my honorable parents who always support me. I am really pleasure to declare that I am fortunate to get the cordial guidance and supervision from **Nurul Mohammad Zayed, Assistant Professor And Department Head**, Faculty of Business & Economics. My heartiest gratitude to her for giving me valuable suggestions to complete, the whole thing in a right manner. My thanks and gratitude to the authority of Smart Properties Limited developer Company to allow me to complete my Internship at their institution. I am also thankful to Khandakar Mahbub Managing Director &Mr. Abdul Hasan Rakib Manager, Tanjil Ahmed- Marketing Excutive, who gave special attention to me right from the very beginning of my stay, AT SPL lastly I like to give many special thanks and inexpressible greets to my both senior and fellow for giving me good advice suggestion and for inspiring me in some cases. Thanks for all from the core of my heart.

Executive summery

Customer service satisfaction is the key to measure the success of a business. Customer satisfaction is a concept that companies are putting more at the heart of their strategy, but for this to be successful, they need to be clear about what customer satisfaction means and what needs to happen to drive improvement. Servicing a customer is a part of every purchase and interaction with internal and external contacts. The goal of the SPL is to make their service and experience as enjoyable as possible to make customer return. The Report on “**An Analysis Of Marketing And Sales Strategies Of Smart properties Ltd**” has been prepared to measure their Customer service satisfaction. In this report, the best way of getting information about customer service satisfaction is to ask directly from them. This report will describe the basics of SPL activities: From this report we have an overall idea of customer service satisfaction is: Almost 40% of the respondents were satisfied with the overall service provided by the SPL. Customers of the SPL were less satisfied overall (25% were satisfied) levels for dissatisfaction of SPL customers were (15%) less than satisfied level. The majority of consumers (55%) either agreed or strongly agreed that they were treated fairly SPL. SPL has strong communication with their clients. In this report perceived quality of the consumers has been measured, perceived value also has been analyzed, whether the consumers expectation has been met or not is evaluated, Real Estate business development scenario in Bangladesh has been shown, SPL business graphical re-presentation under Bangladesh Development has been shown.

CHAPTER 1

INTRODUCTION

1.1 Introduction: Real Estate is one of the major industries in Bangladesh. It donates 12-15% in National GDP. The real estate sector is one of the fastest rising and thrusting sectors in Bangladesh. The Smart Properties LTD is traditional 26 August in 2013 with diverse business benefits. Infrastructural revolution is extremely important for a country to rise as a traditional nation for the citizens of the country. The marketing ideas are changing day by day. A company's development mostly depends on Sales and Marketing Actions. So it is central to select a strong Sales & Marketing strategy for any business. In my internship report, my goal is to identify all the Sales & Marketing strategy which are used by Smart Properties LTD Bangladesh.

1.2 Background

I worked as an Intern in Smart Properties LTD. After ending internship I have to make a Report. In our whole program design is not incomplete within the theoretical border but it also enhanced to the real manifestation complete the REHAB Fair, Company visit, and an internship program. This report covers community crises and meets the answer. This report gives a narrative overview of the space system in Bangladesh. The outcome of this report is the result of giant caring sweat with a collection of employees of the group along with the officials, managers and my own supervisor teacher. This report does clarify the nature and objective of the solution of space system in Bangladesh. However, since the info of sales and marketing are cloistered and profound in nature, so that I tried to construct this report with the help of existing information.

1.3 Scope of the Study

Information and learning become seamless when it is related with theory and practice. Theoretical information gets its excellence with real-world application. I had joined as an Executive at Corporate Sales & Marketing department of Smart Properties Ltd. I have had an chance to gather practices by shared with the huge number customers and creating new clients. My area of meditation of this report is to find out the customers' favorites, approval level to buy a flat and what they think about Smart Properties LTD. This report also covers the functions

completed by the Smart Properties LTD, their rules and rule related to it and their marketing plan.

Problems Statement:

1.4 Broad Objective:

The main objective of this report is to study marketing and sales strategies of SPL.

Specific Objectives:

- To know about the Marketing and sales activities of smart properties Ltd.
- To demonstrate product, advertising and land procurement of smart properties Ltd.
- To derive some findings and to suggest some commendation accordingly.

1.6 Methodology

The study needs a systematic process from selection of the topic to training of the final report. To complete the study, the data details were to be famous and calm, to be secret, explored, taken and offered in a systematic method and key facts were to be found out. The overall progress of organization has been agreed as below.

1.6.1 Research Design

This is an “Exploratory Research”, which temporarily reveals the wide-ranging activities of Smart Assets Ltd. and also questions the apartment complex suitability in Bangladesh .Only secondary data have been calm to behavior this report. I have composed .I collected information from the yearly report, journals, brochures, manuals and some books to cook this report. Some of the material’s are collected from bank, articles, plant and others are together from the books as well as the material providing by the rational banks. In short, the mechanisms of data outlined underneath.

1.6.2 Sources of Data

Secondary Data.

1.6.3 Data Collection Procedure

Secondary Data.

- To supply the report correctly information was mostly taken from Internet.
- Official annals of Smart Properties Ltd.
- Annual reports of Smart Properties Ltd (2014-2017).
- File learning in the of Smart Properties Ltd Sales & Marketing.

1.5 Limitations:

Through training of internship report, I have challenged several limitations to mark perfect and complete report. These are:

- Deficient of time of the particular officials for providing information.
- Poor information in the website of Smart Properties Ltd...
- Some information was suspended to retain the privacy of the organization.
- Complications to catch out the accurate customer favorites.

Chapter 2

OVERVIEW

2.1 Overview of Smart Properties Ltd.

Smart Properties Ltd. is a famous company in the real estate land development division. It happened its journey in 2013. Smart Properties Ltd. has been generated by Two creators to locked supplementary finance for growth and to notify employees of the company's recent status and direction. Although SPL was hurred only five years ago, the safe has qualified better than honest for its goodness in business. There is a good unplanned for Kallyanpur Smart Fokhray Ara Ahsan plot is that they bought plot for strategy two years ago from now. For this main motive SPL Is more true than other corporations.

Smart Properties Ltd. are in the business of rotating your dreams into realism. Smart Properties Ltd has only one Big plan in Kallyanpur select and luxurious ten storied apartment complex. The name of the plan is "Smart Fokhray Ara Ahsan Garden". Smart Properties Ltd planned a lot of Bigha project for the people round Bangladesh & oversize's. SPL wants to give people a innocent zone where they can live their life in safe & peace. Smart Properties Ltd. is naturally accountable answer to the quick spate of growth in Bangladesh. Smart Properties Ltd. has stayed upon a assignment to brand the maximum use of minimum land being multifaceted to both environmental worries and social resolution.

2.2 Mission & Vision of Smart properties Ltd:

The assignment of Smart Properties Ltd. is to shape green environments for our next group. We join proven, professional state of-the-art methods specializing in the promotion, listing and selling of original and resale bonus homes residential condominiums apartment, undeveloped land and commercial and project chances Excellence of facility, ethics and honor is our idea. We have a good selection of properties from carefully selected areas which are showing both general with our clients and rich with investment potential. Our properties in this website reflect this. Smart Properties Ltd. is a artistic, innovative and people-oriented institute providing definite chance, personal enjoyment and filling The dream of Smart Properties Ltd. is to suggestion supreme service to create buyer delight & enhance real estate business. Their vision is to achieve advantage & a changed intellect of modern alive style.

2.3 Objectives of the Company

The chief objective of the study is to discovery out the customer attitudes towards Smart Properties Ltd Specially the objectives of the study are as follows:

- To reach the areas of society in separate features & the company as a complete.
- Competence of the work power by employing their skills & skills.
- Providing employees with correct standards of job approval.
- Providing the institute with well skilled & well interested employees.
- Interconnect the strategies to all employees of Human Resource Managing issue.
- The objective is to have a perfect information of planning, society, leading & Regulatory features of Smart Properties Ltd

2.4 Projects Structures

Central Structures of the Project:

Clean, quiet, unpolluted green environment. This one of the expensive luxurious Condominium Residential project of smart properties ltd and it's the chief time in Kayllanpur a true Condominium where all plentiful services of urban lifecycle are in community like kids play zone with broad green field, Masjid, gymnasium for together ladies and gents, common library, protect children part, full fledged 24 hrs. security system, 4 international branded lifts, own bottomless tube well and both apartment is self-governing. Each apartment has minimum 10 feet air gap for air and light movement. Smart Fokhray Ara Ahsan allotment is 10 story building with 2 level car parking.

2.5 Business philosophy

- Profit Maximization
- Cost Minimization
- Company's wealth Maximization
- Create customer value and satisfaction

2.6 Project's facilities

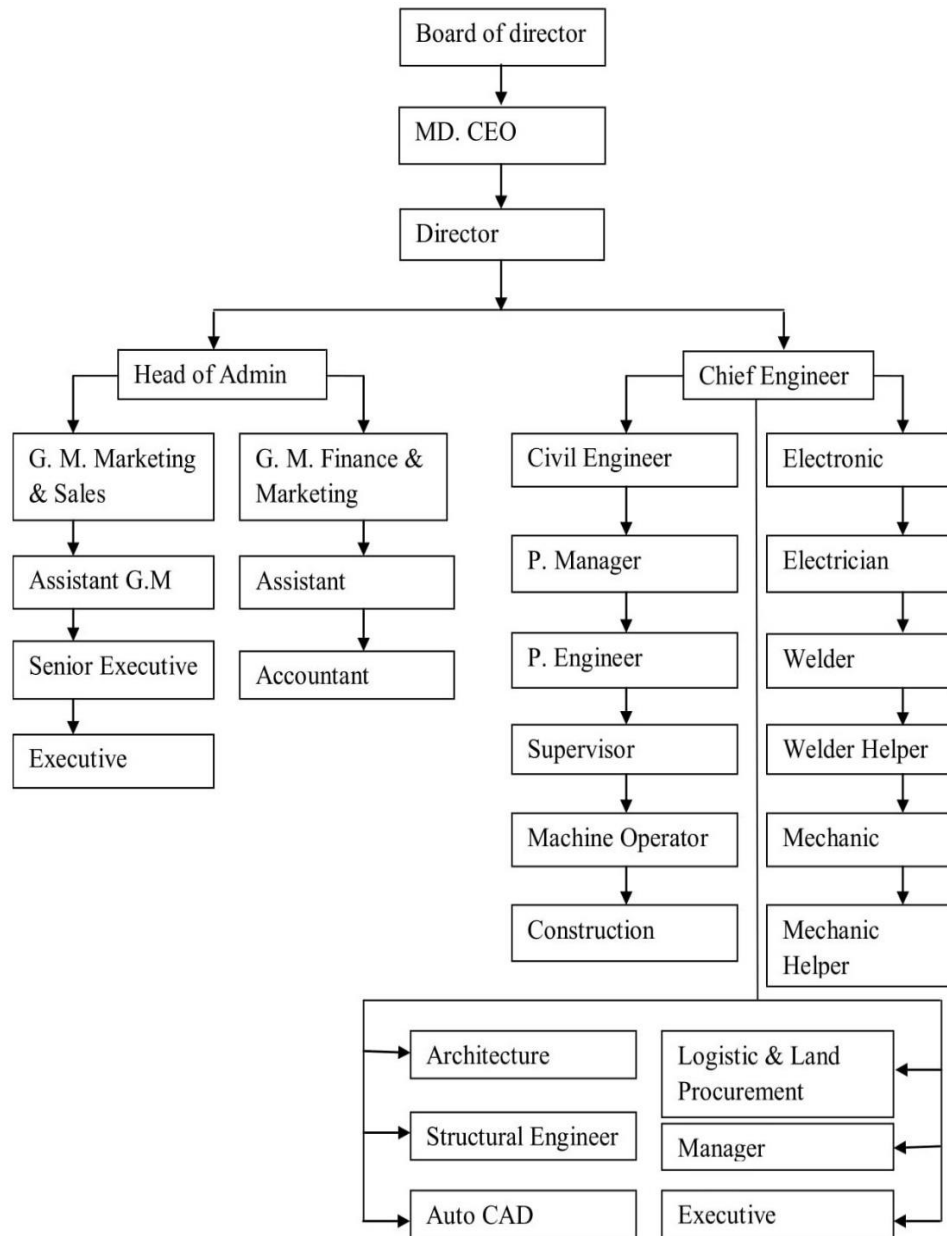
- CC camera and full time security guards ensure the security
- Ground floor and semi-basement.
- Lift ten passenger 4(Four) lifts foreign brand.
- Communication facilities communal space and club 1610 sq. ft.
- Protect play Area, play-ground open to sky
- Masjid.
- Building services machine room, stair room, cloth drying zone.
- 30 feet wide road will developed and handover to
- Water Reservoir
- Convention center.
- For health and gymnasium, theater and swimming pool.
- One central mosque and 2 separate mosques with graveyard.
- All the Apartment will have electricity, water, telephone and sewerage facilities.

2.7 Terms Condition

- Application should be made by the Company Application Form including 2 copies of a recent photograph and the Booking Money.
- Money Receipts would be provided against the Application Form and Booking Money; Receipts would also be provided against the regular installments.
- Plots will be allotted to those who comes Books first.
- Special discount to those who will pay the total price in a single payment.
- The total price of the allotted plot will depend on the timely payment of the installments.
- The total price would lower down in proportionate with the bigger installments.
- The authority reserves the right to cancel an allotment if three consecutive installments are due, given one month's notice.

- After cancellation of the allotment, the customer would be paid back the installments excluding 10% of the paid amount for management fee. The price of any gift item provided to the customer would also be adjusted from the installments paid.
- For withdrawal, the customer would have to apply to the authority. After the withdrawal application is approved, the customer would be paid back the installments excluding 10% of the paid amount for management fee. The price of any gift item provided to the customer would also be adjusted from the installments paid.
- In case of replacement, handover or change in ownership, the application has to be made to the authority. After the application is approved then these changes can be made providing the Fee as required. All dues would have to be paid prior to such changes. Approval of authority would be required if a new price rate is to be fixed.
- If any customer wants to change a plot purchased under a single name into a partnership one, the approval of the authority would be required. All dues would have to be paid prior to such changes.
- The supply of utilities such as Water and Electricity will be arranged by the company from the relevant authorities. The customers will make all the required payments.
- The company will not be responsible for delay in Project Development in case of natural calamity, political unrest, Government's decision or any other unavoidable circumstances.
- The Authority reserves the right to bring any necessary change in the design or layout of the Project for the overall betterment or any unavoidable circumstances. In such cases, the decision made by the Authority will be final.

2.8 Organizational Overview



2.9 Department of the company:

In Smart Properties LTD, Professional Branch contains 7 main branches. The name of persons branches & actions are given below:

- Reception Desk
- Marketing and Sales department
- Administration and Business Department
- Documentation and recovery
- Finance and Accounts Department
- Procurement Department
- Human Resources Management (HRM)

Reception Desk:

The central mission at the reception counter is maintaining the private & obvious record, office organization, & telephone delivery. They also continue a daily recollection file which is known as the Fundamental Recall Organization.

Marketing and Sales

Smart Properties LTD has a very giant marketing department. A solid sales team & violent marketing movement have brought wonderful sales growing along with a gorgeous market segment. Smart Properties LTD becomes a market lead in the real estate industry.

Administration & Business Department:

The organizational department of Smart Properties Ltd. always looks after the whole organization. They always run the organization easily. If several employee does any responsibility then the department takes achievement against the employee. The company payment is agreed to the employee who has done well.

Finance & Accounts Department:

- ▶ Using Smart Properties 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.

CHAPTER 3

ANALYSIS

3.1 Procurement Department:

- Buying Land.
- Registration of the sold land.

Documentation:

- ▶ If some customer fails to remuneration the due in program time then this department positions time postponement latter & gives the time postponement agreement.
- ▶ For professional the customer is not talented to take deed in this situation the majors of this department communicate with the customer to take the late by this time generals variety a rough copy of the action.
- ▶ If any modification his/her compensation schedule or modification the plot then this department arranges all procedure
- ▶ This department also brands letter sheet for registering when a customer pays all the dues with registration fees.

3.2 Sales Promotional Activities

A sales promotion is an incentive that is offered to a consumer or potential business customers to spur the purchase of a product or service. Many companies use sales promotion strategies to produce a short-term increase in sales. A company can offer many types of sales promotion activities including free samples, coupon, discounts, premiums, product demonstrations, point of-purchase (POP) materials and even refunds or rebates.

Free Samples:

- Many companies use free samples to introduce a new product. Free samples may be sent in the mail, distributed with the Sunday newspaper or given away in a store. Food companies in particular may want people to try a new sausage or pastry. Hence, they will often hire a marketing research agency to cook, cut and pass out free food samples. The objective of free samples is to get consumers to taste the food and make a purchase. Ultimately, a company wants to acquire those people as regular customers.

Loyalty Programs:

- Some companies use loyalty programs as sales promotions, which entice customers to make more purchases. Loyalty programs usually include a membership card that can be tracked

electronically through register purchases. For example, a movie theater may offer free popcorn, drinks or even tickets to customers who spend a certain amount of money.

Premiums:

- Premiums are a very popular sales promotional activity that provides giveaways to consumers. Fast food restaurants use premiums all the time, often giving away toys or movie character dolls with the purchase of a kids' meal. Sometimes non-competing companies go into cahoots with one another in a sales promotion. For example, a manufacturer of mouthwash may give away floss, which is another part of oral hygiene.

3.3 Sweepstakes:

- Sweepstakes are another type of sales promotional activity. Magazine publishers have been using sweepstakes for years to boost subscriptions. Sweepstakes usually have to be significant enough to entice massive numbers of people to make a purchase. Money, cars and even computers are used in sweepstakes sales promotions.

Product Demonstrations

- Product demonstrations or a demo is another effective sales promotion activity. Product demonstrations are sometimes implemented to show customers how
- To use new or more technical products. Sometimes, a demo like a computer terminal will be set up for people to try it out. Other times a person like a
- The model will be used to demonstrate a product. A product demo display may run without intervention to explain the various features.

The 4 Ps of marketing are produce, price, place and preferment. All four of these fundamentals association to make a successful marketing plan Advancement looks to connect the company's communication diagonally to the customer. The four main tools of preferment are promotion, sales elevation, public relative and shortest promotion.

3.4 Advertising:

Promotion is definite as any form of professional communication or advancement for product, facility and knowledge. The commercial is not only used by corporations but in many cases by academy, government and charitable administrations. However, the action meted out to commercial defers from an association to an organization. Promotion development contains a conclusion across five Mission, Money, Message, Media and Quantity. Undertaking looks at

setting purposes for promotion. The objects could be to inform, encourage, remind or support. The neutral has to follow the marketing plan set by the corporation.

Money or inexpensive decision for promotion should look at periods of creation life cycle, market part and client base, opposition, promotion regularity and produce substitutability. A message's progress further is separated into four steps, message generation, message calculation and selection, message performance, and common accountability review.

Once the communication is definite the next step is concluding the media for distributing the communication. The best of depends on influence of media, regularity of communication and the potential impact on the customer. Based on this choice of media types are made from newspaper, television, direct mail, radio, magazine and the internet. After which judgment of broadcast of the communication is essential as to grab consideration of the target spectators. Checking on the effectiveness of message is vital to the company's plan. There are two types of exploration statement effect research and sales effect study.

3.5 Public Relations:

Businesses cannot live in isolation they need to have a continual interaction with clienteles, employees and changed stakeholders. This checking of relation is done by the communal relations office. The major function of the public relations office is to handle press releases, funding product promotional, create and preserve the business image, holder matters with politicians, guide organization with respect to community issues.

Corporations are looking at ways to meet with purposes of marketing and public relative in marketing public relation. The direct accountability of marketing public relation (SPL) is to provision company and product marking activities .SPL is an effectual tool in building consciousness by generating stories in the media. Once the story is in circulation SPL can found Reliability and build a sense of problem among sales people as well as brokers to enhancement interest. SPL is much more cost current tool than other advertising actions.

Direct Marketing

The statement founds through a straight channel without using any intermediaries is stated to as direct marketing. Straight advertising can be used to carry communication or service. Direct marketing has shown wonderful growing in recent years. The internet has frolicked a main part in this growth story. Direct marketing saves time, makes an experience personal and pleasant. Straight marketing condenses price for businesses. Expression to expression marketing, direct mail, catalog marketing, telemarketing, TV and kiosks are media for direct marketing. Commercial, Advertising activity, Community relation and direct marketing production an important role in serving businesses reach their marketing areas.

Real Estate Marketing Strategy of Smart Properties Limited

3.6 Operation Of The Real Estate Business:

There is a typical and planned process of process of the Real Estate business in Bangladesh. It is true that in certain gears the business procedure may dissimilar from business to company. Though; most of the businesses operate Real Estate improvement in almost similar method. The first period of Real Estate improvement is land buying. A number of steps are to be finished to secure the land.

3.7 Land Procurement

At the actual first step land evidence is collected through two changed causes such as changed workers, direct message by land owner with company congresses, Brokers. All land evidence is mainly recorded. Because the company has a targeted area. So company needs to buy all those lands which they have planned to launch the plan. Basically company descriptive facilitated to buy the land from the landowners. If any landowner doesn't want to sell their land, then company recommends some situations. Through this complaint, company & land holder will be both profited and landowners get extra money by selling their lands. From this insatiability it becomes considerable easier for the business to buy land to realize their company project.

3.8 Project Design Preparation

Next Achievement of the land finding the company starts to formulate architectural design by the architects. In highest of the cases Real Estate originators involve a consultancy firm in land development design. However, some renowned corporations prepare their land project design by RAJUK architects. Every Real Estate company follows a definite standard in Rendering to RAJUK. If the plan is in DAP area, then the corporation has to design their project according to RAJUK.

3.9 Project Approval

Plan agreement is at the final period for the conclusion of a project. It is not that much calmer to get an agreement from RAJUK. Since the agreement, every corporation has to make their project design affording to RAJUK. Then corporations need to get agreement of 6 changed departments. Such as Home Ministry, PWD, TITAS etc. After positively getting consents from the ministries corporations need to submit all fliers to RAJUK. Then RAJUK will afford 2 people as a supervisor of the project from govt.

General terms and condition of allotment

- Application for allotment of Plot should be made on the prearranged application form consequently signed by the customer laterally with the intense money .The corporation capitals the right to agree or castoff any application according to the rules and by-law of the company.
- On approval of an application, the corporation matters an allotment letter to the customer on which the customer starts compensation as per the agenda of the project. Portion of the apartment is normally made on first come first serve basis.
- Payments of portions and all other custodies are to be made on due dates conferring to the calendar. The corporation may issue notices to the allotted, but not bearing the issue of cues, the allotted necessity adhere to the timetable to certify timely conclusion of building.
- Delay in recompense beyond the timetable date will make the selected liable to pay delay charge for every 30 days on the volume of the payment delayed. If the compensation is behind beyond 60 days the anxiety shall have the right to cancel the helping. In such an event, the volume rewarded by the all discover will be remunerated after requiring the earnest money and after allotment of the cancelled plot.
- Attention fees/charges safety payments and other related incidentals joining to gas, water, sewerage and electric attentions are excepted in the price of the plot. The company collects that control from the plot owner when the structure works are very close to concluding.
- The business may cancel an allocation for non-payment of repayments in disrespect of cues and after final suggestion to the selected by recorded post at the address given in the application form.
- The possession of the plot shall be duly handed over to the chosen on conclusion and full compensation of payments and other responsibilities and dues. Till then the place will recreation with the corporation. If the project is finished before the specified time, the selected shall have to make full compensation before taking ownership.
- After delivery of the project, the allotted(s) will became similarly separate complete and unblemished stockholders of total acres of the arranged land of the project in particular plots. After all the dues and installments and paid by the purchaser accordingly, the vendors shall execute a recorded sale deed in favor of the customer shifting shares of land for the mission in the demised plot.
- The company is not accountable if the conclusion period of the building of the project is pretentious by inevitable conditions outside the control of the company, like normal disasters, political disorders, attacks and variations in the fiscal rule of the state etc.

- The corporation is accountable if the distribution of the project overdue due to any restriction of the business. In that condition, the company is to pay a quantity of cash on every month to the individual client till the assignment of the project.

Installment Collection:

In maximum of the cases, persons buy plots on payment base. Though, they are to recompense the full volume previous to plot carriage. Similarly, plot purchasers necessitate to pay the payment on owing time. The purchasers often face the struggle of continuing on owing time. The buyers often face the difficulty of maintaining schedules of payment. In this situation, accountable developer corporations give cue to the specific customer to memory the time of imbursement. Moreover, concerned legislatures of famous corporations always follow to gather payment as per the compensation timetable.

Customer Service:

In recent days, there is an additional opportunity for the client to get customer service facilities. These facilities include:

• Handling Customer Complaint:

The customer service department monitors the customer complaints. The customer complaints are recorded by the customer service. After recording they communicate with the concerned technical professionals to solve the matter. Technical persons analyze the nature of complaints and initiate to take the corrective action. Any type of dissimilarity in accordance with the agreement is solved through customer service.

• Utility connection:

Company arranges utility connection from the Govt. Offices. Company representatives communicate with different authorities concerning the supply of electricity, gas, water, telephone etc. Company fulfills all the necessary requirements of various authorities to ensure a timely. connection of all utility services. The land owners just get the output on payment of utility connection charges.

• Project handover:

After completion of the total development work of being individual land, the company initiates to hand over the land to the respective landowners. Before the handover company representative thoroughly verify the construction works whether the products are sufficient to satisfy the land owners or not. If there is any anomaly, concerned engineers take necessary steps to make the project ready for delivery.

- **Registration:** Finally, the company arranges plot registration and mutation for individual plot owner. The owners achieve legal right to avail the plot through this registration. The registration cost is determined by the land plot owner.

3.10 Functions of marketing department

- 1.To search potential customers
- 2.To prepare a list of more potential customers
- 3.To maintain a regular relation with most potential customers
- 4.To prepare attractive sales tool-kit
- 5.advertising in newspapers
- 6.participating in different trade fare in the home
- 7.sending those publishing to the clients

3.11 Target Market

Smart Properties Ltd board clientele are business people, Bangladeshi persons those are employed in distant countries and facility containers from the social class public who will advantage from the apartment's unmatched level of excellence, site and technical facilities. These customers will be watching for harmless, high-excellence situations that can advance the type of ether they are wanted.

The segmentation market

Smart Properties LTD divisions their market into changed pay groups, for example; Higher class people are the first goal, Higher-mid class people are second goal and Central class people are third goal.

Target Market Segment Strategy

Smart Properties LTD trusts that their unrivaled level of excellence, good place and technical facilities put Smart Properties Ltd into a location of its personal. This will be the main point of all their marketing and promotion efforts. These two sections are also easily reached through newspapers and website, as well recurrent office buildings displays. It is essential for Smart Possessions Ltd to comprehend that client's need and their importance.

Market Needs

Every of Smart Properties Ltd plans training requirements the quality, suitability, service, safety, luxury and technical amenities that can only be found in Smart Properties LTD .alive apartments.

- The facility holder section wants a silent harmless air that reassures a safe situation. They also necessity the convenience of place
- The business being section wants a alive environment that divorces them from the loud, dull troublesomeness of regular apartment living. Most profitable people are on their way to home ownership or drive to a greater city, so they necessity housing that will let them sensation like they are receiving the excellence that they necessity.

Positioning Statement

For persons who wish high-quality, decent environment and decent place Smart Properties Limited can be talented to achieve their wants and requirements an reasonable value. Keen Properties LTD .Is dedicated to assuring clienteles full consummation and holders all protests proximately.

Product

Smart Properties LTD .is an group that is involved in various features for the real estate sector. Huge knowledge and knowledge is compulsory in the development of high-quality, lower cost living for middle class publics and higher class people who are looking for luxury apartment. An area of penetrating exercise and care is the position of solid client facility.

3.12 Competitive comparison

Smart properties Ltd. Competitive Advantage is as Follows:

Smart Properties Limited offer a advanced level of excellence apartments than the regular apartments originate on the urban. This agrees for persons citizens who do not want their alive conditions to basket their luxury and pleasure of city life.

Smart Properties Limited advertising and promotion prices are low due to humble marketing plans.

However, the owner's knowledge in painterly plan and transportations is supportive to generate a unique and creative product for the clientele. The main race Smart Properties Limited is meeting the regular lower cost apartment parts.

Smart Properties Limited surveys a national building cipher, RAJUK Instructions and Law, FAR, and save the natural environment to defend trembling.

Pricing Strategy

Pricing decision must take seeing account income margins and likely pricing reply of client and participant. Smart Properties Limited normally follows the valuing rule in a normal way. The most basic patching technique is to add a normal mark up to the plan cost. Smart Properties Limited is using "Modest rating" plan. Most of the time flat or produce value is resolute by place or zone. Creation price or flat value is also stanch by excellence. Price abnormalities happened when raw resources price is growing.

Promotional activities

Smart Properties Limited runs its advertising actions for presenting its projects to clientele. Advertising happenings have a main influence to growth auctions capacity Smart Properties Limited has advertising actions done that demonstrate lower

- Bill Boards: In the each project's position and near the street are lifeless "billboard" for Publicity.
- Print Media: For growing sales Smart Properties Limited is available Ads through Pamphlet, Publication and broadside such as proton-aloe, Bangladesh protuberant.
- Electronic Media: Smart Properties Limited some time practice for the Ads such as CD, DVD for some plan, cartoon, any other performance, program performance, E-mail, website etc.

CHAPTER 4

MAJOR FINDING

4.1 Major Findings:

1. Pricing Analysis:

The valuing analytics is considered for middle to senior-level officials who want to improved appreciate how analytics can be used to advance valuing and advertising choice, income growing and success.

2. Pricing strategy

Smart Properties Limited commonly follows the pricing rule in a average way. The most uncomplicated valuing method is to add a average mark up to the project price. Most of the time flat or creation price is resolute by place or area. Produce value or flat value is also resolute by excellence

3. Land procurement

If any landowner doesn't want to sell their land, then company proposes some conditions. Through this condition, company & land owner will be both benefited and landowners get more money by selling their lands. From this greediness it becomes much easier for the company to buy land to fulfill their company project.

4. Project approval

The final stage for the completion of a project. their plan design rendering to RAJUK. Then corporations necessity to get support of 6 dissimilar bureaus. Such as Home Ministry, PWD, TITAS etc. After positively getting supports from the ministries companies need to submit all documents to RAJUK. Then RAJUK will deliver 2 persons as a superior of the plan from govt.

CHAPTER 5

Recommendations & Conclusion

5.1 Recommendation:

As per serious remark some proposal for the development of the condition are specified lower:

- To interest more clienteles Smart Properties Ltd. has to make a new promotion policy which will be able to growth their corporate as it could recover income product development marketing strategy new product development helps companies' diversity target customer ranges and expand into new market segments.
- Sometimes Smart properties LTD is undertaken as a public works project, in which case it is not viewed as an investment in the classic sense. The government engages in public works development in order to benefit certain communities, put idle laborers back to work, or sometimes to just maintain a certain budget size.

5.1 Conclusion:

Smart Properties Ltd is one of the renowned company in Bangladesh. Facilities are joint from several different features that the clienteles take into reflection when appraising their overall gratification. For SPL it is significant to confirm that all the changed features that are connected to the facility and produce are watched after. This way they can suggestion an complete fulfilled service for the clients. SPL is doing every possible thing to give best service Commitment to client satisfaction to their customers and to meet the customer's expectations. When clients are content with the facility and produce, they will reappearance. The idea of client loyalty is important as the associates are a important source of revenue for the corporation.