



**WELCOME TO MY
PRESENTATION**



IN THE SUPERVISION OF
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Daffodil
International
University

Topic: Marketing Strategies of Real Estate company of Bangladesh
– A study on Green Bay Developments Ltd.

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OBJECTIVE OF THE STUDY

General Objective: The general objective of the study is to understand the Marketing Strategies of Real Estate Company of Bangladesh. To understand the marketing strategies in today's scenario in Bangladesh.

Specific Objectives:

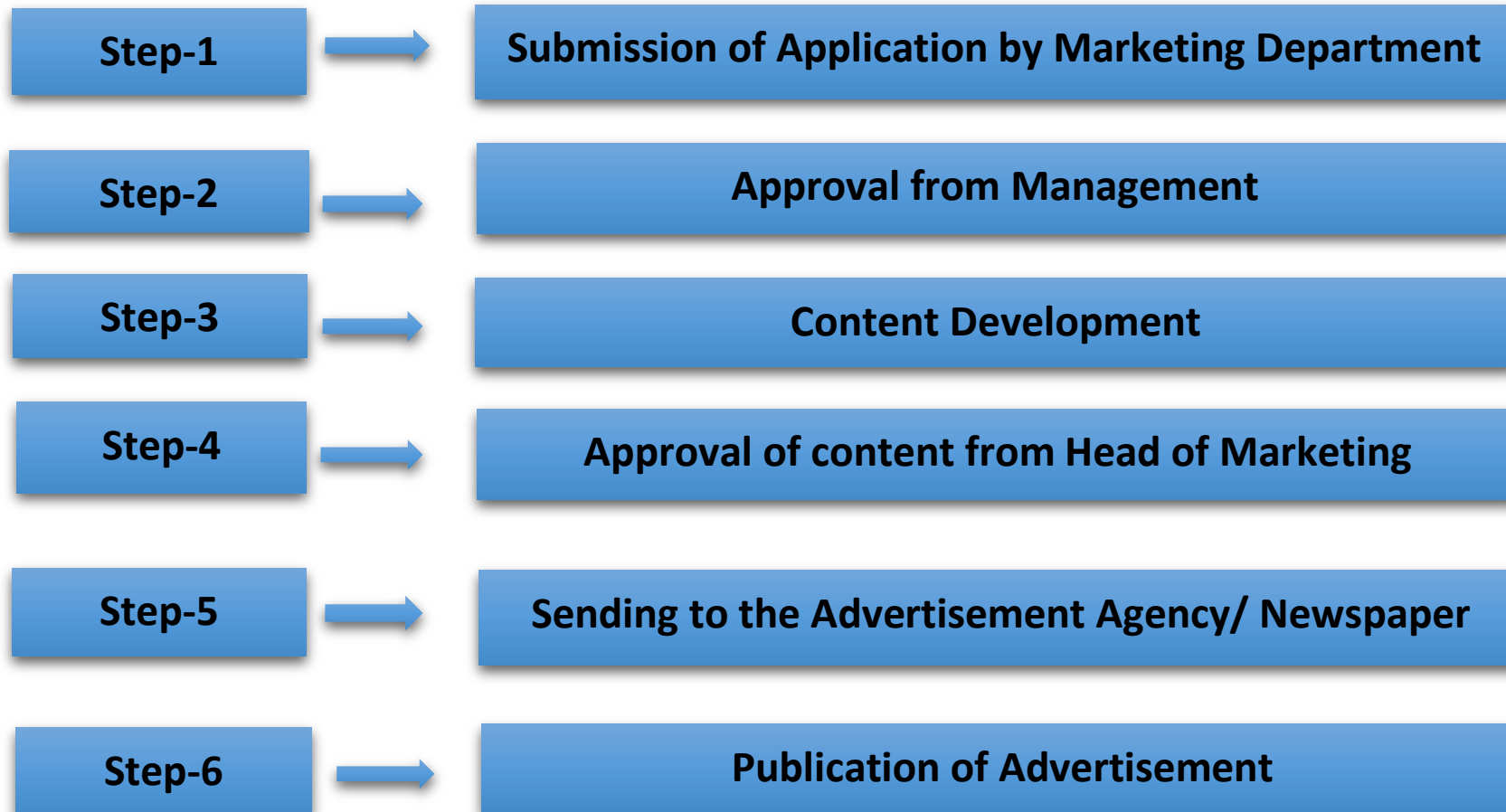
- 1) To identify and analyze the marketing strategies of Real Estate industry in Bangladesh focused on Green Bay Developments Ltd.
- 2) To find out the problems relating to the marketing strategies & development activities of Green Bay Developments Ltd.
- 3) Finally, to make some recommendations for Green Bay Developments Ltd.

LIMITATION OF THE STUDY

It is an extraordinary open door for me to work in Green Bay Developments Ltd as an Intern and a make a report regarding it. when I was setting up this report which is specified underneath:

- ❖ Respective work force of the office did not uncover much private data.
- ❖ During my Internship program, I was placed in sales and marketing department. Thus, I could not focus on the other sections of the organization.
- ❖ There is an absence of adequate optional information.
- ❖ For utilizing optional information Bangladesh Bureau of Statistics (BBS), information are not in the least sorted out.
- ❖ In the web there are not so much publications and journals related this topic.

REAL ESTATE MARKETING TOOLS USED BY GREEN BAY DEVELOPMENTS LTD.



FINDINGS OF THE STUDY

- ❖ Green Bay Developments uses many marketing tools like Advertisement, Social Media Marketing Program, Website, Home-Buying Seminars, Billboard etc but they are not using the modern or latest advertising tools.
- ❖ They have an after sales and service department but The Green Bay Developments Limited company do not Respond quickly with their clients. Clients have many complains about it.
- ❖ Lack of technical skills, and communication skill of the marketing team of the company.
- ❖ Green Bay Developments Limited tries to develop brand awareness and struggle for its own brand development.



❖ They have dynamic management body of Green Bay Developments Limited.

❖ Green Bay Developments Limited follows the Real Estate sales strategies but some limitations were found there like- they do not compare the strategies of their competitors.

❖ Green Bay Developments Limited company's product price is high compared to the other companies' price.

RECOMMENDATION

❖ Green Bay Developments Limited don't use the most effective marketing like

- 1) Digital Marketing
- 2) Email Marketing
- 3) Cobranding Marketing

If they can use this modern or latest marketing tools once at a time Marketing department increase their product selling of Green Bay Developments Limited.

❖ Green Bay Developments limited should develop their after sales and service department They can recruit some expert employees at that department. If the Green Bay Developments Limited company some expert employee than they will be able to handle the client's complain smartly and efficiently.

❖ Technical skill, and communication skill both problems they can solve through the management training program and from that they can improve their employee technical and communication skills.

- ❖ At the moments Green Bay Developments Limited is having good branding in the market because they are keeping commitment with the customer for the Real Estate product. They are also planning to build more and more good Real Estate Product to bring the market from that they can develop their own brand of the market. They continue it for a better prospect.
- ❖ GBDL do not compare the strategies of their competitors Because Green Bay Developments Limited is having excellent management so they are always try to making various special sales strategy policy for the company on that case they don't feel to compare follow or compare the others companies sales strategy.
- ❖ They should try to produce apartments according to the clients' affordability. At least they can produce some low cost apartments.
- ❖ If they set their target market first, they can sell more product on the target market and this is the way Green Bay Developments Ltd can reach their Goal and their sometimes by this process GBDL can be one of the leading Real Estate Company in all over the Bangladesh and they can produce their own Brand.

CONCLUSION

This study report not only purpose of Marketing strategies of GREEN BAY Developments limited but also this the real Scenario of total Real Estate Development in Bangladesh. After analysis all data we know the demand of housing, we know the problem of Marketing Strategy. We should study marketing Strategies because in our personal life, we all use selling techniques. In my internship program, I found marketing is really a interesting job. If we want to work in Real Estate business, we need to know about marketing strategy because marketing people play a vital role in the welfare of an organization. Internship on Green Bay Developments Ltd. I found marketing Strategy in a new way.



