

An Internship Report
On
MARKET DEVELOPMENT ACTIVITIES TAKEN BY DREAMY
HOMES LTD

Submitted To:

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Submitted By:

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Spring 2019
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Letter of Transmittal

To

Mr. Sarker Rafij Ahmed Ratan
Assistant Professor
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Dhaka, Bangladesh.

Subject: Application for submitting the Internship Report.

Dear Sir,

With due respect to inform you that I would like to submit my internship report entitled: “Market Development Activities Taken By DREAMY HOMES Ltd”. My appointment is go-off on 1st January, 2019 and over past 30th March, 2019. I’m grateful to you for giving me the opportunity to prepare this report. This report was prepared on the basis of the practical experience on DREAMY HOMES Ltd. I tried to put my best effort to prepare this report.

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

Specially thanks to you. I could not prepare this report without your cooperation.

Thanks for your cooperation of this report.

Sincerely Yours,

(Fatematul Zannat Koli)

ID- 111 143 110

BBA Program

United International University

Executive Summary

When I started the course of Marketing I learned about the Marketing and Sales activities. By preparing this report I have learned about Marketing & Sales process in an organization. Organization uses a variety of methods for developing Marketing and Sales activities. . There are so many types of market development methods, understanding how each of them works will help determine the best one to use within the organization. Each type has benefits and drawbacks; however, an assessment of management style and business environment will make the decision easier to find which method is easier to use in context of a specific organization.

“Dreamy Homes Ltd” is one of the top real estate market but they are also facing a lot of problems. Recently the real estate company is very demanding. This report is not cover the whole market development activities of “Dreamy Homes Ltd” but affiliation of all major facts of market development activities taken by “Dreamy Homes Ltd”.

The motive of this report is to highlight the market development activities of “Dreamy Homes Ltd”.

ACKNOWLEDGEMENT

This step as everything else is possible only by Almighty Allah-tala's will.

Deep gratefulness is evolved to Assistant Professor Mr. Sarker Rafij Ahmed Ratan of United International University for on looking me to prepare this report & also especial thanks to him. I have adopted continuous help from him during the internship period.

By the internship period I worked under direct supervision of Ariful Islam Managing Director, Manager (Marketing & Sales) of DREAMY HOMES Ltd. I gather initial knowledge many things from him.

I am deeply indebted to a large group of teachers, friends and colleagues, who have suggested, choose and advise me to complete this report successfully.

Fatematul Zannat Koli

ID: 111 143 110

BBA Program

School of Business & Economics

United International University

Certificate of Supervisor

This is to certify that Fatematul Zannat Koli is a student of the BBA program and the School of Business & Economics (ID: 111 143 110) at United International University has been completed successfully in the practical Internship program at “Market Development Activities of DREAMY HOMES LTD” with excellent performance under my supervision. I believed that this is an original works and she fulfilled partial requirement of the degree of Bachelor of Business Administration.

I wish her every success in her career.

Sincerely,

Mr. Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Bachelor of Business Administration (BBA) program of United international University requires each student to complete an internship for at least three months with an organization and submit a report based on internship enrollment. Gaining knowledge and learning on a particular subject can only be evaluated properly if it is linked with theory and real- life practice. Theory is learned in detailed manner from the academic course. However, when it comes to attaining practical knowledge on the subject matter to be studied, it is important to get a real life experience where the theory can be implemented.

This report is tailored to focus on the Market Development Activities of Dreamy Homes Ltd that is a blend of international living standard and the social cultural ethos of Bangladesh. It highlights the sales activities also.

1.1 Back ground of the Report

This paper is entitled “**MARKET DEVELOPMENT ACTIVITIES TAKEN BY DREAMY HOMES LTD**” Originate from the fulfillment of my internship program. I completed my internship program at “Dreamy Homes Ltd.” During my internship Program I had to prepare a report under the supervision of Assistant Professor. Mr. Sarker Rafij Ahmed Ratan, Department of BBA, in United International University.

1.2 Objectives of the Study

The main objective of this report understands the market development activities performed by the “Marketing & Sales Department of “Dreamy Homes Ltd” and also identify the real estate business activities of “Dreamy Homes Ltd”.

1.3 Scope

This internship report mainly concentrate on the activities of “Marketing & Sales Department” of Dreamy Homes Ltd. In this report, I discussed about the things those I have observed at the time of my internship period. My internship period was from 1st January, 2019 to 30th March, 2019 and all of my report focuses all those activities that I had observed at that time. It is an excellent opportunity for me to gain real life business exposure regarding real estate and apartment business.

The scopes of the study area:

- 1) Maintaining good relation between Employee & management.
- 2) Progressive an effective work station design.
- 3) Layout designing of effective marketing.
- 4) Expert manipulation of employees.
- 5) Manipulation & fixing the employees according to their work.
- 6) Maintaining an effective manner.

1.4 Methodology

To prepare the report I have to collect both primary and secondary data. The following sources have been used for the purpose of collecting the data.

- a. Direct Observance.
- b. Interviewing.
- c. Telephone consultation
- d. Personal meeting
- e. Main information
- f. Field Survey

- g. Note taking
- h. Discussion with customer's
- i. Verbal & Informatory interview with the officers and employees of the "Marketing & Sales Department" of Dreamy Homes Ltd.

1.5 Sources of data collection

The secondary data have been collected from different journals of Dreamy Homes Ltd. And Real estate related magazines and journals. I have used data collected from company publications with a view to observe the Dreamy Homes Ltd. marketing activities, policies and company practices. This overall process of methodology is giving the following page in the form in the flowchart that has been followed in the study.

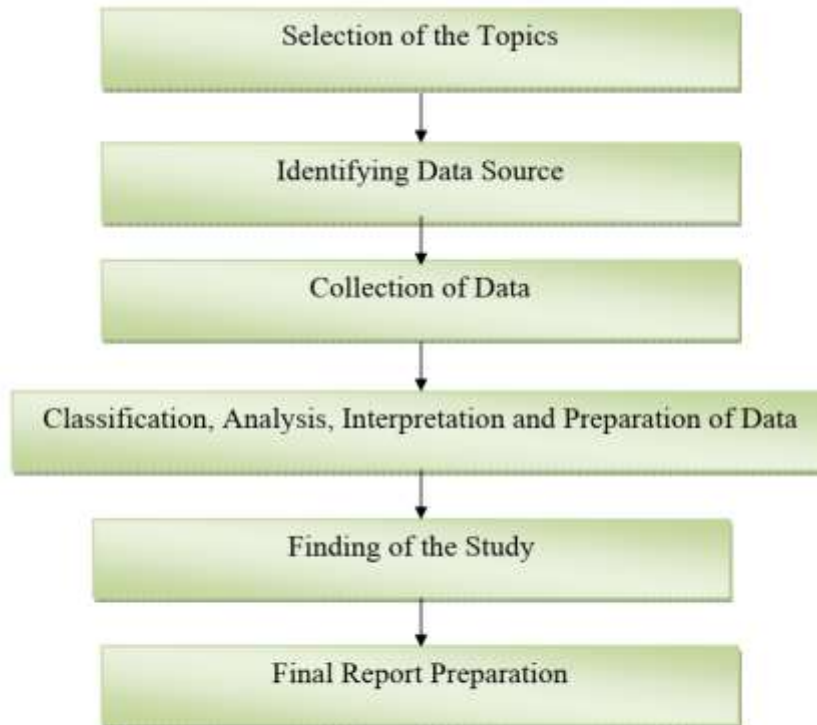


Figure1.0: Flow Chart of methodology

1.6 Operational Definitions

- a) **Apartment facilities:** The quality of the apartment which is provides satisfaction to the customers.
- b) **Apartment:** One or more rooms along a kitchen and bathroom Especially, One such set in a building.
- c) **Apartments Industry:** Group of company who are fixing apartments & selling them commercially.
- d) **Builder/Developer:** A firm that constructs and sells apartments on a commercial basis.
- e) **Competitor:** Number of builder in apartment market who is, attempting to increase their profits at the expense of their rivals.
- f) **Customers:** The buyers of apartment.
- g) **Market demand:** The number of apartment demanded, by the customers in a given period.
- h) **Target customer:** Individuals who are willing and able to purchase apartments from the builders.
- i) **Turnover:** The total amount of sales made by a builder over a year.
- j) **Zone:** Specific geographic area in Dhaka Metropolitan City.

1.7 Limitations of the Study

There were some limitations which have made my work a little bit harder. The limitations may be termed as follows-

The present study was not out of limitations. Some constraints are appended bellow:

- i. Every organization has their own secrecy that is not revealed to others. While collecting data i.e. talking with the employees, they did not disclose much information for the sake of the confidentiality of the organization.
- ii. Since the corporate personals were very busy, they could provide me very little time.
- iii. Published documents were not available.
- iv. Lake of efficiency and experience also a limitation

CHAPTER TWO
Profile of the Organization
Dreamy Homes Ltd.



The tagline of Dreamy Homes Ltd is “we built your Dream”. Dreamy Homes Ltd is a real estate development company. The Company's operations include the development and sale of a variety of residential communities, including construction of entry-level and first time move-up single-family and multi-family homes.

2.0 Introduction of Dreamy Homes Ltd

“Dreamy Homes Ltd” is a Developer company with a different vision. They are always of the fact that satisfaction of the inhabitant can be achieved when he or she feels comfortable personally, socially and culturally.

“Dreamy Homes Ltd” is a blend of international living standard and the social cultural ethos of Bangladesh. The design quality of construction and pricing of each apartment are the testimonies of their dedication to their clients.

Profile of The Company

Company	Dreamy Homes Ltd
Corporate Office	House No# 8(3rd Floor), Road No#6, Block-B, Section # 13,Mirpur ,Dhaka-1216
Registered Office	House No# 8(3rd Floor), Road No#6, Block-B, Section # 13,Mirpur ,Dhaka-1216
Authorized Capital	N/A
Paid Up Capital	N/A
Nature of Business	Real Estate Development & Construction
Product line	Apartment(Commercial and Residential)
Number of Employee	60

Market segment	<ul style="list-style-type: none"> • High Class • Higher Middle Class • Middle Class

2.1 Mission & Vision of Dreamy Homes Ltd

Mission

They are highly committed to build their projects with highest level of professionalism and provide services to their customers in order to create a lifelong relationship with them throughout the process. They consider safety first while constructing, as we know safety is the ultimate need of our customers. And eventually they will climb the ladder of success by gaining customer trust.

Vision

Logo:



Slogan: Dreamy Homes Ltd

..... **We built your Dream**

2.2 Types of Building:

Residential Buildings:

These shall include one or two private dwellings, apartment house .A team of dedicated professional, dynamic architects and structural engineers have worked hard to create a design unique in aesthetic view, functional aspects, structural strength and durability. In an individual apartment, privacy has been emphasized by Spreading the layout from end to end. Every part of apartment has been designed considering the free movement of sufficient fresh air, light and ventilation facilities for the ultimate residential living.

2.3 Marketing Mix of Dreamy Homes Ltd.

The marketing mix is the product, price, communication, distribution and services provided to the target market. It is the combination of these elements that meets customer needs and provides customer value. The marketing mix known as the Four P's, the marketing mix elements are price, place, product, and promotion.

1. Product:

Product is the most important element to Dreamy Homes Ltd for gaining client satisfaction. Dreamy Homes Ltd is a developing company. So its products include Residential building, and Dreamy Homes Ltd all time delivers quality products to their clients.

The Homes business caters to 3 segments of the residential market -

- Luxury
- Super Luxury
- Premium

2. Price:

Dreamy Homes Ltd sets it pricing into account the following factors:

- Fixed and variable costs.
- Competition

- Company objectives
- Proposed positioning strategies.
- Target group and willingness to pay.

For the price of their services it's high as because their giving high quality product and their targeted market is also upper class and upper middle class peoples in society. They facilitate a high pricing range because of its quality products. They believe that they have the most quality products compare to others, so they charge high price compare to others.

3. Place:

Getting the right product to the right place at the right time involves the distribution system. The choice of distribution method will depend on a variety of circumstances Dreamy Homes Ltd has established their different projects at different locations based on customer choices and preferences. Places are convenient for their clients living hood. Their locations are given below:

- Mirpur
- Dhanmondi
- Jigatola

4. Promotion:

Promotion is a provoking that is offered to a customer to dictate the purchase of a service or product. "Dreamy Homes Ltd "can provide many form of promotional activities including –

- Free samples
- Loyalty programs
- Electronic Media:

Dreamy Homes Ltd some time use "Electronic Media" for the Ads such as CD, DVD for some project, animation, any other presentation, multimedia presentation, E-mail, website etc.

- Price less Offers:

Dreamy Homes Ltd some time gives price less offer 10%-20% of the total price

2.4 Departments of the Company

Dreamy Homes Ltd Corporate Branch contain major departments. The name of those departments & activities are given below

1. Greeting Table
2. Sales & Marketing Section
3. Purchase Section
4. Architecture Section (Design)
5. Construction Section
6. Administration & Business Department (HRM)
7. Account /Finance Department
8. Logistic & Land procurement Department
9. Customer Services Department

Greeting Table

The main task at the greeting table 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.

Sales and Marketing Section

This particular area of the company deals with making marketing plan, implementing and executing the plan carrying out promotional activities etc. Function of marketing department:

1. To search potential customers.
2. To prepare a list of the most potential customers.
3. To maintain regular relationship with most potential customers.

4. To convince the most potential customers with explaining all positive features.
5. To prepare attractive sales toolkits.
6. Advertising in newspaper, magazine etc.
7. Participating in different trade fare in home.
8. Provide necessary information to the clients.
9. Sending those publishing to the clients.
10. in office briefing to the clients about the architectural design.
11. To satisfy the customers with maintaining the commitment.

Product

Dreamy Homes Ltd is an organization that is involved in various features for the real estate sector. Massive experience and expertise is required in the development of high-quality, lower cost living for middle class people and upper class people who are seeking luxury apartment. An area of intense training and attention is the importance of strong customer service.

Competitive Comparison

Dreamy Homes Ltd competitive advantage is as follows:

f Dreamy Homes Ltd offer a higher level of quality apartments than the average apartments found on city. This allows for those residents who do not want their living situations to hamper their comfort and enjoyment of urban life.

f Dreamy Homes Ltd marketing and advertising costs are low due to simple marketing strategies. However, the owner's expertise in visual layout and communications is helpful to create a unique and artistic product for the customers. The main competition is encountering the average lower cost apartment units.

f Dreamy Homes Ltd follows national building code, RAJUK Rules and Regulation, FAR, and save natural environment to protect earth quake.

Architecture department:

Drawing, Design collect: Before starting the work collecting the drawing, design and required for a consultant.

Quality controlled: Quality of the materials is to be check before application of construction.

Construction structure: Structure of the building make by all time supervision, by an engineer. The specific responsibilities are:

- a) Lay out planning for the building design.
- b) Developed the design layout.
- c) Supervising/monitoring progress regularly
- d) Proper demarcation of the land based on the size of the lot.
- e) FAR Calculation.

Account department

Accounts division is very crucial and for the company because of the nature of the business. Because the business does requires very frequent financial transaction. Most of the financial dealings are being done by the prior approval of the director of the company. The specific tasks are:

- 1) Keeping, maintaining, and restoring financial data.
- 2) All of the banking transactions are finished by account department.
- 3) Maintaining financial inflows made by the buyers.
- 4) To financial outflows are maintaining.
- 5) Make payment to the employees.
- 6) Expedite payments of requisition made by the other department.
- 7) Regular updates of financial information.
- 8) Follow up expenditure.
- 9) Co-operate with the auditors for let them audit.
- 10) To different parties are making necessary payments.

Land procurement department

Land selection: Before select the land company takes decision based on some factors as Customer Demand: First identify the customer's demand which customers like best. The luxurious and aristocrat area like Mirpur, Dhanmondi and Jigatola is the most demandable area for customer.

Good communication: It is the place where easy to go any place of the city without traffic jam and also a short time. Where shopping center, office, hospital etc is a short distance is the more choice able area for land selection.

Well Environment: Well environment means the hazardless and crowd less area is suitable for land selection. Survey the rate of other company: Surveying must be done for analysis the other competitive company around the area. It has to give more facilities by cheap rate compared to others. These depend on sharing the flats with the landowners.

Survey the rent of the apartment: Consider the rent of the flat for landowner. If house rent is high than company will try to get benefits from the landowner. House rent also depends on fixing the price per square fit.

Soil test: Soil test is important for the decision about the structural condition of the building. This is also done before agreement with landowner. Submission the report of soil test: After submission the soil test report company knows how many storey's building that that they can build and about the foundation of the building.

Proposing number of storey: Proposing the number of storey and type foundation such as piling, mat, raft etc. Consulting the rules and regulation of that area: Must be obeying the rules of the "RAJUK" Other hand, if the building is more than ten storied, then need permission from WASA, DESA, DESCO, TITAS, and DMP.

The names of the legal documentation before purchasing a land or real estate product:

- 1) Main registered documents.
- 2) Via Documents.
- 3) Mutation.
- 4) Up to date rent receipts.
- 5) Different types of parchaa) C.S= Catastral Survey (1940)

- b) S.A= State Acquisition (1956-1960)
- c) R.S= Renisional Survey (1960)
- d) City/Bangladesh Survey (1998-99 & Continue)
- 6) Legal observation.

Deed of agreement Land owner and Dreamy Homes Ltd it is mainly two parties Deed of agreement.

Construction department:

Construction department is the heart of Dreamy Homes Ltd. Main works of Construction department are describe in below :

Site fencing: After purchasing the site fencing, hanging the signboard to be required.

This work mainly completed by general labor.

Foundation: Foundation is the lowest part of a structure which provides a base for the super – structure proper. This term includes the portion of the structure below the ground level as well as artificial arrangement of concrete block, piles, raft, grillage, etc provided to transmit the loads on the structure including the dead weight of the structure itself to the soil below.

Mainly two kind of foundation:

- 1) Shallow foundations and
- 2) Deep foundations

Shallow foundation: When the foundation is placed immediately beneath the lowest part of the super structure, it is termed as shallow foundation. The object of this type of foundation is to distribute the structural loads over a wide horizontal area at shallow depth below the ground level. The various types of foundations which can be included under shallow foundation are:

- i. Spread footings
- ii. Grillage foundation
- iii. Eccentrically loaded footing
- iv. Combined footings

v. Mat on raft foundation.

Mainly Raft foundation is available in our country from Shallow foundations.

Raft foundation: In made – up ground, soft clay or marshy site having low value of bearing capacity, heavy concentrated structural loads are generally supported by providing raft foundation. It provides an economical solution to difficult site conditions, where pile foundation cannot be used advantageously and independent column footing becomes impracticable.

Deep foundation: The strata of good bearing capacity is not available near the ground, the foundation of the structure has to be taken deep with the purpose of attaining a bearing stratum which is suitable in all respects. In addition there may be many other conditions which may require deep foundations for ensuring stability and durability of a structure. There are three kinds of deep foundation:

i. Piles

ii. Cofferdams

iii. Caissons

Mainly Piles are available in our country from Deep foundations.

Piles foundations: In compressible soil or water-logged soil or soil of made-up type, piles are used with advantage for providing safe foundation for any type structure; Piles are used for foundation for buildings, bridges and water friend installations. In general, pile foundation provides a common solution to all difficult foundation site problems.

Materials stock: Materials stock like rod, cement, sands, bricks, stone, tiles, etc an estimated amount.

2.5 SWOT Analysis of Dreamy Homes Ltd

SWOT analysis enables an organization to have a comprehensive insight about position in the industry compared to its competitors. It provides the organization a scope to strategically improve its position in the market. Here, I discuss the internal strength and weakness of Dreamy Homes Ltd as well as the external opportunities and threats.

Strength (S)	Weakness (W)
<ul style="list-style-type: none"> i. Reputable Brand ii. Long skilled way of service iii. Devoted and experienced associates iv. Distribution channels are strong. iv. Young and active workforce. v. Making strong relationship with their new & old customers. vi. Security commitment. vii. Good relationship maintain with their clients. ix. Their products quality 	<ul style="list-style-type: none"> i. Lack of service experience ii. Lack of efficiency in employee's iii. Rules and regulations are not always followed properly by them. iv. In the sales department there is less number of associate with lots of pressure.
Opportunities (O)	Threats (T)
<ul style="list-style-type: none"> i. Rising market. ii. Located in the business area. lii. More penetration into new markets with existing products. iv. With the help of their powerful networks they introduce new high quality products. 	<ul style="list-style-type: none"> i. Growing competition market. ii. Political instability. iii. Rising price of dollar. iv. The price of their product is high.

Table No.2.1: SWOT Analysis of “Dreamy Homes Ltd”.

2.6 Operation of the Business in Dreamy Homes Ltd

The real estate business in Bangladesh there is a standard and organized procedure of operation. In some cases the procedure of business may differ from company to company. But most of them are followed similar manner.

Land procurement is the first stage of real estate development but in most of the cases developers do not purchase land. They negotiate with individual land owner to construct building through joint venture initiative. If land owner and developer come to a consensus, the project is started. A number of steps are to be complete to procure the land.

1. Project procurement:
2. Building Design Preparation
3. Design Sanction
4. Building Construction
5. Apartment Sale
6. General terms and conditions of allotment
7. Allotment Transfer

1. Project procurement:

Land information is collected by two different sources such as primary source and secondary source. Primary source involves publication of advertisement in national daily's and electronic media. Secondary source involves references of direct communication with the different personnel and land owner. All of the land information is recorded primarily. The information is then sorted out for preliminary land files.

2. Building 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 a consultancy firm in building design. Nonetheless company representative always consider the opinion of the land owner. If the landowner wants to incorporate his idea design, a responsible developer tried to reflect the idea onto the design. In case of building design, developer companies are to follow the statutory rules and regulations. The most important regulations are Building Construction Rules, 2008 and Bangladesh National Building Code, 1993.

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 the company has to design their project according to RAJUK.

3. Design Sanction

After completion of building design it is submitted to concern authority for approval. Development Control Authority (e.g. RAJUK, in case of Dhaka) is responsible to assess the design standard. If the design complies with the concerned rules and regulations, development Control Authority gives approval of the design for building construction. In some cases, they may ask the developer to modify the design standard to comply with the building regulations.

4. Building Construction

Construction works of the project is started after approval of the building design. Company involves professional engineers to supervise and monitor the construction works. Project staff coordinates with head office of the company in case of any requirement. During the construction period all types of safety measures are taken, such as, fencing, arrangement of safety-net, helmet, safety-belt etc. On an average the construction work takes 2-3 years to complete.

5. Apartment sale

After starting the building construction and setting the final price of the apartments, company's sales team undertakes various promotional activities to sale the apartments. Such activities usually differ from company to company. The most common one is advertisement on print and electronic media. Consequently, the Sales personnel receive various queries from interest persons. The sales representatives along with the prospective client arrange site visit. While clients visit the project side, they select the desired apartment. The price of the selected apartment is fixed through negotiation between company personnel and the client. However, some renowned companies sale their apartments in fixed price. After discussion on the price matter, the payment schedule is finalized with the consensus between the company and the client.

6. General terms and conditions of allotment:

ALLOTMENT:

Application for allotment of apartments should be made on the prescribed application form duly signed by the Applicant along with the Booking Money.

On acceptance of an Application Dreamy Homes Ltd will issue an allotment letter will specific terms and condition to the applicant. Dreamy Homes Ltd. and the Allottee will be required to execute an Agreement as per the Company's prescribed format. The Applicant / Allottee shall then start making payments as per the schedule of payment.

Allotments of apartments are made on first come first served basis.

PAYMENT:

All payments of Earnest Money, Installments, Additional works and other charges shall be made by Bank Draft or Pay Order in favor of "Dreamy Homes Ltd." For which respective receipts will be issued. Bangladeshis residing abroad may remit payments by TT or DD.

Payments of installments, car park costs and all other charge are to be made on due dates. Dreamy Homes Ltd may issue reminders to the Allottee but, notwithstanding the issue of reminders, the Allottee must adhere to the Schedule of the allotment.

Delay in payments beyond the due date will make the Allottee liable to pay delay charge of 0.1% per day on the amount of payment delayed. If the payment is delayed beyond 60 days Dreamy Homes Ltd. Shall has the right to cancel the allotment. In such an event the amount paid by the Allottee will be refunded after deducting the Earnest money.

Connection fees / charges, security deposits and other incidental expense relating to gas, water, sewerage and electric connections are not included in the price of apartments. These payments will be made by Dreamy Homes Ltd. Directly to the authorities concerned, on the Allottee's account. The Allottee will be billed proportionately on actual cost basis.

Dreamy Homes Ltd. May cancel an allotment on nonpayment of installment in disregard of reminders and after final intimation to Allottee by registered post at the address given in the application form.

7. Allotment Transfer:

The possession of each apartment shall be handed over to the Allottee on completion and on full payment of installments and other charges and dues and till then the possession will rest with Dreamy Homes Ltd.

The Allottee will pay VAT, stamp duties, registration fee, documentation charge and any other taxes and expenses likely to be incurred in connection with the Deed of Agreement, Allotment, Registration and Transfer etc. The actual costs incurred shall be charged.

The completion period of the construction of the project can be affected by unavoidable circumstances beyond the control of Dreamy Homes Ltd. Like force majeure, natural calamities, political disturbances, materials scarcity or price escalation, strikes and changes in the fiscal policy of the state etc.

The Allottee's after full payment of dues will elect from among themselves a Board of Management for managing the general affairs in the common interest. Each Allottee must deposit minimum TK. 25000 or any suitable amount determined by Company for each Allotment of Apartment towards the Reserve Fund for initial common service expenses of the complex.

Chapter Three

Findings & Recommendations

3.0 Findings of the Study

During my internship period I attend many customers over the place & phone call & try to give them support. In the meantime the customer talk about their problem regarding their payment, confidential issue & many more things are maintained very strictly. There are some problems identified & these are given below:

1. Failure of their advertisement.
2. Employees of the Dreamy Homes Ltd. are not customer friendly.
3. Sometimes employees are failed to provide the actual information to the customers.
4. Traditional working process of Dreamy Homes Ltd. as like centralized decision making process of them, there is no prescribed job description etc.

3.1 Recommendation:

1. Dreamy Homes Ltd exhausted a lot of money for their promotional activities. But the development of meaningful and attractive promotion is also necessary to attract the potent customers and clients.
2. For increasing demand new project development is compulsory.
3. Dreamy Homes Ltd. need to arrange regular training program from their employees.
4. During the recruitment process favoritism should be avoided, so then it will create a value.
5. They should encourage their employees for developed their career.
6. They should give award for the good performance of the employees.

Chapter Four
Conclusions

4.0 Conclusion

This report contains all major information about the “Market Development Activities Taken by Dreamy Homes Ltd.”, their business activities etc. Usually Dreamy Homes Ltd. has some problems like other business organization but with good hand all of the all of the problems could be overcome. I have to face lots of obstacle during preparation of this report. No data is available in internet for market development activities taken by Dreamy Homes Ltd. So I have to manage data from office staffs and employees of Dreamy Homes Ltd. They are not able to give proper data as per my requirement. Also some limitation have possess by employees that they do not share their important but confidential information. At the end of this report I am supposed to say that Dreamy Homes Ltd. has great involvement and contribution in the development activities of Bangladesh through employment generation, supply of residential units etc.

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