

An Internship Report
On

**EVALUATION OF CUSTOMERS’
SATISFACTION OF AK REAL ESTATE
LIMITED.**

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LETTER OF TRANSMITTAL

January 05, 2017

Dr. M. Mizanur Rahman
Professor
Faculty of Business & Economics
Daffodil International University, Dhaka.

Sub: Submission of the “Internship Report”

Dear Sir,

I am submitting my project report titled “**Evaluation of Customers’ Satisfaction of A.K Real Estate Limited**” I have tried my best to find out the current situation of real estate sector in Bangladesh and its Customer Satisfaction. Please pardon me for any kind of mistake in this report. It was not possible for an individual to complete this report without your motivation and cooperation toward me; I would not be able to complete this report.

I sincerely hope that you will get current scenario of real estate developments and Customers satisfaction. I have acquired the valuable experiences through this project report under supervision of you. I would like to thank you and the University for giving me the opportunity to do project and for helping me to prepare the report.

If you have any further queries regarding the report, please inform me.

Sincerely Yours,

.....

Abdullah AL Mahfuj,
ID No. 113-27-229
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LETTER OF ACCEPTANCE

This is to certify that **Abdullah Al Mahfuj**, ID No: 113-27-229, is a student of the BRE program, Daffodil International University. He completed Internship Report under my supervision. He has done this report on “**Evaluation of Customers’ Satisfaction of A.K Real Estate Limited**” as a partial fulfillment of the requirement for obtaining Bachelor of Real Estate degree.

I have gone through the report and found it is satisfactory. He has completed the report by himself and he acknowledged the references appropriately.

I wish him every success in his life.

.....
Dr. M. Mizanur Rahman

Professor

Faculty of Business & Economics

Daffodil International University,

Dhaka, Bangladesh.

ACKNOWLEDGEMENT

First of all I would like to express my deep gratitude to the almighty Allah for fruitfully preparing this internship report.

I express my deep sense of gratitude and heartily respect to Prof. Dr. M. Mizanur Rahman, Professor, Department of Real Estate, Faculty of Business and Economics, Daffodil International University for his valuable suggestions and instructions to complete this report. I would also like to convey my gratitude to all the members who directly or indirectly has helped me to prepare this report.

I express my personal gratitude to my Boss Rizvee Ahmed for helping me with the valuable suggestion about the source of information and other key issues to prepare this report.

ABSTRACT

A.K Real Estate Limited. is the market leader and one of the rapid growing Real Estate Company in Bangladesh. The topic of the study is Customer Satisfaction of land Projects of A.K Real Estate Limited. The objectives of the study were to explain Customer Satisfaction, to spot out the problems relating to customer satisfaction, and to furnish some recommendations to solve the problems. To conduct the study, data have been collected from primary and secondary sources. The company follows differentiated target-marketing strategy to serve the customers. A.K Real Estate Limited. offers a variety of consumer products that include, Land Plots. In setting price the company follows cost-based as well as competition-based pricing method. The promotional activities of A.K Real Estate Limited. are based on advertising, sales promotion, direct marketing. The company follows intensive handover system to make their products highly accepted and popular to the customers. There are some problems in the marketing activities of the company which are insufficient market research, lack of technological support in promotional activities etc. In these circumstances, the company should widened their promotional work to make their products highly available, should focus on marketing research and viral marketing to get actual feedback from customers.

EXECUTIVE SUMMARY

Real Estate business in Bangladesh is a recent phenomenon and mainly concentrated in the Dhaka city. As a successful business, Real Estate sector should get extreme care and concern from government. Along with policy, this sector should get adequate support to survive and serve the people. Now days by recent few years Real Estate companies are facing problems to sale their flats and ready flats to handover for reason of high pricing. Customers are avoiding buying a flat rather than wishing to live in a rent house. The price hike of apartments is a major and debatable issue in the Real Estate sector of Bangladesh. The Real Estate developer companies are criticized of charging a lot of money for an apartment. In recent years, apartment's price increased due to the unimaginable increase in land price as well as sharp increase in prices of the construction materials. That is why the sale of all type of flats, apartments, and lands decreases. For price hike ready flats are remain unsold and companies are counting huge lose. For high price, general customers are avoiding to buy new flats and apartments. The sales peoples are facing difficulties when bargaining with the customers about price.

This report is comprised of two broad episodes: where episode one expresses on overview of Real Estate sector of Bangladesh; Episode two consists of two parts, one is the organization part and other is the project part. The core focus of this report is the project part. In the organization part mainly the business profile, basic function, business line, product; features of A.K Real Estate Limited are shown.

The topic of the project part is Position of A.K Real Estate Limited in terms of different Real Estate Companies in Bangladesh. Through this study firstly I have prepared a brief history of Real Estate Trade in Bangladesh then I have tried to shown the A.K and other real estate company's position by considering the major market functions of the real estate industry. To do this I had to carry out surveys; is based on the different types of the customer. Because the real estate companies growth, market share, market penetration & retention directly depends on customer's perception.

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Chapter One

INTRODUCTION



1.1 Introduction

The country Bangladesh is most known internationally through newspaper headlines for its density, high population, corruption political & social instability, economic vulnerability and several disasters. These problems are real and their side effects have a remarkable impact on the society. Reality however is not as devastating as indicated by the image of the country since the national economy is improving day by day. As a result Real Estate sector is also improving day by day. Real Estate business was started in 1964. Ispahani group start their real estate business. Now in twenty first century, it is a sector of more than thousand companies. Real Estate is one of the profitable sectors in Bangladesh & also contributes in national economy.

Real Estate sector has a legal authority called "REHAB". Every company has to be a member of "REHAB". AK Real Estate consortium is a member of "REHAB". As for business of land, it also a member of "BLDA".

1.2 Scope of the Study

This report will give us a clear picture about the customer satisfaction in general & specially the activities of AK Real Estate Ltd. The scope of the study is limited of organizational activities of the company

The scope of the study are:

- 1) Maintain a good relation between the employees & the 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.
- 7) Maintain a good relationship with existing clients.
- 8) Maintain a regular field work for new clients.

1.3 Objectives of the Study

The objectives of the study are as follows:

- i) To investigate the customer services provided by the employees of A.K. Real Estate Limited.
- ii) To evaluate the customers' satisfaction towards the services provided by the A.K. Real Estate Limited.
- iii) To find out the problems (if any) relating to the customer services provided by the employees of A.K Real Estate Limited.
- iv) To recommend some suggestions to overcome the identified problems

1.4 Methodology of the Study

This study is basically a descriptive one conducted using quantitative data. Primary data are collected through surveying of existing customers' of AK Real Estate Ltd. The questionnaire consisted of 5-points likert scale in order to get interval scaled data. Other than these, some demographic questions are also set to classify the respondents. The sampling frame is the existing customers' of AK Real Estate Ltd.

1.4.1 Sample selection and size:

The sizes of sampling were 100 existing customers of AK Real Estate Ltd. Which were insufficiently large for this short of survey?

1.4.2 Data collection method:

The existing literature includes published journals, periodicals, newspapers, related magazines, documents and internet etc, most of the statistical data will be collected from the related web pages.

1.4.2.1 Primary sources of data:

- ⇒ Face to Face convention with directors and employees of AK Real Estate Ltd.
- ⇒ Interview with the customers with questionnaire survey.

1.4.2.2 Secondary sources of data:

- Annual report of AK Real Estate Ltd. (2012 & 2013)
- Prospects of AK Real Estate Ltd. (2012 & 2013)
- Different papers of AK Real Estate Ltd.
- Un- published data
- Different text book
- Newspaper
- Internet
- Different manuals of AK Real Estate Ltd.

1.4.3 Data source:

To perform this report a field study report is based on primary and secondary data.

1.4.4 Data processing:

To collect the primary data from the selected tour operators, a survey questionnaire will be used. Data collected from secondary sources will be processed manually and qualitative approach will be used through the study.

1.4.5 Data analysis and interpretation:

The present research is a combination of both theoretical and empirical. For the theoretical foundation and analysis, the existing literatures were investigated. To analyze the collected data, different quantitative and qualitative measures will be taken.

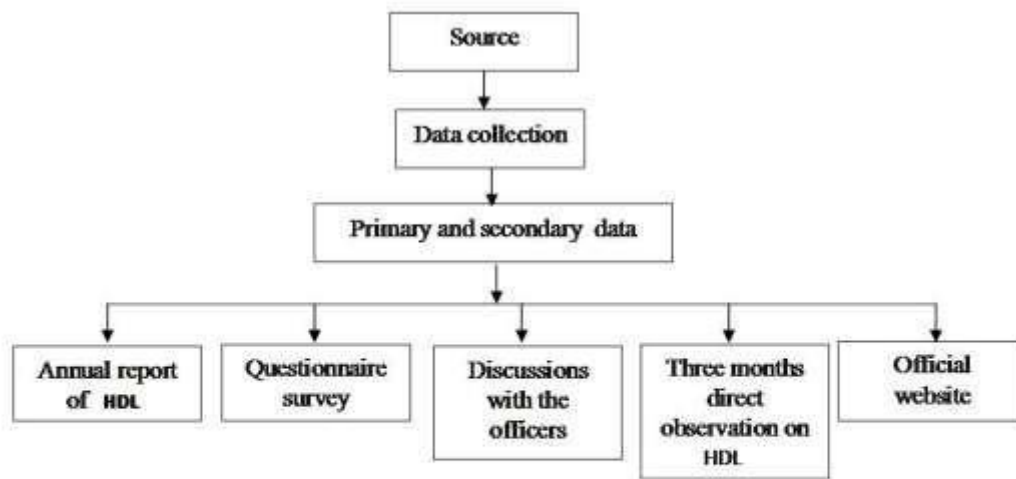


Figure: Data collection method

1.6 Limitations

The present study was not out of limitations. But it was a great opportunity for me to know activities of real estate business. It is not easy to make an analysis report. At the time of my report writing, I faced some limitations. Some constraints are appended bellow:

- Every organization has their own secrecy which they do not want to disclose to others. AK Real Estate does so
- Employees of AK Real Estate Ltd did not discuss enough with me about the company, because they have rules from the top management.
- 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.
- Buyers of the AK Real Estate Ltd were busy, so I can't get enough time to take a long interview from them.
- Gathered data could not be verified for accuracy.
- Work place pressure was also a barrier to prepare the report.
- It was not possible to go to every department and take interview / conversation about their department / company.

Chapter Two
Company Profile

2.1 Introduction of AK Real Estate Ltd.

In Bangladesh there is a population of 116 million. Everyone wants to stay in the city. Due to that wants, Dhaka became the city of traffic, pollution. To see this, Bangladesh govt. take some projects to spread out people. Bangladesh govt.'s one of the big project is "**Purbachal**". Purbachal will become another city under the city. Govt. will provide every facility to success this project. PM office, DU campus, Different Ministry & other important offices will be established in "Purbachal". "AK Real Estate Ltd." providing people to get all those facilities by launching a project named "**AK Real Estate Green City**".

AK Real Estate Ltd. is a renowned company in the real estate land development sector. It was started its journey in 2008. AK Real Estate Ltd. has been created by 14 founders to secure additional funding for growth and to inform employees of the company's current status and direction. Although AK Real Estate was launched only five years ago, the firm has experienced greater-than honest for its honesty in business. There are good opportunities for AK Real Estate is that they bought land for project seven years ago from now. For this main reason AK Real Estate Ltd. is more authentic than other companies.

AK Real Estate Ltd. is in the business of turning your dreams into reality. AK Real Estate Ltd. has only one land project at purbachal. The name of the project is "**AK Real Estate Green City**". AK Real Estate Ltd. proposed a **1000 Bigha** project for the people around Bangladesh & oversize's at purbachal. AK REAL ESTATE LTD wants to give people a safe zone where they can live their life in safe & peace. AK Real Estate Ltd. is environmentally responsible response to the rapid spate of urbanization in Bangladesh. AK Real Estate Ltd. has embarked upon a mission to make the maximum use of minimum land being sensitive to both environmental concerns and social continuity. Planned development by AK Real Estate Ltd. of the sites at purbachal has added value to people who released pressure on inner cities and persecuted the city dwellers with breathing space.

2.2 Mission & Vision of AK REAL ESTATE LTD

AK REAL ESTATE LTD's mission is both broad and focused. It builds on its vision and translates the essence of that vision into projects that respond to board category of needs. Each of AK REAL ESTATE LTD's activities however is characterized by the same commitment to comfort and Convenience.

The mission of AK Real Estate Ltd. is to provide service at an economic cost & progress in diversity & continue to the growth of real estate sector in Bangladesh by being the real estate market challenger.

The vision of AK Real Estate Development Ltd is to offer unparalleled service to create customer delight & enhance real estate business. Their vision is to achieve excellence & Different sense of modern living style.

2.3 Objectives of the Company

The main objective of the study is to find out the evaluation of consumer's satisfaction in Real Estate Business of Bangladesh on AK Real Estate Ltd. Especially the objectives of the study are as follows:

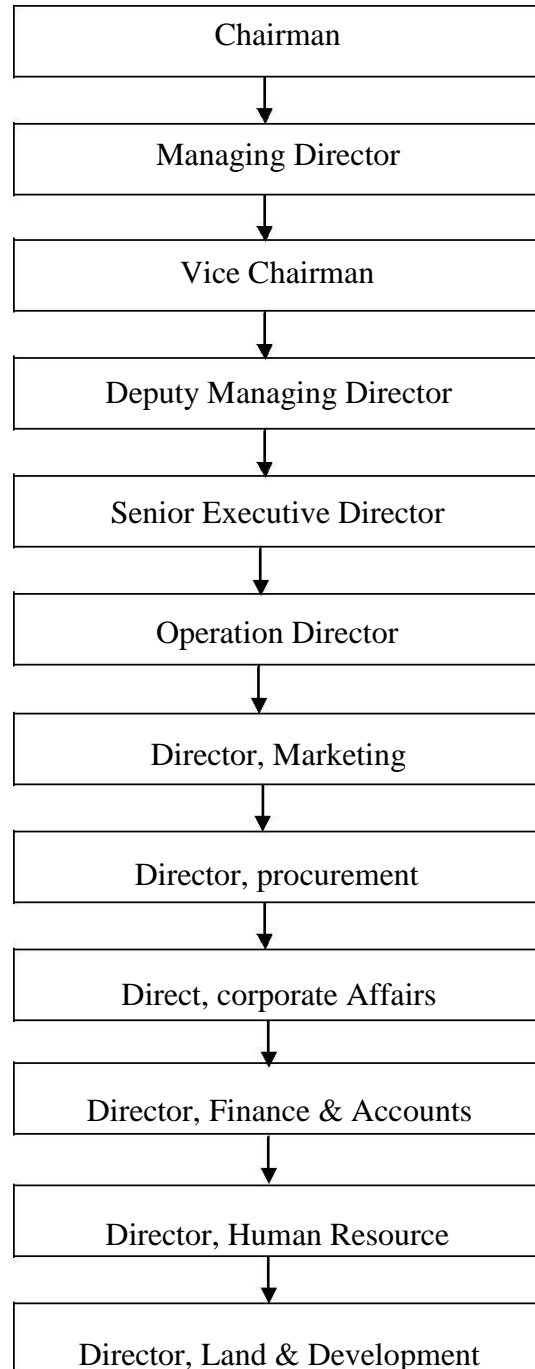
- To reach the goals of organization in individual aspects & the company as a whole.
- Efficiency of the work force by employing their skills & abilities.
- Providing employees with proper standards of job satisfaction.
- Providing the organization with well trained & well motivated employees.
- Communicate 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 AK Real Estate Ltd.

2.4 Business Philosophy

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

2.5 The Organizational Structure:

The organ gram below depicts the organizational structure of AK Real Estate Ltd.:



**Figure: Organ gram of AK REAL ESTATE LTD at corporate branch
source: Office document**

2.6 Departments of the company:

In AK Real Estate Ltd., Corporate Branch contains 6 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

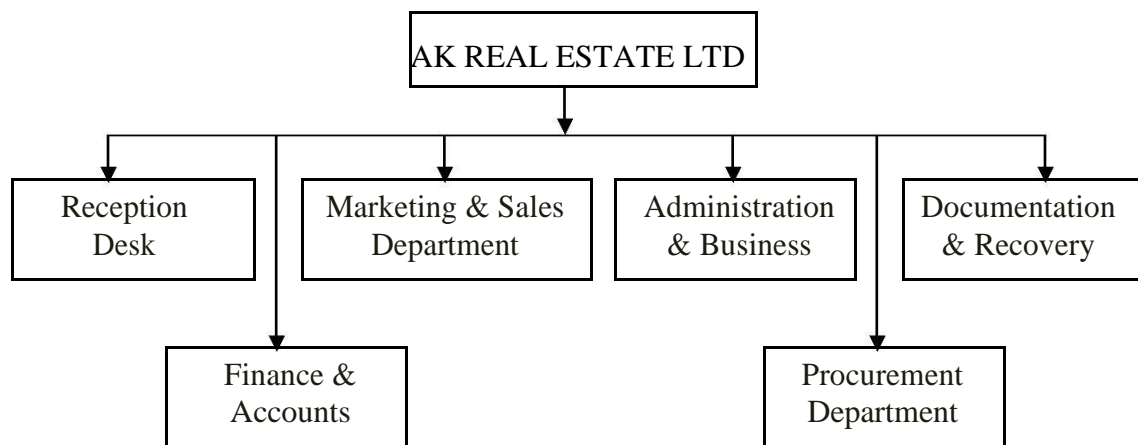


Figure: Department of the AK REAL ESTATE LTD

2.6.1 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.

2.6.2 Marketing & Sales Department:

AK Real Estate Ltd. has a very big marketing department. A strong sales team & aggressive marketing campaign has brought tremendous sales growth along with a handsome market share. AK Real Estate Ltd. becomes a market leader in the real estate industry.

2.6.3 Administration & Business Department:

The administration department of AK Real Estate 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.

2.6.4 Finance & Accounts Department:

- Using AK Real Estate Ltd. (AK REAL ESTATE 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.

2.6.5 Procurement Department:

- ⇒ Buying Land.
- ⇒ Registration of the sold land.

2.6.6 Documentation:

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

2.7 Features of the project of AK Real Estate Ltd.

- The locations of AK Real Estate Ltd are out of flood free zone.
- The project has natural greeneries & Lake.
- The Park & playground in every block separately.
- School, College, & University are included in the project.
- AK Real Estate 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 will available in project as committed.
- 100', 50', 35' road inside the project for the communities.
- Telephone & internet service are connected in the project.
- and is delivered according to the promised offered.
- Registration is properly after full payment.

2.9 AK Real Estate Green City's Price list:

Price list of Household Green City

This Price is given per katha & it will active from 1st January, 2014.

AK Green City	BLOCK - B			BLOCK - F			BLOCK - E		
	25 feet	35 feet	50 feet	25 feet	35 feet	50 feet	25 feet	35 feet	50 feet
Facing / Road	7,00,000	7,40,000	800000	6,00,000	6,10,000	6,20,000	5,50,000	5,60,000	5,70,000
North / East / West	7,50,000	7,90,000	850000	6,50,000	6,60,000	6,70,000	6,00,000	6,10,000	6,20,000
North / East / West corner	7,20,000	7,60,000	820000	6,20,000	6,30,000	6,40,000	5,70,000	5,80,000	5,90,000
South	7,70,000	8,10,000	870000	6,70,000	6,80,000	6,90,000	6,20,000	6,30,000	6,40,000
South Corner	7,40,000	7,80,000	840000	6,40,000	6,50,000	6,60,000	5,90,000	6,00,000	6,10,000
Special view North / East/West	7,90,000	8,30,000	890000	6,90,000	7,00,000	7,10,000	6,40,000	6,50,000	6,60,000
Special view North / East/West Corner	7,60,000	8,00,000	860000	6,60,000	6,70,000	6,80,000	6,10,000	6,20,000	6,30,000
Special view South	8,10,000	8,50,000	910000	6,10,000	7,20,000	7,30,000	6,60,000	6,70,000	6,80,000
Special view South Corner	7,80,000	8,20,000	880000	6,80,000	6,90,000	7,00,000	6,30,000	6,40,000	6,50,000
Lake view North/ East / West	8,30,000	8,70,000	930000	7,30,000	7,40,000	7,50,000	6,80,000	6,90,000	7,10,000
Lake view North/ East / West Corner	8,00,000	8,40,000	900000	7,00,000	7,10,000	7,20,000	6,50,000	6,60,000	6,70,000
Lake view South	8,50,000	8,90,000	950000	7,50,000	7,60,000	7,70,000	7,00,000	7,10,000	7,20,000
Lake view South Corner									

Special Discount offer for Block- B, F & E

Time	Discount	Time	Discount
At a time Purchase	35%	4 Years	15%
1 Year	30%	5 Years	10%
2 Years	25%	6 Years	5%
3 Years	20%	7 Years	0%

N.B: 20 % down payment is required in all booking & Highest 96 installments.


Head Of Sales


Director, Marketing


Managing Director

2.10 Branches of AK Real Estate Ltd.:

AK Real Estate Ltd. has 2 decorated branches in Bangladesh.

Corporate Office: Mirpur, Section-02, House -05, Road-03, Block-E, Dhaka-1216.

Phone:+88-02-55074814, Fax: +88-02-9664542, E-mail: a.krealestate.bd@gmail.com

Website: www.a.krealestate.com

Chapter: Three

ANALYSIS

3. Introduction

Residence is one of the basic needs of human beings. The right to live in one's own is a fundamental right of people and it is internationally recognized. The demand of housing in urban areas in developing countries like Bangladesh is significantly increasing due to its fast growth rate. Rural people are migrating not only to find jobs but many wealthy people are moving to urban areas for the fulfillment of their expectations of better lives for their future generation, and for enjoying the modern facilities of the city life. This has resulted in a serious crisis all over the country, especially in the major cities of Bangladesh. In recent times, the private real estate firms have taken initiatives by ensuring maximum usage of land in a planned way. In this system, it is possible to accommodate more people in a comparatively small place. Only 30 percent of the population in Dhaka has occupied already more than 80 percent of residential areas with human settlements and supportive infrastructure. Economists and real estate experts state it as highly significant, because in this way land is becoming increasingly inadequate to provide individual housing solutions. For huge demand and inadequacy of land, price of land is very high in the urban areas according to real estate participants. This is making more people inclined to build and share apartments. In Dhaka five percent of the population belongs to the high-income group. 45 percent falls into the middle-income group and the rest in the low income group. Economists and real estate participants see the middle-income group as a huge market for the real estate sector. Builders have started building apartments for the middle-income class. The large unsatisfied middle-income class is expected to be boosting market for the real estate business.

Now in Bangladesh the demand for residential real estate unit is rapidly increasing. The population in Dhaka is increasing very fast. This rapidly increasing people need more housing facilities. Increase in house rent implies that people would become less interested to stay in rented house and would try or tend to buy home. Dhaka is expanding rapidly. While there are many real estate developers in the market, there are also very few of them who have maintained the quality, safety and customer preference. In developing urban areas, real estate plays an important role as well as solving housing problem. Nowadays real estate business in Bangladesh became very competitive. Competitors are moving very aggressively to achieve their target as well as increase their market share. On the other hand, the customers are

becoming more aware about the current market of apartments. The main products in the real estate sector in Bangladesh include three things – commercial units, residential units, and a mix of the two. Commercial units are shopping malls, shops, and office buildings, which are used for commercial purposes. Residential units include two segments– plot units and apartment units. Plots are segment of a land area with a certain boundary where the land is developed by the real estate developers and builders. Apartments are buildings with flats of different sizes to live in. Mixed units include buildings which are used both for living and commercial purposes. Generally the lower floors of a project are rented for commercial purpose leaving the upside to sell as apartment. In recent times, the real estate developers have introduced new and diversified products. Model towns, which are built with the structure of a small town, include all facilities for people, from offices, shopping mall, houses, schools, swimming pools, gymnasium, banks, power plant etc. Projects that include swimming pool, gymnasium, shopping malls etc. in one building are also diversified products supplied by the real estate agents in Bangladesh. All these products wrapped with diversification have a great demand in the market.

In the first decade of 21st century, the price of per katha land increased unbelievably almost all over the Dhaka. Compared to the price increase of the earlier decade, the percentage increase in price almost doubled, and in some areas it is more than three to ten times more than the earlier price. Hence, the real estate developers were bound to increase their price to cover the cost of a project. This price rise is unbelievable and unexplainable. This has a direct impact on the prices of completed flats. In the upcoming decade there will a demand for around 100,000 flats in or around the city. With this huge demand for flats in future, the private real estate sector has plenty of opportunities to play an important role in satisfying the housing needs of the people. The total volume of the real estate sector has increased every year, satisfying the housing needs of the urban people in the last few decades. Contributions to the government exchequer through Registration Fees, VAT, Advance Income Tax (AIT), Stamp Duty, Property Handover Tax etc. has increased every year. In the future, this sector has enormous potential to expand its volume and thus contribute more to the national economy. For this, sufficient government assistance is required. While negotiating with the

government, it can be argued that, rather than tightening the grip to regulate this sector. More problems are given as follows

3.1 Problems of Real Estate Business in Bangladesh.

3.1.1 High Land Value

The major hindrance of providing affordable housing to all is the high value of land in Dhaka city. Land value in the city has drastically increased in last decade showing about four fold increase of the average land value in last ten years. Some of the key areas of the city, for example in Baridhara, average land value is more than Tk. 4 crore per katha.

Some areas land values are as flows:

Area	Land Price (Tk./katha)			
	1975	1990	2000	2010
Baridhara	25,000	6,00,000	25,00,000	400,00,000
Gulshan	25,000	6,00,000	22,00,000	250,00,000
Banani	25,000	6,00,000	20,00,000	150,00,000
Mohakhali	25,000	6,00,000	18,00,000	120,00,000
Dhanmondi	25,000	6,00,000	22,00,000	200,00,000

Figure: Land price in different areas of Dhaka city. [Source: Sheltech (Pvt) Ltd. 2012]

3.1.2 High Value of Construction Materials

The housing problem of the city is further aggravated due to the price hike of construction materials. The price of construction materials is consistently increasing, thereby increasing the construction cost and apartment price. The annual change of the price of major components of construction is shown in the following table.

Year	Brick(TK. Per Piece)	Sand (Tk.Per.cft)		Cement (Tk. Per bag)	Rod,60Grade (Tk.Per Ton)
		Local	Sylhet		
2008	6.30	11.00	23.00	370	59,200
2009	6.00	9.50	25.00	355	50,700
2010	7.00	10.50	29.00	365	54,400
2011	8.18	13.42	31.00	372	62,200
2012	8.50	13.50	30.50	385	67,000

Figure: Year wise price of different construction materials. [Source: Sheltech (Pvt) Ltd. 2012]

3.1.3 High Apartment Price

The consequence of the land value increase couple with the price hike of construction materials is the increase in apartment price. The apartment price went through a sharp rise since 2000. In last ten years per square feet apartment value has increased by nearly triple. In place like Baridhara an apartment of 1400 square feet now cost nearly Tk.3 crore. In Gulshan and Dhanmondi the same 1400 square feet apartment will cost nearly Tk.2 crore. In low middle income areas like Shyamoli a 1000 square feet apartment costs around Tk. 45 lac. Thus clear that without a bank loan the middle income people cannot afford to buy a decent apartment in the city.

3.1.4 High House Rent

The house rent is so much high day by day in Dhaka city. Represent the fact that there is a huge gap between housing demand and supply for all income groups.

Type	Low income group	Middle income group	High income group
Average Rent(Tk./sft)	13.8	16.7	22.5

Figure: Average House rent of different income group.

3.1.4 House Loan Interest Rate

As revealed in the earlier discussion, the apartment value in Dhaka is too high to afford by the middle and low income people. As such people mostly rent houses and so the house rent in the city is significantly high, as demonstrated earlier. To help people through buying apartments the governments in most of the countries have arranged house loan with low interest.

3.1.5 Property Transfer and registration Fee

In addition to the high apartment cost and loan interest, fees pertaining to property transfer and registration impose extra burden to buyers. Such fees include gain Tax (2%), Stamp Duty (3%), Registration fee for the central government (2%) and City Corporation (2%) and fees for Sub-registers 90.5%) which together account for additional 9.5% cost of an apartment. Besides, the buyers have to pay Advance Income Tax (Tk. 2000 per sq. meter) along with a 1.5% Vat which further worsens the affordability of the buyers (Seraj, 2010).

3.2 To identify the consumer choices regarding Real -Estate companies.

While purchasing the products consumer choices depends on the following criteria. They prefer to purchase products from those company which.

3.2.1 Company which provides products within Affordability of customer.

What's the total cost of the Gainesville apartment when you add up rent, utilities and any other regular costs? (Note: Most experts' recommend you spend no more than 25-30% of your income on housing.)

3.2.2 Company which provides better Amenities with products.

Does the community have high-speed Internet, which would make it easier to conduct research for school? Does it have quiet common areas for study so you can get away if your roommates are entertaining? Does it have a trek room where you can let off steam, a pool or outdoor sports facilities?

3.2.3 Company which provides better Transportation system.

Is there an adequate parking close to your unit, or will you have to walk half a mile loaded down with books or groceries? If you're trying to get by without a car, is the community close to public transportation? And don't just think about the proximity to buses headed to and from school. You'll also want to consider whether you can easily get to the grocery store, entertainments and a possible part-time job.

3.2.4 Company which provides better Atmosphere.

Is the community known for parties 24-7? Is it so quiet it will drive you crazy? Are the residents mainly young students? Professionals? A Mix? There's no single right choice here; just make sure the atmosphere is a good fit for your personality and your work or study habits.

3.2.5 Company which follows better Building Basics.

Are the walls, ceilings and floors well insulated to keep out noise from the people in the apartment next door or above or below you? Do the windows and doors seal tightly to keep out the wind and weather? Are the rugs and flooring in good shape? Is the water pressure strong enough for a good shower?

3.2.6 Company which ensures better Safety.

Do all the doors and windows lock? Does each room have at least one operable window that you can use as an escape in case of fire? Are there smoke detectors and do they work? Is the lighting outside adequate? (Note: If you're concerned about possible crime problems around an apartment community, contact the Gainesville Police Department at 352-334-2400 and ask whether they have records of criminal complaints and if so, how many reports have been filed against the Gainesville apartment you are considering.)

3.2.7 Company which provides better Appliances.

Do the freezer and refrigerator get cold enough to safeguard your food? Do the stove and oven work? If there's a dishwasher, does it work? Is the water heater large enough to provide hot water for several showers each morning? Is the air-conditioning unit large enough to adequately cool your rooms?

3.2.8 Company which provides better Utilities.

Are there enough phone lines to handle both phone and Internet service for you and your roommates, or will you have to share lines? Are there enough outlets for your entire computer, stereo and other needs? Enough cable connections for TVs and/or cable modems?

3.2.9 Company which provides better Staffing.

Does the staff seem friendly and helpful? Are there enough people to handle maintenance and repair? What do existing tenants think of the quality and speed of service provided by this Gainesville apartment community?

3.2.10 Company which provides better Pet Policies.

Does the community accept pets? Does it prohibit animals over a certain weight or breeds of dogs that historically have proven vicious?

3.2.11 Company which follows better payment method.

Does the company have installments opportunity? How much installments? In most of the cases, people buy plot on installment basis. However, they are to pay the full amount prior to plot delivery. Similarly, plot buyers require to pay the installment on due time. The buyers often face the difficulty of maintaining on due time. The buyers often face the difficulty of

maintaining schedule of payment. In this situation, responsible developer companies give reminder to the particular client to recall the time of payment. Moreover, concerned representatives of renowned companies always pursue to collect installment as per payment schedule

3.3 Operation of the Real Estate Business

There is a standard and organized procedure of operation of the Real Estate business in Bangladesh. It is true that in some cases the business procedure may differ from company to company .However; most of companies operate Real Estate development in almost similar manner.

The first stage of Real Estate development is land purchase. A number of steps are to be completed to procure the land.

3.4 Land Procurement

At the very first step land information is collected through two different sources such as different personnel, direct communication of land owner with company representatives, Brokers.

All land information is primarily recorded. Because of company has a targeted area. So company needs to buy all those lands which they have proposed to lunch the project. AK Real Estate Ltd. primarily brought 375 bigha among 1000 bigha for the project. Basically company representative helped to buy the land from the land owners. If any land owner doesn't want to sell his land then company proposes some conditions. Through these conditions, company & land owner will be both benefited. AK Real Estate Ltd. start there project "AK Real Estate Green City" under DAP area. That's why land owners get more money by sell their lands. From this greediness it becomes much easier for the company to buy lands to fulfill their company project.

3.5 Project Design Preparation

After Completion of the land procurement the company starts to prepare architectural design by the architects. In most of the cases Real Estate developers engage consultancy firm in land project design. However, some renowned companies prepare their land

Project design by RAJUK architects. Every Real Estate company follows a specific standard in According to RAJUK. If the project is in DAP area, and then Company has to design their project according to RAJUK.

3.6 Project Approval

Project approval is the final stage for the completion of a project. It is not that much easy to get an approval from RAJUK. For the approval, every company has to make their project design according to RAJUK. Then companies needs to gets approval of 6 different ministries. Such as Home Ministry, PWD, TITAS etc. After successfully getting approvals from the ministries companies need to submit all documents to RAJUK. Then RAJUK will provide 2 persons as a supervisor of the project from govt.

3.7 General terms and conditions of allotment

- Application for allotment of Plot should be made on the prescribed application form accordingly signed by the client along with the earnest money .The company reserves the right to accept or reject any application according to the rules and regulation of the company.
- On acceptance of an application, the company issues a allotment letter to the client on which the client starts payment as per the schedule of the project. Allotment of apartment is generally made on first come first serve basis.
- Payments of installments and all other charges are to be made on due dates according to the schedule. The company may issue reminders to the allotted, but not withstanding the issue of reminders, the allotted must adhere to the schedule to ensure timely completion of construction.
- Delay in payment beyond the schedule date will make the allotted liable to pay delay charge (amount varies from company to company) for every 30 days on the amount of the payment delayed. If the payment is delayed beyond 60 days the company shall have the right to cancel the allotment. In such an event, the amount paid by the allocate will be refunded after dedicating the earnest money and after allotment of the cancelled plot.

- Concentration fees/charges security deposits and other incidental expenses relating to gas, water, sewerage and electric concentrations are excluded in the price of plot. Company collects that charge from the plot owner when the construction works are very close to finish.
- The company may cancel an allotment for non-payment of installments in disregard of reminders and after final intimation to the allotted by registered post at the address given in the application form.
- The possession of the plot shall be duly handed over to the allotted on completion and full payment of installment and other charges and dues. Till then the possession will rest with the company. If the project is completed before the stipulated time, the allotted shall have to make full payment before taking possession.
- After handover of the project, the allotted(s) will become equally separable undivided and unmarked shareholders of total acres of the scheduled land of the project in respective plots. After all the dues and installments are paid by the purchaser accordingly, the vendors shall execute a registered sale deed in favor of the purchaser transferring share of land of the project in the demised plot.
- Company is not liable if the completion period of the construction of the project is affected by unavoidable circumstances beyond the control of the company, like natural calamities, political disturbances, strikes and changes in the fiscal policy of the state etc.
- Company is liable if the handover of the project is delayed due to any limitation of the company. In that case, company is to pay a percentage of money at every month to the respective client till the handover of the project.

3.8 Installment Collection

In most of the cases, people buy plot on installment basis. However, they are to pay the full amount prior to plot delivery. Similarly, plot buyers require to pay the installment on due time. The buyers often face the difficulty of maintaining on due time. The buyers often face the difficulty of maintaining schedule of payment. In this situation, responsible developer companies give reminder to the particular client to recall the time of payment. Moreover, concerned representatives of renowned companies always pursue to collect installment as per payment schedule.

3.9 Customer Service

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

3.9.1 Handling Customer Complaint

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.

3.9.2 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 timely connection of all utility services. The land owners just get the output on payment of utility connection charges.

3.9.3 Project handover

After completion of total development work of individual land, company initiates to handover the land to the respective land owners. 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 de

3.9.4 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 Analysis from questionnaire survey:

To analyze the evaluation of customers' satisfaction there are some five grade questionnaire. The results of these questionnaires are given below.

Gender

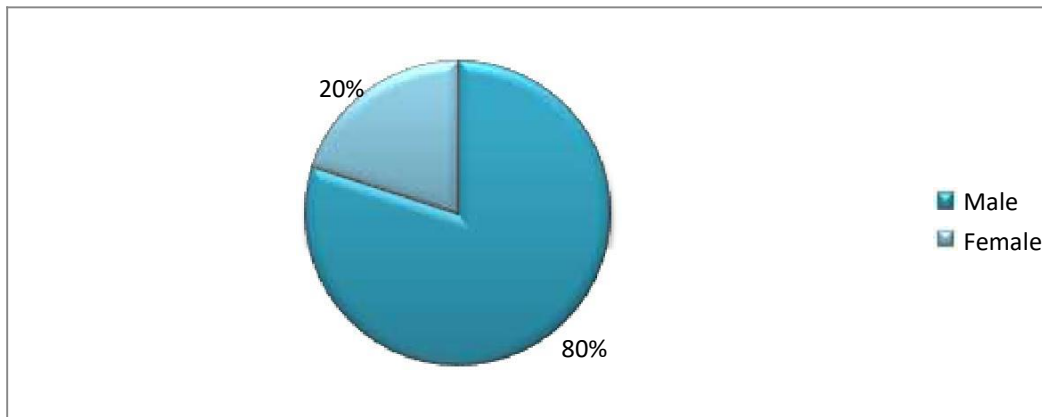


Figure: Gender
Source: Field work

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

Age

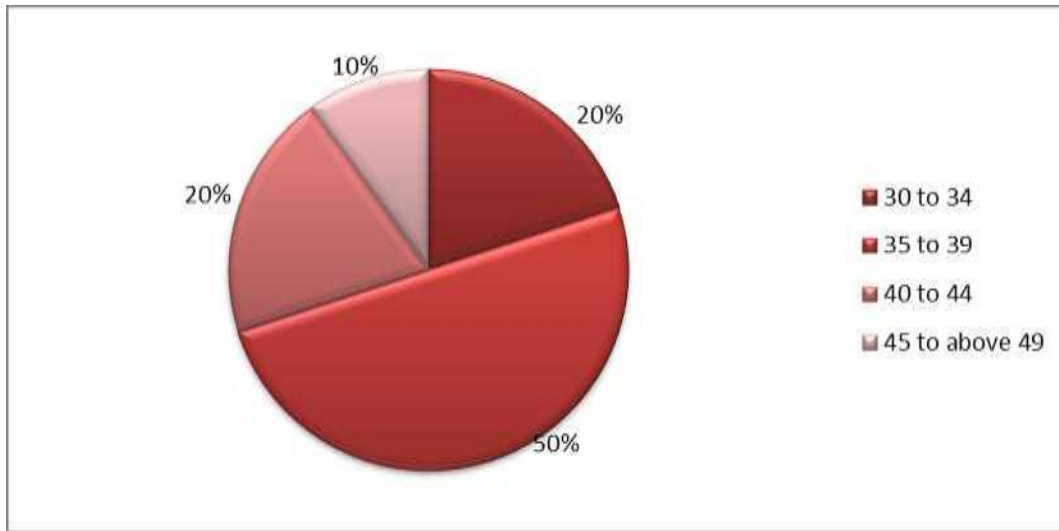
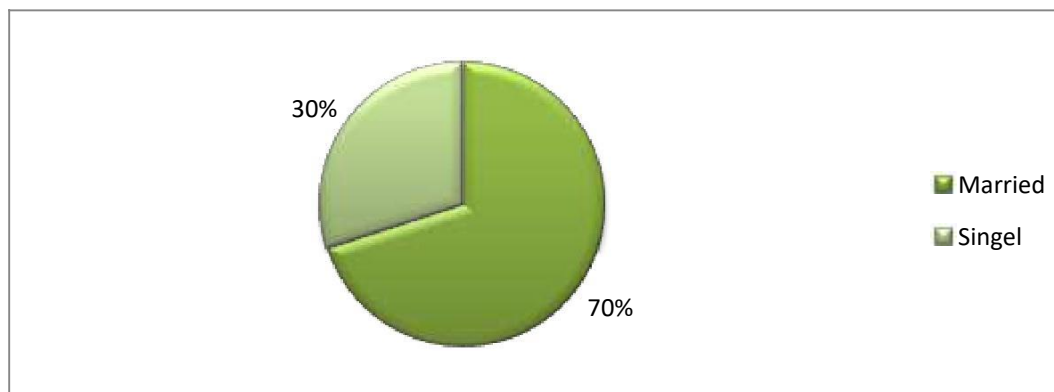


Figure: Age
Source: Field work

From the above pie chart we can see that 50% 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

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

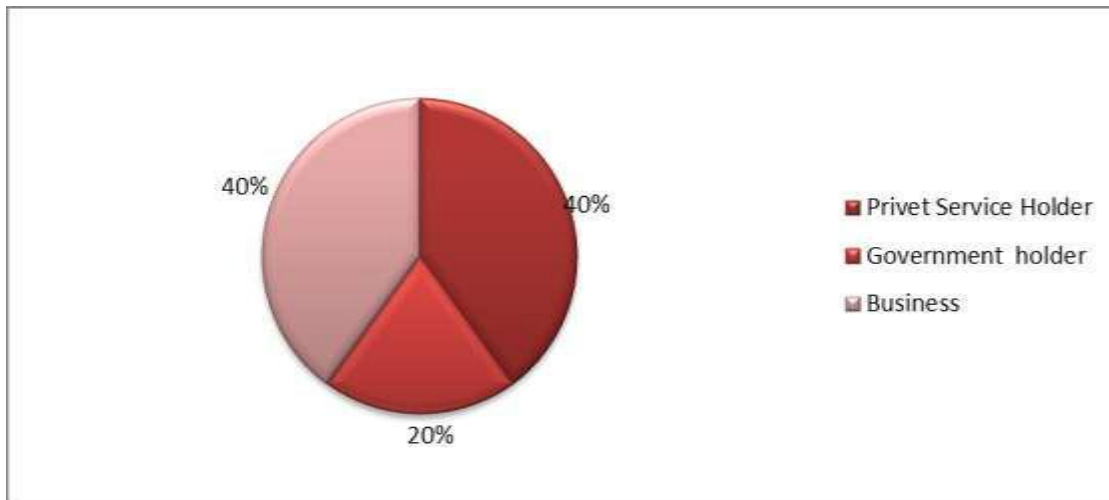


Figure: Profession
Source: Field work

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

Education level

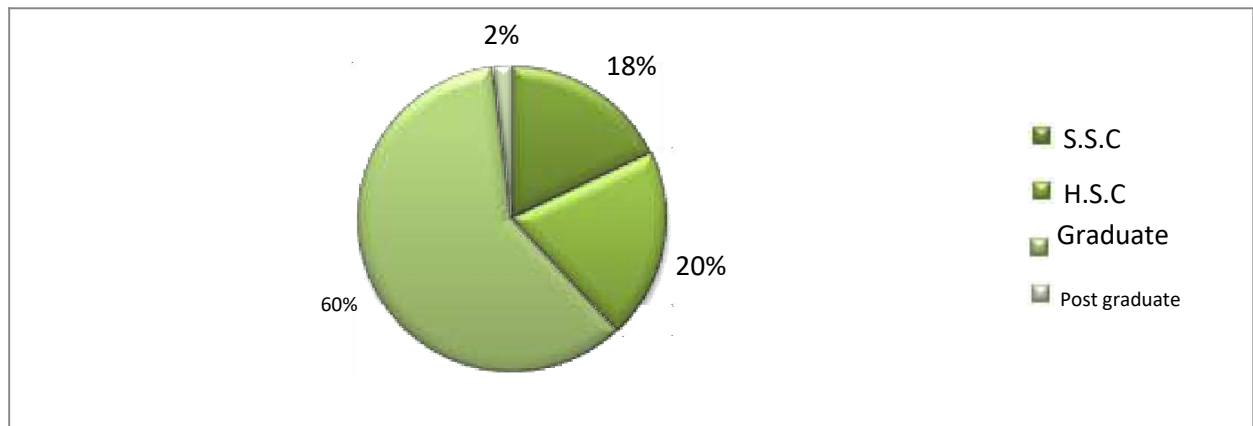


Figure: Education level
Source: Field work

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 to purchase of AK REAL ESTATE LTD Land/Flat

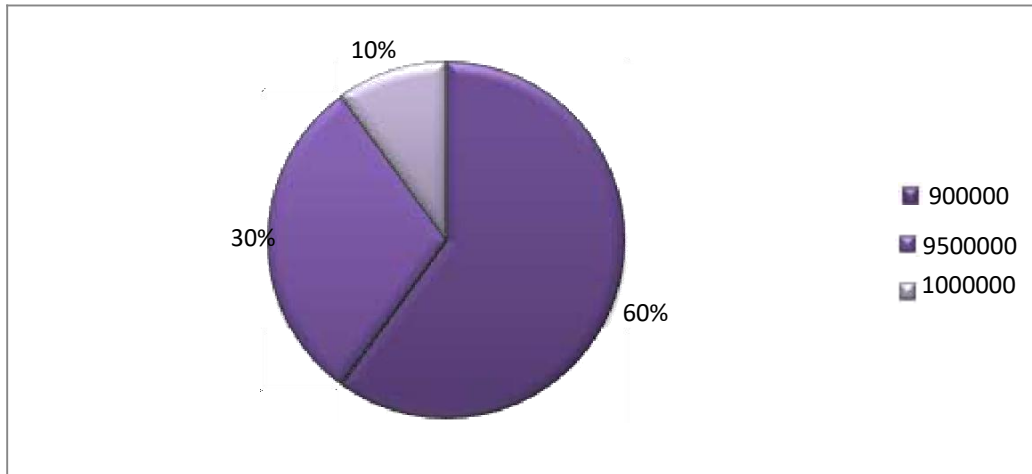


Figure: Price per katha
Source: Field work

In this statement 60% people want that price per katha is tk 900000. Because of they have limited amount to purchase the land. On the other hand 10% people want the price per katha is tk.950000 and other's 30% people want to the price tk.1000000

Flat Number of Installments

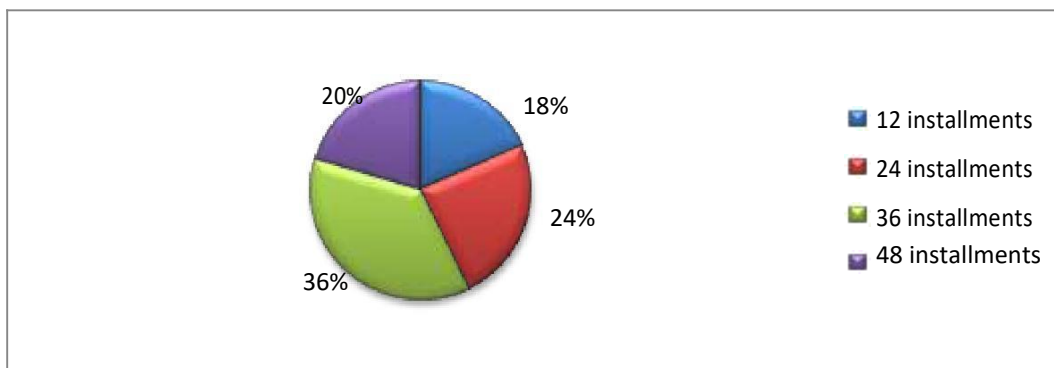


Figure Number if installments
Source: Field work

In this statement 48% people are want 48 installment because they want more time to pay the total amount. Only 18% people want 12 installments because they think it is enough time to pay the total amount of money

Phase of your land

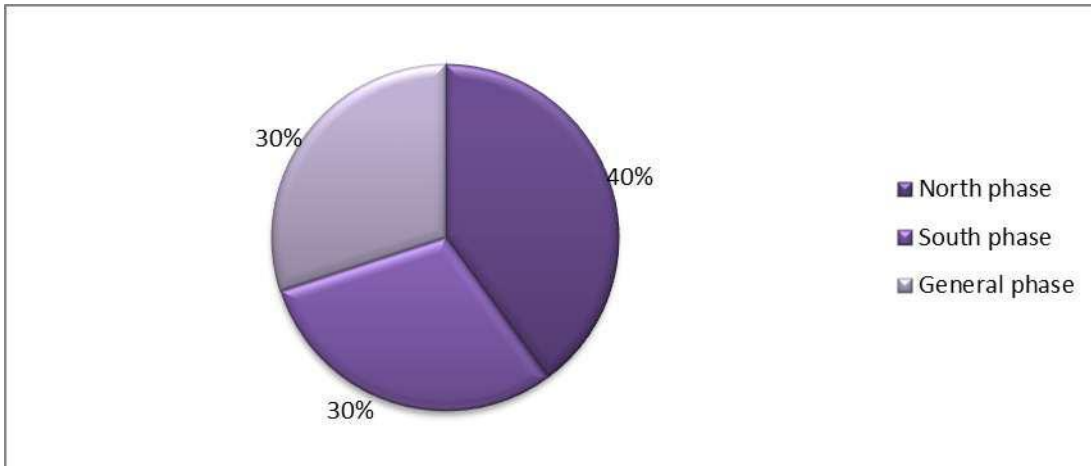


Figure: Phase of your land
Source: Field work

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 and other's 30% south phase plot.

Location of the land

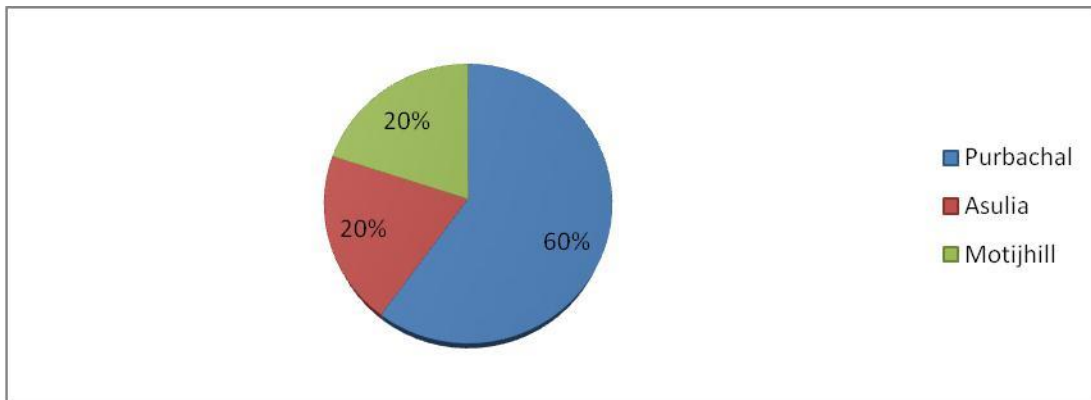


Figure: Location of the land
Source: Field work

From the pie chart we can see 60% people like "Purbachal" because this location is very suitable for live. Here no noise, traffic jam etc. So people are like the location. 20% people are agreeing Asulia & Other 20% are agreeing Motijhill location.

Hand over time after full payment of your Land/Flat

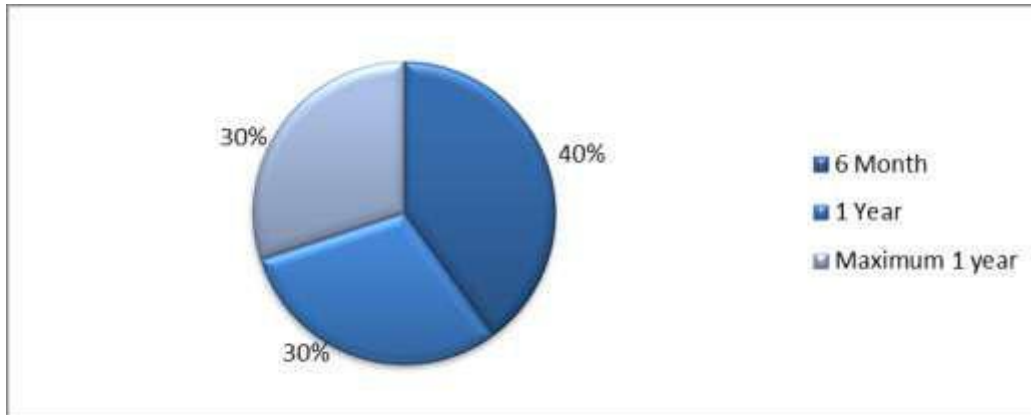


Figure: Hand over time after full payment
Source: Field work

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

The projects of AK Real Estate Ltd. are approved by RAJUK.

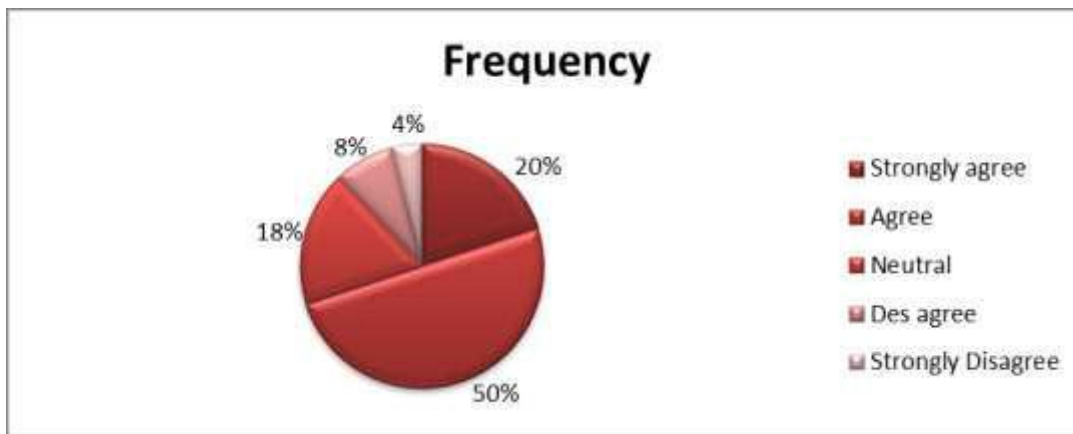


Figure: The projects of AK Real Estate Ltd. are approved by RAJUK. Source:
Field work

From the above pie chart 50% people are agreeing for the project of AK Real Estate 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.

The location of AK REAL ESTATE LTD project is out of flood flow zone.

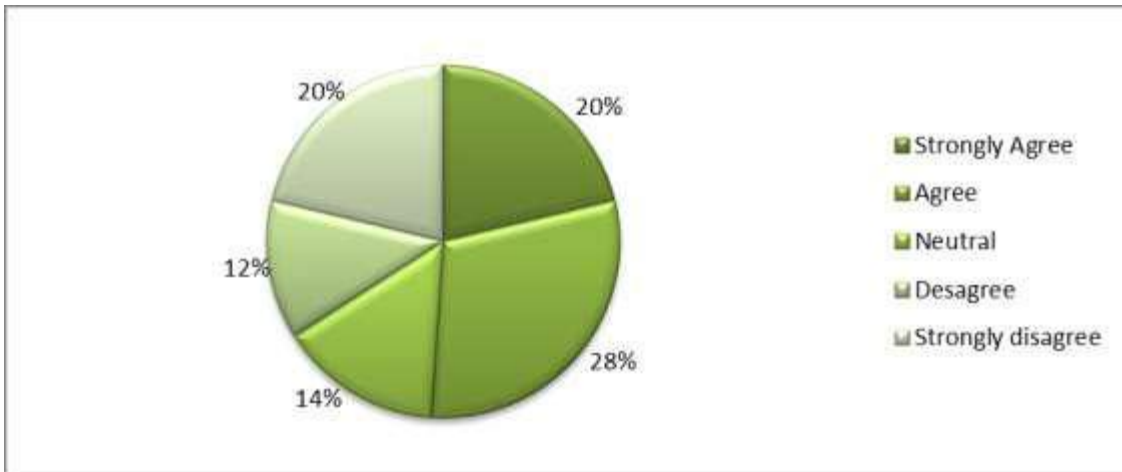


Figure: The location of AK REAL ESTATE LTD project is out of flood flow zone.

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.

The project has natural greeneries.

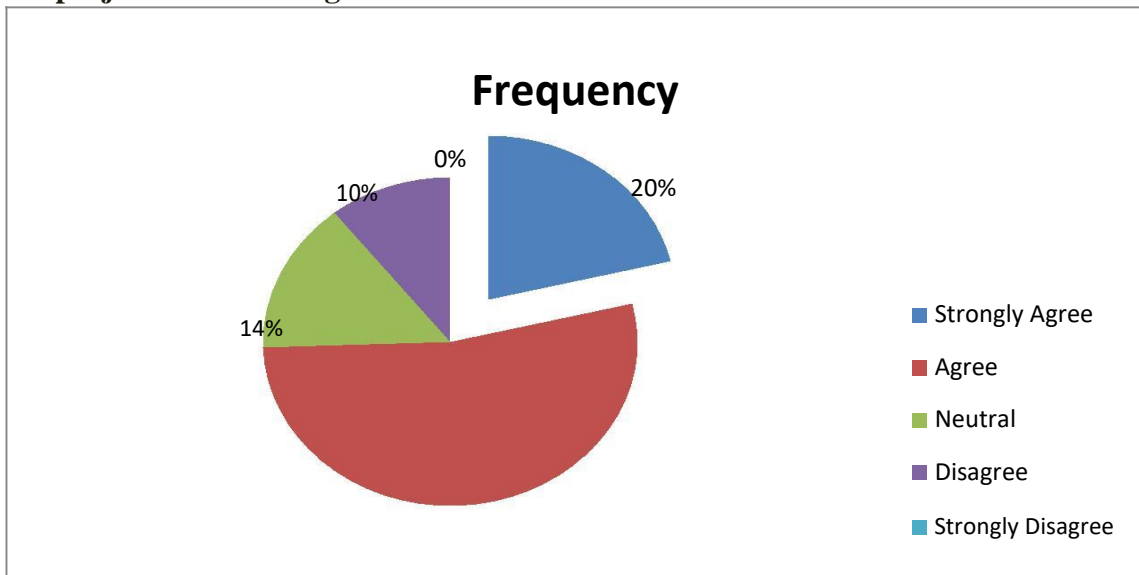


Figure: The projects has natural greeneries

Source: Field work

In this statement 50% people agreed that the project has natural greeneries because in Dhaka city there is only building & building. Here is no sufficient green location. So everyone wants natural greeneries in his location. Here 6% people are strongly disagreeing &14% people are neutral.

The Park & playground in every block are separately designed.

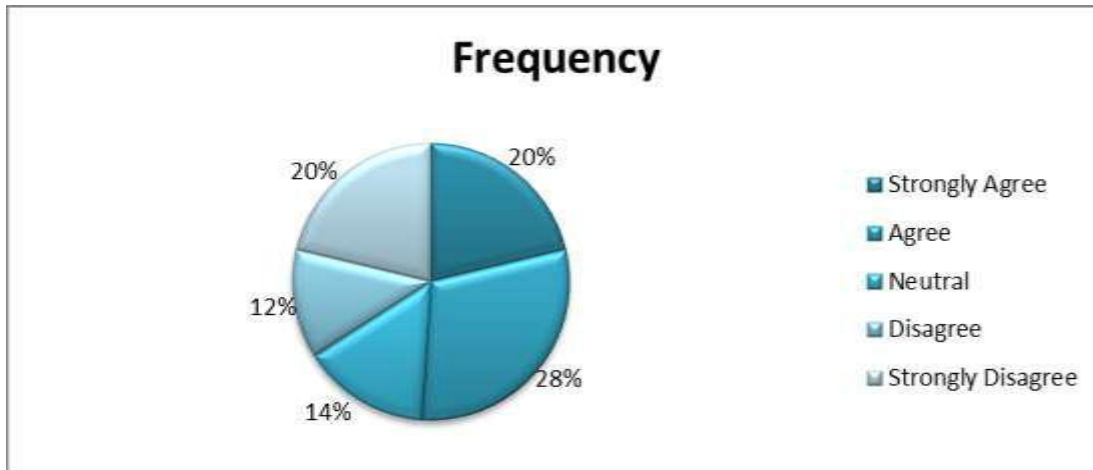


Figure: The Park & playground in every block are separately designed.

Source: Field work

Here 28% people are strongly agreed that the park & playground in every block are separate because they need park & playground for their children & family members. Here 12 % people are disagreeing because they think there is no sufficient place to make park & playground in every block separately. Only 14% people are neutral about this statement.

Your project provides Mosque, Graveyard, & Temple.

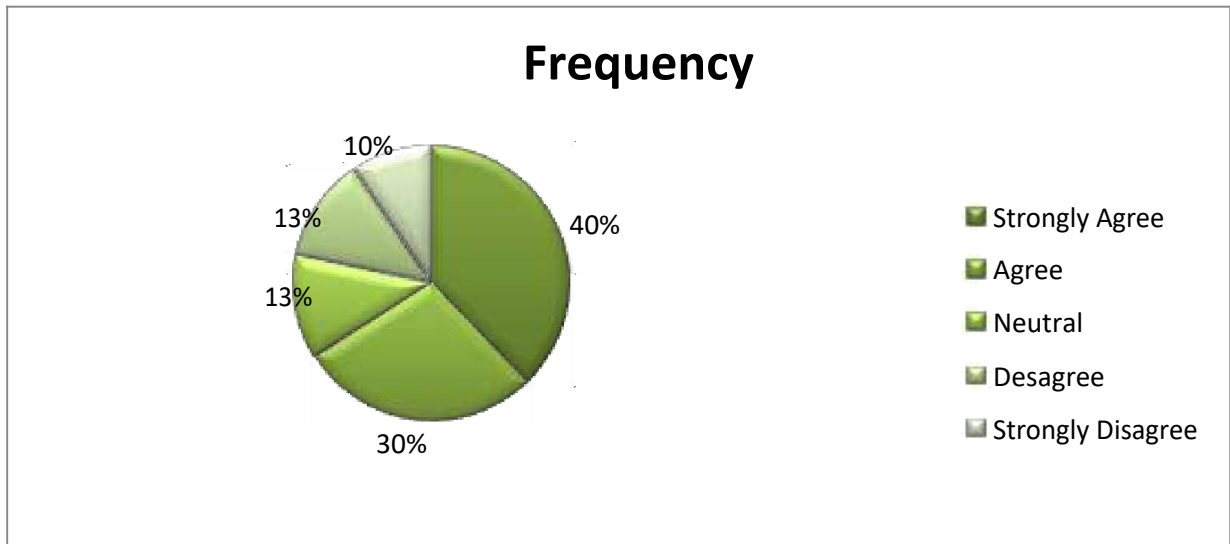


Figure: Your project provides Mosque, Graveyard, & Temple.

Source: Field work

Here 40% people are strongly agreed because everyone is respect to his religion. Everyone want that the Mosque, Temple, Graveyard are located near my location. 30% people are also agree with this statement & 10% people are neutral about this statement.

School, College, & University are included in the project

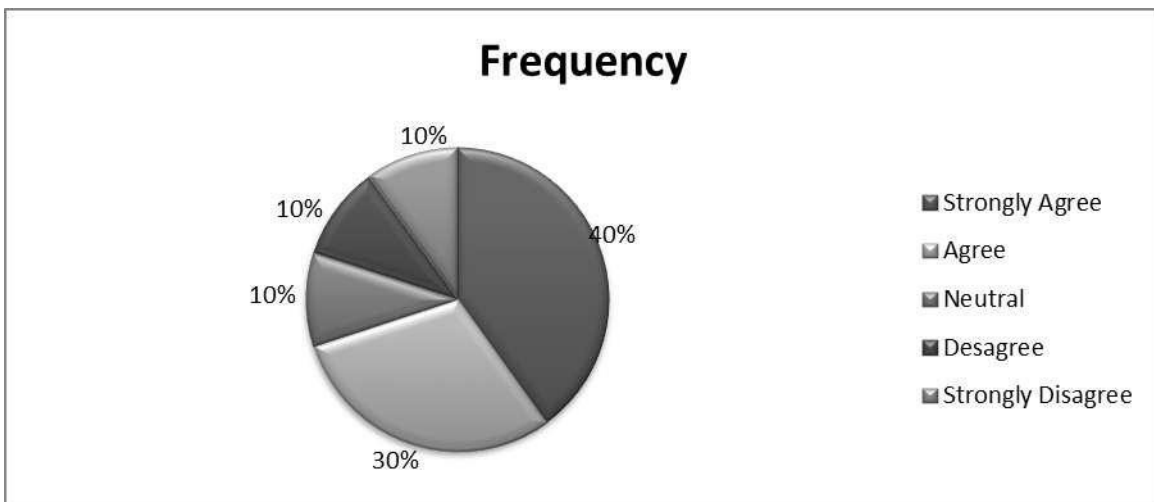


Figure: School, College, & University are included in the project.

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. 30% people are also agreeing in this statement. 10% people are neutral about this statement.

Shopping center, community center is included in your project.

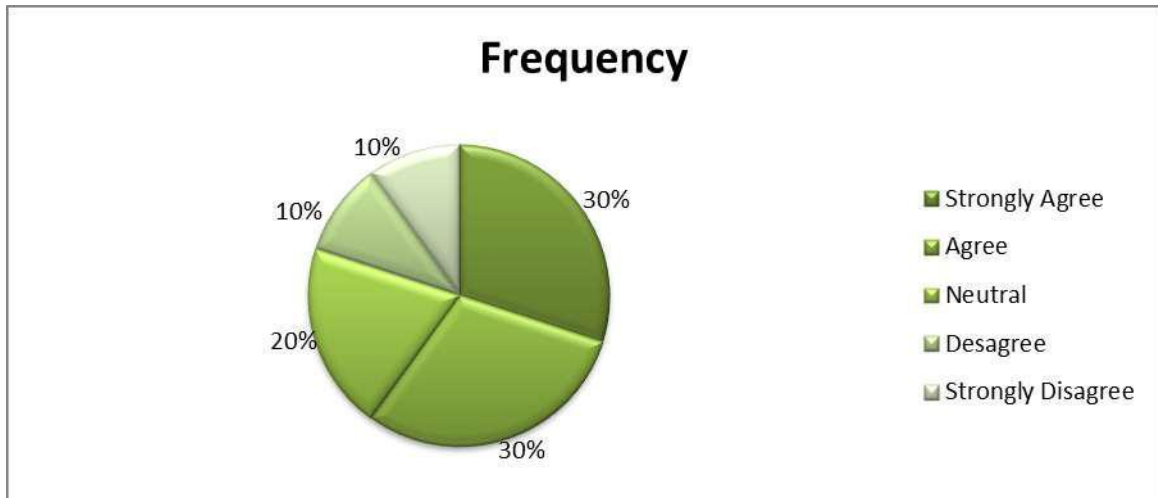


Figure: Shopping center, community center is included in your project.

Source: Field work

In this statement 30% people are strongly agree because if shopping center, communality center are not included the project then they face many problem. So they want shopping center communality center are include the location. Here 30% people are also agree with this statement. 10% people disagree because they think that they have no problem if shopping center communality center are not included in the location.

Commercial bank & Hospital are located near to your project.

@Daffodil International University

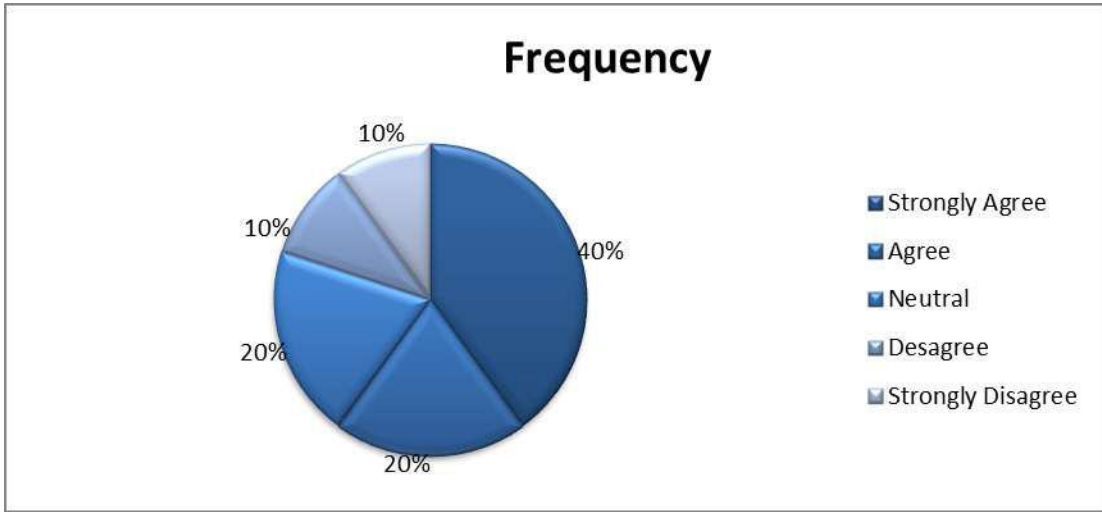


Figure: Commercial bank & Hospital are located near to your project.
Source: Field work

Here 40% people are strongly agree because if anybody is ill then he/she is needed immediately admitted to the hospital, but if hospital is so far then he/she fall into danger. In this reason they want hospital are beside the location. In this statement 20% people are agree with this statement. 10% people are strongly disagreeing & 10% people are neutral.

AK Real Estate Green City reserves 35% land for ecological balance.

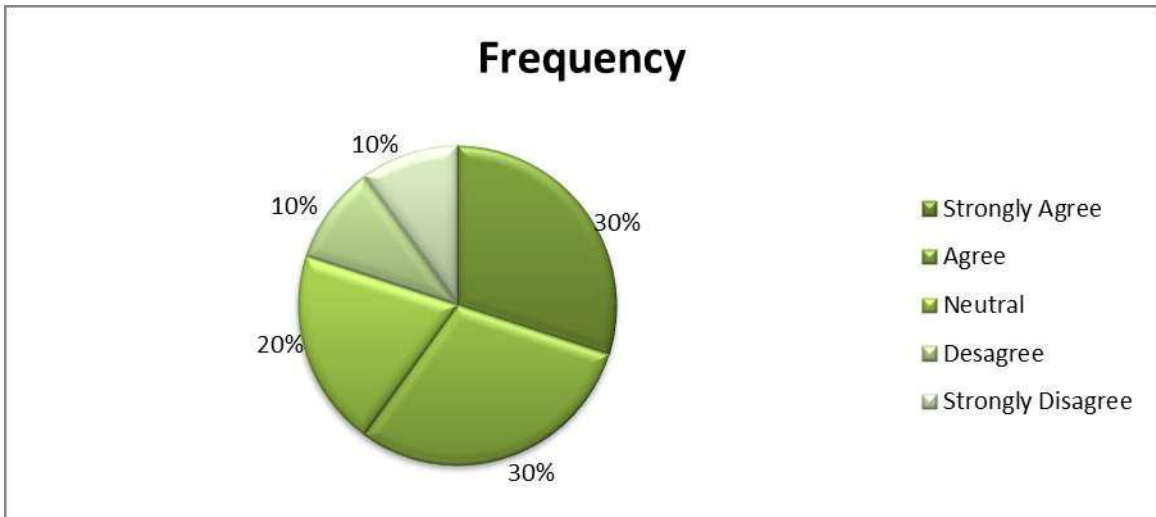


Figure: AK Real Estate Green City reserves 35% land for ecological balance.

Source: Field work

In this statement 30% people are strongly agree because day by day Dhaka city change her face in Dhaka city there is no free space for ecological balance. In AK Real Estate green city project here they will breathe clean air, spend more time with their family. So they want ecological balance for live. Here 30% people are also agreeing with this statement& 20% people are neutral because they have no comment.

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

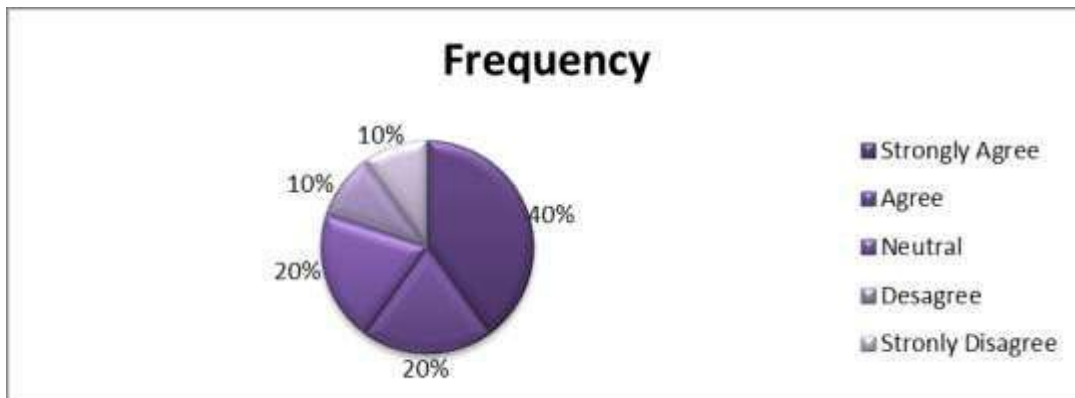


Figure: The location of your plot is designed by professional city planners, architects & environmentalists.

Source: Field work

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

Your project holds strong administration & security facilities.

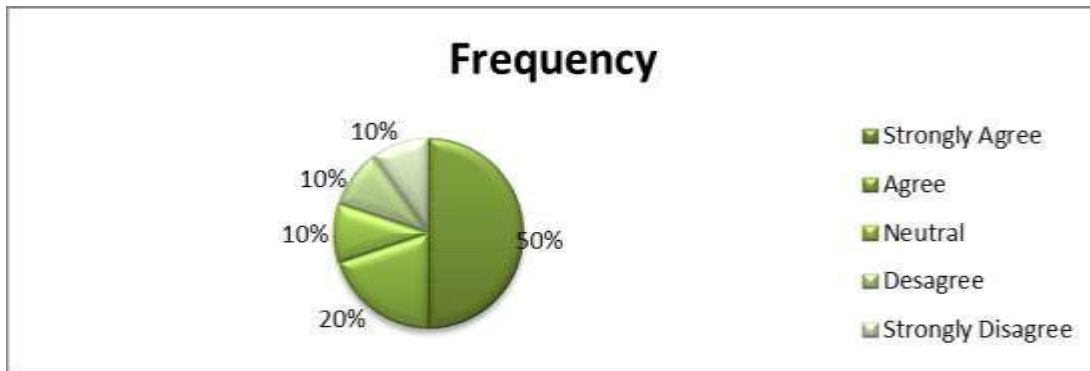


Figure: Your projects strong administration & security facilities.

Source: Field work

In this statement 50% people are strongly agree because everyone wants strong security facilities for save life. Safety will be ensured though our 24hrs closed circuit surveillance system.

“AK Real Estate Green City” Location has strong security & administration system. Here20% people are agreeing with this statements.10% people are strongly disagreeing & 10% people are neutral.

The location have eco-friendly environment

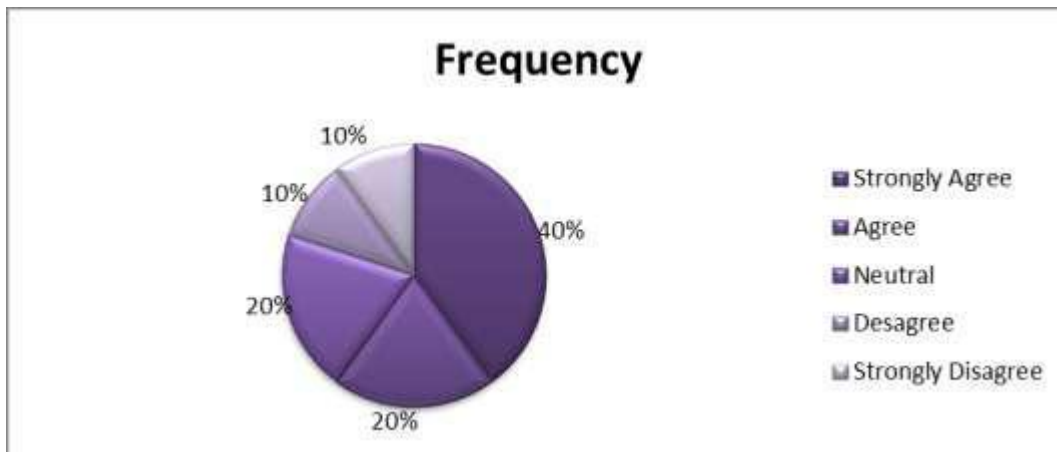


Figure: The location have eco-friendly environment.

Source: Field work

Here 40% people strongly agree because everyone wants a city far away from creeping traffic jam of Dhaka city & deadly polluted air. So everyone want eco-friendly environment. Here 20% people are also agreeing with these statements. 20% people are neutral because they have no comments.

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

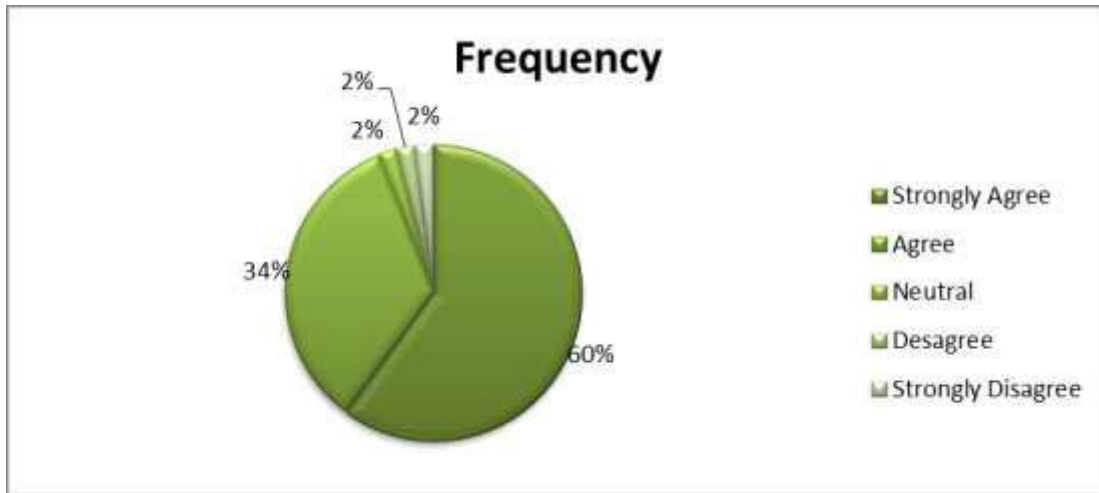


Figure: Electricity, gas & water connection are available on site as committed.

Source: Field work

In This system 60% people strongly agree because those people live in Dhaka city gas, water & Electricity are a part of his /her life. If gas water & electricity are not available in the location then there is a big problem. 34% people are agreeing with this system because AK Real Estate Ltd. Provide gas, water & electricity on location as committed.2% people are neutral because they have no comments.

Telephone & internet service are connected in the project.



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

Source: Field work

Here 30% people are strongly agreed because without communication facilities man cannot live. Now a day we are living in digital Bangladesh so communication facilities are so important. 20% people are agreeing with this statement. 20% people are disagreeing because they think the telephone & internet service are not available on the location. 10% people are neutral.

Land is delivered according to the promised offered.

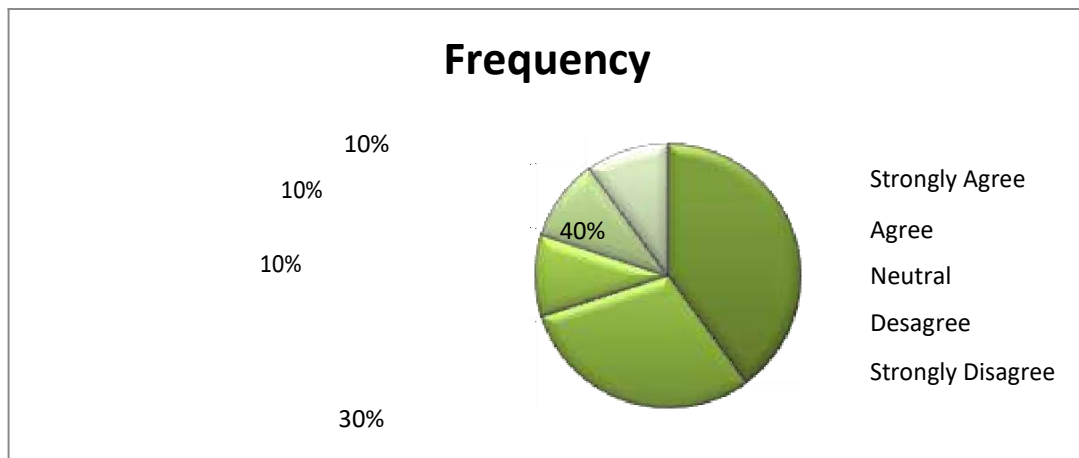


Figure: Land is delivered according to the promised offered.

Source: Field work

In this statement 40% people are strongly agree because the most of the clients visit AMG project. They

see AK Real Estate Green city lands are delivered according to the offered. Here 30% people are also agreeing with this statement. 10% people are strongly disagreeing because they are not visiting AK Real Estate Ltd. Location. Here 10% people are neutral.

The projects’ design attracts you.

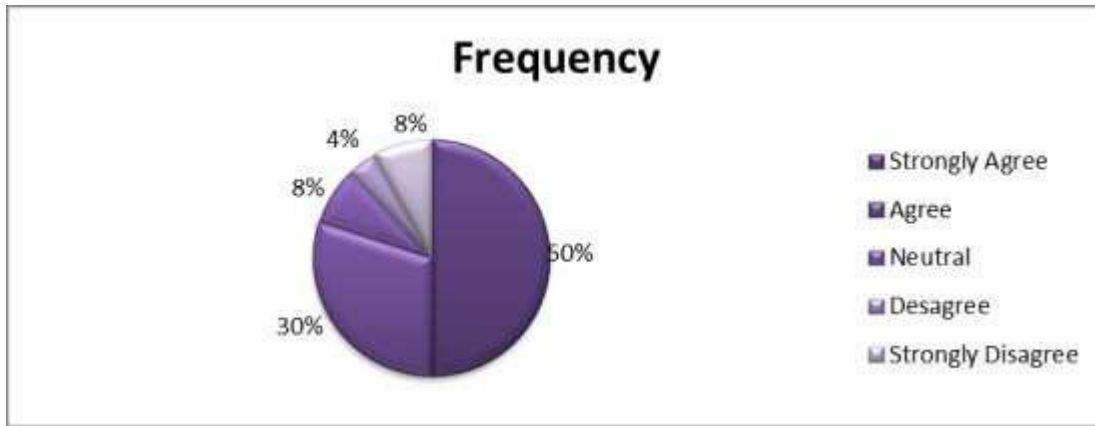


Figure: The projects’ design attracts you.
Source: Field work

Here 50% people are strongly agreed because they observe the design of AK Real Estate Ltd. AK Real Estate Ltd design is completely different from others. They found that AK Real Estate Ltd location is more attractive. 30% people are agreeing with this statement because they see AK Real Estate Ltd. location design. 8% people are neutral because they have no comments.

Registration is properly done after full payment.

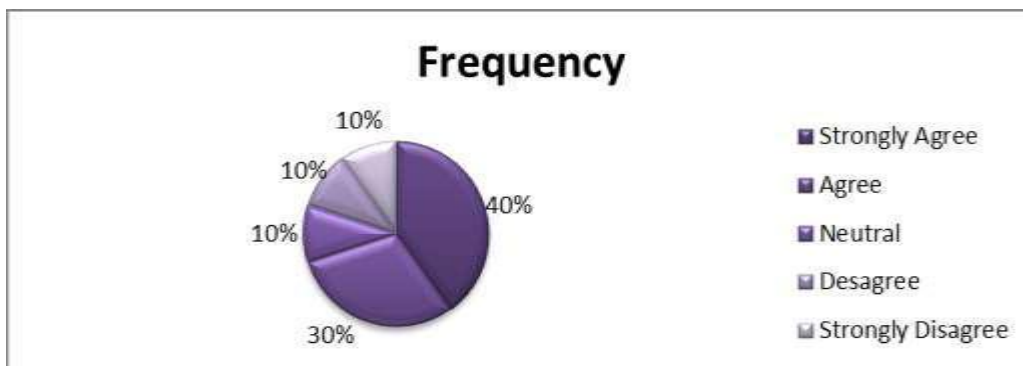


Figure: Registration is properly done after full payment.

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.

AK Real Estate Ltd. always tries to provide better services to its customers.

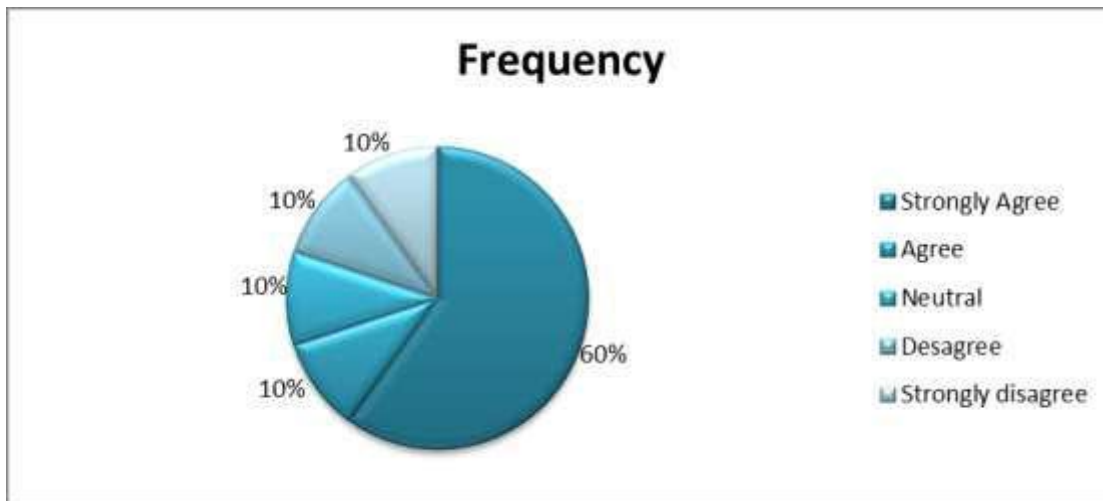


Figure: AK Real Estate Ltd. always tries to provide better services to its customers.

Source: Field work

Here 60% people are strongly agreed because they know the reputation of AK Real Estate Ltd. AK REAL ESTATE 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.

3.11 SWOT Analysis of the company:

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

S (strengths):

- ▶ AK Real Estate Ltd.'s management systems are always committed to better service.
- ▶ All of employees of AK Real Estate Ltd are sincere reliable.
- ▶ AK Real Estate Ltd.'s market potentiality is medium.
- ▶ AK Real Estate Ltd. have effective sales team.
- ▶ AK Real Estate Ltd. always keep records in appropriate methods.
- ▶ AK Real Estate Ltd use advanced information system.
- ▶ AK Real Estate Ltd. maintain Good relationship between top management & employees.
- ▶ AK Real Estate Ltd have strong security system.
- ▶ AK Real Estate Ltd. has a well-decorated office.

W (weaknesses):

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

O (opportunities):

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

T (threats):

- Increased the number of Real Estate Company.

- Government interrupts in the way of development.
- Growing up of overall cost.
- Complexity of RAJUK rules & regulation.
- Project areas are hassle by the local village political

3.12 Evaluation of Customers satisfaction of AK Real Estate Ltd.

During my analysis 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 men 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 customers do not know where is the plot.
- Some customers cancel plot But don't get money in proper time.
- Some customers buy A block land but get B block land.

- Companies' management does not expose every information to the employees.
- Employees give a client only those information what they were said to give.
- Clients do not check all information whether those are authentic or not.

Chapter: Four

Findings, Recommendation and Conclusion

4.1 Findings of the Study

The Findings of the study are as follows:

- i) 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.
- ii) Most of the customers do not know where the plots are.
- iii) Some customers cancel plot but don't get money in proper time.
- iv) Some customers buy A block land but get B block land.
- v) Companies' management does not expose every information to the employees.
- vi) Employees give a client only those information what they were said to give.

vii) Clients do not check all information whether those are authentic or not.

4.2 Recommendations

In height of the findings, the recommendations are as follows:

- Company should provide intimate attention to customer needs.
- Customer database should be more organized
- Have to more aware about customer's right.
- Give hire priority to the existing plot buyer to after sale quarry.
- Always keep advertising for the branding of AK Real Estate Ltd.
- Whatever promised to the clients, try to full fill at due time.
- Always make a research on customer satisfaction for the better future of AK Real Estate Ltd.

4.3 Conclusion

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. AK Real Estate Ltd. is one of the renowned housing companies in Bangladesh. The company provides complete housing solution to the people. AK Real Estate Ltd. also contributes in our national economy. Main goal of AK Real Estate Ltd. is to provide better services to the customers. AK Real Estate Ltd. has been facing 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. Besides 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 AK Real Estate Ltd. is doing its business successfully in our country. It provides its services as per its commitment & improving the business continuously.

References

Books

- Kotler P. Keller K. Lane, Marketing Management, 12th Edition, Ptentice Hall, India, 2006, Page no :(138, 534-603, 632-695.)
- Private Sector Housing. Dr.Toufiq M. Seraj 2012, Page no: 21-31)
- Kotler P. Principles of Marketing, 10th Edition, Pearson education pet. Ltd. Indian, 2004. Page no :(69, 275 & 565.)
- Chopra S. Supply Chain Management, 2nd Edition. Pearson education, India, 2003. Page no : (8, 49, 50, 53, & 71.)

Internet

<http://www.amgbd.com>

<http://www.realestate.com>

<http://www.worldrealestate.com>

Documents

- Annual report of AK Real Estate Ltd. (2012 & 2013)

- Prospects of AK Real Estate Ltd. (2012 & 2013)
- Different manuals of AK Real Estate Ltd.
- Different circulars of AK Real Estate Ltd.

Questionnaire

Evaluation of customers' satisfaction in Real Estate Business of Bangladesh: A case study on AK Real Estate Ltd.

Dear Sir or Madam:

This is a questionnaire from Daffodil International University to collect data on evaluation of customer satisfaction in real estate business of Bangladesh on AK Real Estate 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. 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. Thanks for taking the time to share your valuable opinion.

I would like to know whether you Strongly Disagree = 1, Disagree = 2, Neutral =3, Agree = 4, Strongly Agree =5, 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 10,000 to Tk 20,000 Tk 20,000 to Tk 30,000 Tk 30,000 to Tk 40,000
 Tk 40,000 to Tk 50000 Tk 50000 to Tk 60000 above Tk 70000.

7) Price per katha to purchase of AK Real Estate Ltd Land/Flat

- Tk 900,000 Tk 9, 50,000 Tk 10, 00,000

8) Flat Number of Installments

- 12 installment 24 installment 36 installment 48 installment

9) Phase of land of your land

- North Phase plot South Phase plot General Phase plot

10) Preferred plot to purchased of AK REAL ESTATE LTD Flat

- Lake view Avenue Normal

11) Hand over time after full payment of your Land/Flat

Less than 2 years

Less than 3 years

More than 3 years

Likert Scale

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The projects of AK Real Estate Development Ltd. are approved by RAJUK.	1	2	3	4	5
The location of AK Real Estate Ltd is out of flood flow zone	1	2	3	4	5
The project has natural greeneries.	1	2	3	4	5
The Park & playground in every block are separately Designed	1	2	3	4	5
Your project provides Mosque, Graveyard, & Temple	1	2	3	4	5
School, College, & University are included in the project.	1	2	3	4	5
Shopping center, community center are included in your project	1	2	3	4	5
Commercial bank & Hospital are located near to your project.	1	2	3	4	5
AK Real Estate Green City reserves 35% land for ecological balance.	1	2	3	4	5
The location of your plot is designed by professional city planners, architects & environmentalists.	1	2	3	4	5
Your project holds strong administration & security facilities.	1	2	3	4	5
The location have eco-friendly environment.	1	2	3	4	5
The administrative office & CCTV surveillance facility inside the project.	1	2	3	4	5
Police outpost, traffic system & fire service are available inside the location.	1	2	3	4	5
Electricity, gas & water connection are available on sites committed.	1	2	3	4	5
Telephone & internet service are connected in the project	1	2	3	4	5
Land/Flat is delivered according to the promised offering.	1	2	3	4	5
The project's design attracts you.	1	2	3	4	5
Registration is properly done after full payment.	1	2	3	4	5

AK Real Estate Development Ltd. always tries to provide
Better service for its customer.

1

2

3

4

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