

“A Study on Sales and Marketing Operations of Mermaid Group”

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

“A Study on Sales and Marketing Operations of Mermaid Group”

Submitted to:

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Date of submission: 25 November, 2025

Letter of Transmittal

Date: 25 November 2025

Dr.Mimnun Sultana
Assistant professor
School of Business and Economics.
United International University

Subject: Submission of Internship Report on “Marketing and sales Process of Mermaid group.”

Dear Ma'am.

I would be glad to provide my internship report on mermaid Sales and marketing operation study through the lens of an internship. I was assigned an internship in Mermaid Group, Corporate Office and the internship started on 1 st May 2025 and ended on 31 st July, 2025. My period of working has brought a lot of knowledge on how sales and marketing activities work in the real estate sector.

Taking into consideration my observation and secondary data, I tried to fill the report. I have done the best possible to write this report meaningfully and properly as much as I could. I do believe that the monotonous work will help you to ride on this kind of business. However, should any issue arise in the interpretation of this report, then do not hesitate and contact me.

I hope that I will fulfill the goals of the internship program and you will enjoy it. Again, thank you, you helped and counseled me.

Sincerely yours,

Mithun Kumar Shaha
ID No: 111 193 098

Certification of Similarity Index

A Study on Sales and Marketing Operations of Mermaid Group

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Dr. Mimnun Sultana
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Date: 25 November, 2025

Declaration of the Student

I, **Mithun Kumar Shaha**, ID: 111 193 098, hereby declare that the internship report titled “**Marketing and Sales Operations of Mermaid Group**” has been prepared by me as a partial requirement for the Bachelor of Business Administration degree at United International University.

I confirm that this report is my original work and has not been submitted to any institution, organization, or university for academic or professional purposes. All information used in this report is collected from authentic sources and personal observations during my internship at Mermaid Group.

Mithun Kumar Shaha

ID: 111 193 098

BBA Major in Supply Chain Management

School of Business & Economics

United International University

Date: 25 November, 2025

Corporate Evidence



INTERNSHIP
Certificate
OF ACHIEVEMENT



Ref: MDL/HR/Cert./2025/07

This certifies that **Mithun Kumar Shaha** successfully completed an internship program with Mermaid Development Limited. The program was conducted within the Sales & Marketing Department at Mermaid Group, spanning the period from May 01, 2025, to July 31, 2025.

During his tenure, **Mithun Kumar Shaha** demonstrated a commendable commitment to professional development and acquired practical experience in key aspects of sales and marketing operations.

We extend our best wishes for his future professional endeavors.

15/07/25

Issue Date

A handwritten signature in black ink, appearing to be "M. Shaha", written over a horizontal line.

Managing Director
Mermaid Group

Acknowledgement

I would like to begin by thanking God because I had a chance to make my internship report with some excellent supervisors. I would like to thank Dr. Mimmun Sultana who agreed to guide me throughout the report writing process. The fact that he was willing to assist in every step motivated me to prepare the report. United International University and Mermaid group. The two were of massive help and encouragement to me to successfully complete my report.

I would additionally wish to express my gratitude to Mushfiqur Rahman, Assistant manager, Marketing and Sales, who is a person of good concern, who spent a lot of valuable time, advice and guideline to me in making the report.

And last but not least, I want to say my utmost gratitude to other officials of Mermaid Group who assisted me and devoted their precious time to help me and provided me with the most topical information on the basis of which I created this report. Without them, this report could never have been possible.

Executive Summary

The following internship report is titled as; A study on Sales and Marketing operations of Mermaid Group: An internship perspective and is long based on my observations and experiences as an intern at the corporate office of Mermaid Group a renowned real estate and development company in Bangladesh. The report describes the operations of Sales and Marketing Department, relations with customers and its contribution to the overall development of the company.

The key purpose of the report is to perceive the way in which Mermaid Group carries out its sales and marketing processes and to relate the practices to ideas acquired during the BBA program. The most important aims are to understand the process of creating leads, the way customers are managed, and the organization of field visits and the promotion activities as well as the difficulties the sales team have to overcome to work in the competitive real estate market.

The report was compiled using both secondary and primary sources of information. Primary data was completed through observation of daily operations, interviews with employees and accompanying client field tours. The company was used to obtain secondary data on its webpage, internal records, and published articles in the industry.

As an intern, I was to make phone calls to potential clients, provide teleconferences about project details, schedule site visits, manage the databases of clients and assist in creating advertisements. I have noted that Mermaid Group relies on online advertising and word of mouth marketing.

All in all, the internship improved my communication, negotiations, and time management skills and provided me with a practical understanding of what it is like to work in the field of real estate sales and marketing.

FOR INTERNSHIP

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List of Acronyms & Abbreviations

Acronym	Elaboration
CRM	Customer Relationship Management
BBA	Bachelor of Business Administration
UIU	United International University
NRB	Non-Resident Bangladeshi
IT	Information Technology
KPI	Key Performance Indicator
SEO	Search Engine Optimization
FB	Facebook

CHAPTER 1: INTRODUCTION

1.1 Background of the Study

The success of any business within the existing highly competitive market is largely dependent on the marketing and sales. Its ability to understand what customers want, sell its goods to the market as well as keeping a good relationship with its customers determines the success of any company in the long run.

The real estate in Bangladesh has also grown tremendously within the last few decades as the population in the urban centers is growing, the income levels are growing and living standards are changing. The companies dealing with real estate are no longer concerned with the quality of their products alone. They are also monitoring the degree of satisfaction of their clients and popularity of their brand. To be competitive in this industry, you have to be familiar with marketing and selling.

I have written this report because I was an intern in Mermaid Group, a household real estate and development company in Bangladesh and the internship lasted three months. Having been an intern during May 1- July 31, 2025, I had a chance to witness and engage in the real sales and marketing practice. I was employed in the Sales and Marketing Division. It is there that I learned how to deal with the customers, turn the leads into sales and plan field visits.

I wrote this report with the effort to relate what I learned in my BBA course to what I applied in real life. It talks about the sales and marketing strategies, operations and problems of the Mermaid Group.

1.2 Objective of the Study

Primary Objective

To analyze the marketing and sales operations of Mermaid Group based on practical exposure.

Specific Objectives

- To know the organizational structure of the Marketing and Sales Division.

- To measure the lead generation process, the sales funnel management process and customer engagement process.
- To study the functions of digital marketing and CRM in sales activities.
- To determine the coordination among marketing, sales, IT, and field teams.
- To examine issues which the department had to meet and calculate efficiency.
- To benchmark the marketing and sales processes of Mermaid Group and that of its competitors.
- To suggest how to ensure the operation is more effective.

1.3 Methodology

Primary Data Sources

- Firsthand experience in internship.
- The informal interviews and discussions with sales executives.
- Field visits and use of clients.
- All lead management, follow-up and CRM experience.

Secondary Data Sources

- Mermaid Group web site.
- Company brochures, internal documents, and promotion materials.
- Articles and journals and reports in the real estate industry.
- The past research and literature regarding marketing and sales.

The combination of the qualitative and quantitative perspectives was adopted as a mixed-method approach.

1.4 Scope of the Report

- **Many customers prefer the products of well-known companies due to their reliability and consistently delivered positive outcomes.**
- Marketing & Sales Process Analysis:**

The primary focus of this report will be on the way Mermaid Group undertakes its marketing and sales operations including lead generation, communicating with customers, promotions, and managing sales funnel. It discusses the entire process that leads to the receipt of a lead to the sale.

- **Digital Marketing and Customer Relationship Management:**

The paper discusses the incorporation of digital tools, online campaigning, and CRM applications into the company in its attempt to increase customer reach and control its sales. It assesses the way technology can be utilized to enhance customer relationships

- **Field Visit and Interdepartmental Co-ordination:**

The scope will be the knowledge of the operations on the field visit of the clients, the coordination of sales, marketing, IT and field teams and how the collaborative efforts are utilized in the overall sales performance.

- **Competitor Comparison and Recommendations:**

A comparative analysis of Mermaid Group with other major competitors is also part of the report but actual suggestions to better the marketing and sales operations are provided.

1.5 Limitations of the Report

- **Short Internship Duration:**

The internship duration of three months was insufficient to be able to see all the details of the marketing and sale activities of Mermaid Group. Due to it, long-term strategic practices were not able to be thoroughly assessed.

- **Restricted Access to Confidential Information:**

Because of the policies of the company, not all financial information and internal KPIs and sensitive sales information were available. This restricted the quantitative analysis of the report.

- **Dependence on Employee Interviews:**

Certain informal talks with employees were taken to gather some insights. All these opinions can incorporate personal views and this will influence objectivity of the findings.

- **Limited Secondary Sources:**

The number of published studies on Mermaid Group and real estate industry was little. Therefore, assumptions pertaining to the industry had to be based on the general market reports.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Overview of Mermaid Group

Mermaid Group is an emerging company doing business in Bangladesh with real estate and land development, whose transparency in business, customer-focused services and legally established residential land projects made it famous. The firm is mainly aimed at offering safe investment opportunities and designed residential plots to the middle-income and upper-middle-income families. By insisting in maintaining legal validity, adequate paperwork and ethical transactions, Mermaid Group has been able to establish trust in many of the clients that it has since its establishment.

The strategic mission of the organization is focused on long-term customer satisfaction and all projects should be approved or lawfully checked with correct land registration by RAJUK. Mermaid Group has over the years diversified its portfolio and has increased its presence in the competitive market of Bangladesh which deals in real estate.

2.2 History of Mermaid Group

Mermaid Group began its operations with an aim of offering secure and affordable housing services to its customers in search of quality land investments. Starting with short term projects in small residential land development, the company slowly ventured into peri-urban and suburban land development near Dhaka.

The company gained credibility and sustainable customer base through its regular adherence to transparency, its malleable payment facilities, and its excellence in customer service. Over time the Mermaid Group has been able to introduce new modern marketing techniques, digital promotion and organized sales processes to keep up to date with the changing real estate market.

Mermaid Group is a well-known brand in land development today particularly to middle-income families and Non-Resident Bangladeshis (NRBs) interested in making long-term secured investments.

2.3 Mission, Vision, and Core Values

Mission

To offer secure, affordable, and legally approved residential land solutions and at the same time assure quality customer service and ethical business practices.

Vision

The goal is to be among the most reliable real estate developers in Bangladesh to provide modern, planned, and sustainable housing projects that would satisfy the changing needs of the new generations.

Core Values

- Transparency - This is a requirement that fully legally documents businesses and ensures that there is clarity in communication and honesty in business.
- Customer-Centricity- Place importance on customer satisfaction, quality service, and long-term relationships.
- Integrity- Be ethical and fulfill commitments in all business dealings.
- Innovation - Use the current marketing, digital and revised sales strategies.
- Accountability - Be accountable to provide successful projects and take care of customers on their way.

2.4 Business Segments

Mermaid Group is a company that functions within a variety of business segments in terms of real estate and land development. These include:

1. Sales of Residential Land and Plot.

This is the main business segment. The company creates planned, legalized land development projects in convenient sub-urban and semi-urban locations and sells residential parcels of land to consumers and investors.

2. Land Development Services

Includes infrastructure development like roads, drainage, access to electricity and land leveling of intended residential developments.

3. Documentation Support Legal.

Assistance to customers in mutation, registration, deed processing and RAJUK-related clearance procedures.

4. Customer Service and After Sales Support.

An efficient group is employed to make sure that there is a customer follow-up, plot handover coordination, registration assistance, and maintenance of long-term relationships.

5. Investment Consultancy

Most NRBs and general investors buy land and expect to have an appreciation of the value in the future. Mermaid Group has advisory support and guidance in investments.

2.5 Branch Network and Operational Coverage

Mermaid group has its corporate office based in Dhaka, and has field operations which are dispersed in various suburban and peri-urban project sites.

Corporate Office:

Dhaka- Headquarters in charge of administration, marketing, IT, customer service, and sales operations.

Field Offices / Project Locations:

The firm possesses numerous land development schemes that are located in the outskirts of Dhaka. Field officers and project personnel organize site visits, client walks, as well as in-ground operations.

Operation Coverage Contains:

- Acquisition of leads electronically in Bangladesh.
- Online communication with clients of NRB.
- Weekly field visits to clients.
- Legal and registration services dealt with at the central office.

Despite the expansion of the company the operational structure has been highly centralized control and as a result the company is consistent in the way it handles its customers.

2.6 SWOT Analysis

Strengths

- **Good Brand Reputation:** Mermaid Group has a good reputation related to open land transactions, and mutual trust.
- **Dedicated Sales Team:** This has a very active, trained sales team that makes regular lead calls, visits to clients and follow-ups.
- **Legal Authenticity:** Projects are rigorously vetted by law, and the customer confidence is increased.
- **Convenient Installment Plans:** Customer friendly installment plans will appeal to middle income purchasers.

Weaknesses

- **A Low Diversification:** It is predominantly a land-based sales business; it does not have any apartment-based or commercial projects.
- **Manual Lead Management:** Spreadsheets rather than a sophisticated CRM system.

- Weekend Work Pressure: Sales personnel usually work on Fridays and weekends because the clients are available.

Opportunities

- Urban Population Growth: Growing demand of safe housing and plots.
- Digital Marketing Development: There is much room to enhance it by means of online campaigns.
- NRB Market Growth: NRBs Thousands of NRBs are looking at safe real estate investments in Bangladesh.

Threats

- **Elevated Competition in the Market:** There are numerous other real estate businesses which are competing with good deals.
- **Economic Uncertainty:** Purchasing power is affected by inflation and the rates on loan interest.
- **Regulatory Delays:** RAJUK and land registration processes usually lead to operation delays.

2.7 Organizational Hierarchy and Structure

Mermaid Group adheres to functional organizational structure and has well-defined reporting lines.

A typical hierarchy is:

Managing Director

→ **General Manager (GM)**

→ **Head of Sales & Marketing**

Assistant Managers / Senior Executives

become part of the organization at this level and usually need one or two years of experience within an organization or comparable organization before reaching the position of Operations Manager.

→ **Sales Executives/ Marketing Officers.**

→ **Customer Support Staff / Field Officers.**

→ **Administrative and IT Support Team.**

The structure provides good top-down communication and accountability. Sales and Marketing department is in the heart of the operation and it operates with co-operation of IT, legal and customer service departments.

2.8 Recent Developments, Digital Initiatives, and Innovations

There are a number of new activities that have been implemented to make Mermaid Group new in the context of sales and marketing:

1. Online Lead Generation Campaigns.

Facebook Ads, Google Ads, and social media boosting are actively used by the company in obtaining leads.

2. Simple CRM/ Data Tracking Implementation.

The company has begun to use structured Excel databases and follow-up sheets in order to track client communications although it is not fully automated.

3. Internet Marketing and Graphical content.

Online promotion is performed with the usage of video documentaries, drone shots, and images of land projects on Facebook, YouTube, and the company site.

4. Feedback Customer Response.

There have been endeavors to seek customer response more methodically in order to better services.

5. Moving To Paperless Documentation.

The company is slowly changing to digital document management in its internal processes.

2.9 Achievements of Mermaid Group

Over the years, Mermaid Group has attained a number of milestones:

- **Good Customer Base:** Thousands of loyal customers believe that plot buyers can be safe only with Mermaid Group.
- **Zero-Legal Conflict Policy:** The company has clear records on the land and does not have contested land.
- **Increased Online Presence:** Over the last several years, social media has increased in the amount of lead flowing.
- **Stable Sales Increase:** The company has recorded stable annual sales performance despite the challenges in the market.
- **High Referral Rate:** there are numerous clients that refer new customers and this speaks well of great trust and satisfaction with the services.

CHAPTER 3: MARKETING AND SALES OPERATIONS OF MERMAID GROUP

3.1 Introduction to Marketing and Sales Activities

The main revenue generating operations of the Mermaid Group are marketing and sales which are those operations that focus on attracting potential customers, promotion of projects, lead management and converting the lead into a successful buyer of plots. The company has an organized sales pipeline with support of digital campaigns, contact with clients, field visits, and individual consultations. The marketing and sales division in collaboration with the IT, customer service and legal departments is dedicated to ensuring that all clients are informed correctly, legally and proper direction of the project.

The marketing and sales operations of the company are based on three priorities:

1. building trust,
2. ensuring transparency, and
3. optimizing satisfaction among customers.

The chapter expounds on the entire workflow, processes, strategies, and difficulties in the department.

3.2 Marketing Framework, Strategies, and Campaign Workflow

Mermaid Group follows a mixed marketing framework combining **online promotion**, **field-based selling**, and **relationship-driven engagement**.

Marketing Framework Used

- **Product Strategy:** legally registered residential plots with the necessary infrastructure.
- **Pricing Strategy:** Low installment-based pricing that can be used by the middle-income earners.
- **Place Strategy:** Locations of the projects close to the suburbs of Dhaka, which make it available and develop investments.
- **Promotion Strategy:** Digital promotion, social media promotion, word of mouth referrals and field promotion.

Key Marketing Strategies

- **Digital-First Strategy:** Intensive attention on Facebook advertisements, online promotion, and web requests.
- **Referral Marketing:** Impression on the customers to promote friends and family.
- **Marketing content:** Posting project photos, videos, drone shots, testimonials, and updates on the internet.
- **Brand Positioning:** The positioning of the brand of Mermaid Group, as a transparent, legal, trusted developer of land.

Campaign Workflow

1. **Planning:** Planning of a project to promote and identifying target customer groups.
2. **Digital Campaign Implementation:** Facebook ad running, Google ad running, and sponsored posts.
3. **Collection of Lead:** The IT team gathers all the inquiries and removes duplicates and irrelevant leads.
4. **Lead Distribution:** Leads will be distributed to the sales department on a daily basis
5. **Follow-Up:** Sales executives make phone calls, text messages and discuss projects with prospects.
6. **Field Visit Arrangement:** Interested clients are taken to project sites.
7. **Closing and After-Sales Support:** Clients who are successful will turn on booking, deed processing and registration.

3.3 Strategic Objectives of the Marketing and Sales Division

The Marketing and Sales Division operates with specific strategic goals that directly influence company growth:

- **Grow Qualified Leads:** Get more genuine and interested customers by using targeted digital campaigns.
- **Enhance lead Conversion and Rates:** Enhance follow-up, client interactions and communication strategies.
- **Increase Brand Recognition:** Grow online presence and develop recognition in the real estate industry.
- **Maximize Customer Satisfaction:** Prepare to have smooth communication, right information, and responsive service.
- **Encourage Long-term Sustainability:** Develop long term relationships that lead to referrals and repeat customers.
- **Enhance Team Strength:** Enhance IT-sales-marketing-field coordination.

3.4 Market Research and Consumer Insight Process

Although Mermaid Group does not have a dedicated research department, it uses several practical approaches to understand market demands:

Market Research Activities

- **Notice of Competitor Pricing:** Sales executives will observe the offers, discounts, and installments plans of competitors.
- **Customer Query Analysis:** Repetitive queries will show what customers appreciate most (location, legal papers, price).
- **Digital Data Insights:** The IT department evaluates online activity, message trends, age, and location of the audience.
- **Feedbacks:** Field Visits Sales team obtains firsthand information about the customer when visiting the site.

Key Consumer Insights Identified

- The customers are concerned with legal paperwork, authentic plot and location.
- Installment-based payments are preferred by the majority of the clients compared to full cash payments.

- A big portion of the buyers take a long time in decision making, which requires constant follow ups.
- There is a rise in the number of NRB clients and they are more responsive to digital communication.
- Visit to the field on weekends is favored because of working schedules.

3.5 Digital Marketing Integration and CRM Utilization

Digital marketing has become the backbone of Mermaid Group's lead generation strategy.

Digital Marketing Integration

- The company has ongoing Facebook advertisement campaigns to individuals who are interested in land investments.
- The boosted posts will showcase the project features, offers, site imagery, and customer reviews.
- The site has information about the project and gathers leads on the site via contact forms.
- The video footage on YouTube and drone shots contribute to the high visual effect.

CRM Utilization

- Mermaid Group does not have a fully automated CRM system, however, it has structured Excel sheets and follow-up trackers.
- One of them stores the information as follows: client name, phone number, lead source, interest level, communication history, and field visit status.
- After making calls and interactions with customers, sales executives update the database with information every day.
- This semi-form CRM assists in locating the hot leads, making follow-up calls and not losing the potential customers.

3.6 Sales Process, Channel Management, and Lead Conversion

Step 1: Lead Reception

Facebook ads, website inquiries, chats on the messenger, and referrals are some of the leads. These leads are filtered and distributed by the IT department.

Step 2: Initial Contact.

The sales are contacted using the first call to introduce Mermaid Group, give them information about the project and define client intentions.

Step 3: Need Analysis and follow-up.

The executives make several follow-up calls, comprehend the budget, place preferences and the legal issues of the client.

Step 4: Arrangement of Field Visit.

The interested clients are welcomed to visit project sites. Field officers organize transportation, site description, and location directions.

Step 5: Sales Closing

In case the client chooses the plot, the sales staff helps in the booking, signing of the agreement, deed process and legal documentations.

Step 6: After-Sales Service

Customer service will help in the schedules of payment, registering and managing long-term relationships.

Mermaid Group follows a structured and disciplined sales pipeline:

3.7 Brand Promotion, Advertising, and Campaign Evaluation

Brand Promotion Activities

- Social network campaigns (FB, YouTube, Instagram).
- Drone shots and project photography.

- Video testimonials by the customers.
- Flyers, brochures, on site banners.
- Advertising Channels Used

Facebook Ads (primary)

- Google search and display advertising.
- Website promotions
- Offer and follow up SMS marketing.

Effective Evaluation Methods of a campaign.

- Number of leads generated
- Cost per lead (CPL)
- Engagement rates on ads
- Lead to visit conversion rate.
- Visit-to-sale conversion rate.

After visiting, feedback provided by customers.

Whereas, the process of evaluation is not completely automated, sales and IT teams mutually track the performance on a weekly basis.

3.8 Cross-Department Coordination and Field Visit Insights

Cross-Department Coordination

- **IT Department:** Generates and filters leads.
- **Sales Team:** Interacts with the leads and converts them.
- **Marketing Team:** Designs images, advertisements, and marketing.
- **Field Officers:** Are in charge of visiting the location and describing plot details.
- **Legal Team:** Verifies documents and registers them.
- There should be easy exchange of information between the departments so as to ensure that customers are satisfied and the projects are delivered on time.

Insights from Field Visits

- The majority of clients like to visit locations on Fridays.
- Vision is more convincing and purchase decisions are fast.
- Field officers contribute significantly to the persuasion of customers by explaining it in detail.
- Road access, weather conditions, and site preparation have some effect on the impressions of the clients.
- Buyers like to know how the land will be demarcated and subsequent development.

3.9 Challenges in Marketing and Sales and Mitigation Approaches

Challenges

- **Market Competition:** There are numerous real estate companies that are selling similar plots with good packages.
- **The Ambivalent Clients:** Clients usually take time to make a decision and this might need several follow ups.
- **Manual CRM Management:** It burdens and diminishes efficiency.
- **Weekend Workload:** Sales team is often available on Fridays because of the availability of customers.
- **Costs of Ads on the Internet rising:** Competition is mounting, cost per lead (CPL) grows.

Mitigation Approaches

- Introducing a new CRM system to track leads in a more sophisticated way.
- Training sales team on enhanced communication and closing skills.
- Enhancing the quality of digital content (videos, drone shots, reviews of customers).
- Implementing a work rotation program to ease the workload of employees.
- The growth of promotion channels (LinkedIn, Tik Tok, SEO) to decrease the reliance on Facebook as the main ad platform.

CHAPTER 4: FINDINGS AND COMPARATIVE ANALYSIS OF MARKETING & SALES PRACTICES

4.1 Introduction

The chapter includes the essential findings that I could come to after the internship, observing every day, being directly involved in the process of sales communication, participating in field visits, and communicating with the employees at Mermaid Group. It also involves a comprehensive comparative essay of the marketing and sales activities done by the Mermaid Group with two of its prime competitors of Bhaiya Group and Concord Group.

This chapter aims at identifying strengths, weaknesses, and distinctive strategies that can impact on sales performance, customer satisfaction, brand perception, and operational efficiency in Bangladesh real estate market.

4.2 Key Findings from the Marketing and Sales Operations

Based on practical exposure and organizational analysis, the following findings have been identified:

1. High Reliance on Online Marketing.

Mermaid Group depends greatly on Facebook advertising to generate leads. The awareness of the company among a high percentage of buyers is raised by enhanced posts and internet advertisements.

2. Manual CRM Weakens the Efficiency.

Sales executives keep information in excel spreadsheets which add to workload and also the probability of missing the follow up opportunity.

3. Field Visits of High Importance.

Bangladesh still practices plot selling. Consumers make their choices after paying a visit to the land.

4. Referral Clients are very valuable.

The high sales are associated with existing customers who refer friends and family, and this shows that they have trust in the company.

5. Weekend-Based Sales Operations.

This is the day when there are the greatest number of clients (Fridays). Thus, sales teams have heavy workloads on weekends.

6. Trust is enhanced by Legal Transparency.

The customers value the attention to verifiable documentation, RAJUK clearance, and authenticity of the company the most.

7. Customer Decision Time is Prolonged.

The average customer makes decisions within a period of 1-6 weeks and this aspect requires constant nurturing by the sales team.

4.3 Strengths of Mermaid Group's Marketing and Sales System

1. Trust-Based Brand Image

Customer confidence is achieved by transparent legal documents, ethical transactions, and communication.

2. Strong Sales Force

The sales force is aggressive, well trained and has experience in dealing with customer queries.

3. Successful Digital Lead Generation.

Facebook campaigns guarantee the supply of fresh prospects.

4. Flexibility and Installments on pricing.

Lower-priced installment plans appeal to middle-income families.

5. Customer-Centric Approach

Customer satisfaction is achieved through personalized communication, frequent follow-ups and being friendly.

4.4 Challenges Identified

1. Manual Sales Tracking on a large scale.

Remarkable lack of developed CRM delays lead follow-ups and conversion.

2. Rising Competition

Discounts, EMI schemes as well as fiercer marketing are provided by competitors.

3. Weekend Work Pressure

Work-life imbalance is an issue to sales executives since majority of their field visits are on Fridays.

4. Delayed Response to Decisions by Customers.

The duration of decision making decreases the monthly sales conversion rates.

5. Such high reliance on Facebook Ads.

It is too reliant on one platform to acquire consumers, which is raising CPL (Cost Per Lead).

4.5 Comparative Analysis: Mermaid Group vs Bhaiya Group vs Concord Development

Below is the comparative analysis of three major companies based on five key factors:

Factors	Mermaid Group	Bhaiya Group	Concord Development Ltd.
Brand Strength	Medium	High (aggressive marketing)	Very High (established brand)
Marketing Approach	Digital-heavy (FB-based)	Mix of digital + field marketing	Strong digital + corporate PR
Sales Process	Manual CRM, personalized follow-ups	Automated CRM, structured sales teams	Highly structured corporate sales pipeline
Product Type	Residential plots	Land + small apartment projects	Apartments, condos, mega projects
Customer Trust Level	High for legal plots	Moderate, depends on project	Very high due to long history
Pricing Strategy	Affordable installments	Competitive price cuts	Premium pricing
Field Visit System	Weekly scheduled	Daily field teams	Appointment-based

Technology Usage	Moderate	Advanced CRM	Very advanced CRM + ERP
Customer Service	Personalized	Systematic	Professional & corporate
Target Group	Middle-income & NRB	Middle-income	Upper middle & high-income

Mermaid Group has increased its customer base over the years through the digital marketing, referral programs as well as the superior after sales services. The focus on potential buyers through promotion campaigns and a well co-ordinated marketing team has helped the company to sustain its sales.

The firm has also adopted the use of technology based sales and customer relationship systems in the recent past, which have enabled the firm to respond to its lead faster and monitor its data. The overall tendency toward the expansion of Mermaid Group suggests that the company is concentrated on innovation, the dialogue with customers and the principles of sustainable development in the context of the Bangladesh real estate market.

The product / service / customer mix defines the ratio of the products, services, or customers produced by a company (Rakocevic, 2018).

Products and Services:

Mermaid group is a firm involved in the sale of land and plots primarily in their various residential properties. The infrastructure, access, and environmental (consideration) are all done in accordance with each project. Other services provided by the company are the land registration support services, after sales services and installment services which are flexible.

Some of its major products are:

- Selling of residential land and plots within the desirable regions.
- Development of land on an individual basis.
- Clients and legal documents services.
- Investment advisory and property consultancy.

Customer Mix:

- Mostly the clientele of Mermaid Group consists of:
- The interested families consist of middle and upper-middle classes that are interested in residential land.
- NRBs of Bangladeshis who desire to make investments.
- People investing the land to make money in the future.

Mermaid Group is concerned with long-term customer satisfaction owing to the fact that all the plots will be RAJUK approved, be free of lawsuits and be furnished with modern infrastructure.

4.6 Interpretation of Comparison

1. Marketing Approach

- Mermaid group concentrates 7080 percent of facebook advertisements.
- Bhaiya Group relies on online and intensive local advertisements.
- Concord Group controls the high-budget campaigns and corporate digital branding.

2. Sales Process Efficiency

- Mermaid Group employs CRM done manually-> slower tracking.
- Bhaiya Group employs automated CRM → quicker nurturing.
- Concord applies ERP on an enterprise level → very efficient.

3. Customer Segments

- Mermaid Middle-income segment.
- Bhaiya -mid range and low-end customers.
- Concord → Premium buyers only

4. Brand Power

- Among the three, Concord is the strongest brand.
- Mermaid is praised in terms of transparency and not much known as others.
- Bhaiya is not well known in terms of brand trust.

5. Decision Speed

- Mermaid customers are slow decision makers.
- The customers of Bhaiya make faster deals because of low prices.
- Brand reputation is of great value to concord clients.

4.6 Insights from the Comparison

From the comparative analysis, the following insights emerge:

1. Mermaid must upgrade its CRM

Advanced CRM systems are applied by both competitors, which enables them to convert leads faster and communicate with customers more easily.

2. Brand-building is essential

Concord demonstrates that a strong brand will minimise customer hesitation. Mermaid should have a more regular branding and corporate story.

3. There should be digital marketing diversification.

It is not safe to do this with Facebook alone. The competitors employ YouTube, Tik Tok, Google SEO and PR marketing.

4. Competitive advantage is the flexibility in pricing.

One of the key strengths is that Mermaid and Bhaiya appeal to the cost-sensitive clients with installment plans.

5. Field team growth may cause higher conversion.

The professional guided tours of Concord prove that customer choice is largely predetermined by field experience.

6. Mermaid needs to implement additional projects.

Rivals have apartments, commercial and condos. The business of Mermaid is on land only.

4.7 Recommendations for Mermaid Group

1. Adopt a Modern CRM System

To automate follow-up, monitor leads more efficiently, and increase the turnover.

2. Diversify Digital+-Facebook.

Add YouTube SEO, Tik Tok property videos, Google Ads and LinkedIn branding.

3. Enhance Brand Communication.

Display testimonials of customers, legality and success stories frequently.

4. Train Sales Team on Change Skills in Selling.

Add negotiation, objection handling as well as client psychology.

5. Enter in New Product Categories.

Add small-scale apartment or gated community projects to expand the offerings.

6. Enhance Field Visit Experience.

Impress the customers with the use of demo models, 3D images and better on-site arrangements.

CHAPTER 5: RECOMMENDATIONS AND CONCLUSION

5.1 Introduction

The chapter gives a summary of the recommendations drawn based on the findings, observations and comparative insights that were raised in the preceding chapters. My internship at Mermaid Group showed that there are certain areas where the company can be enhanced by operations, strategic, and organizational development. This chapter also gives recommendations to the intern management and concludes giving a summing up of the entire learning experience and applicability of marketing and sales activities within the real estate business.

5.2 Major suggestions on appropriate Marketing and Sales Improvement.

Following the thorough examination of marketing and sale activities of Mermaid Group, the recommendations that can be suggested are as follows:

1. Adopt a Contemporary CRM System.

Mermaid Group should contemplate purchasing an automated CRM application to replace the current use of excel based application. A modern CRM will:

Track leads more accurately

Automate follow-ups.

- Increase conversion rate because of data management.
- Provision of real time customer behavior and sales information.

Such competitors as Bhaiya Group and Concord already use advanced CRM tools and give them a significant advantage.

2. Strengthen Digital Marketing Diversification

Mermaid Group is relying heavily on facebook ads. To reduce the risk and have larger audiences, the company should promote more:

YouTube optimization of search and house video advertisement.

- TikTok short property tours

- Google Search & Display ads.
- LinkedIn branding of NRB buyers.
- The site consists of blogs to expand search.

This diversification will enhance the exposure of the brands and cost per lead (CPL).

3. Standardize Sales Training Process.

There is an unstructured learning of recruitment and interns on the job. Mermaid Group must adopt:

- Onboarding sessions
- Sales pitch templates
- Objection-handling training
- Training on negotiation skills.
- Orientation of field visits.

This will improve team performance, reduce learning time, and create more consistent customer communication.

4. Introduce Shift-Based Weekend Work Strategy

Most Fridays are working days of sales teams since people like visiting their clients during the weekend. In order to minimise burnout and increase employee satisfaction, the company may adopt:

- Rotational off-days
- Optional field visit teams
- Flexible scheduling

This will enhance work-life balance but at the same time not the sales performance.

5. Improve Field Visit Experience

The preferences of the customers in the property business are determined by their emotions after the visit. Mermaid Group can increase field visits by:

Including project signboards and demarcation.

- Working with the demo maps, 3D models, and visual arrangements.
- Provision of shaded audiences to discuss.
- Providing project leaflets and area development plans.

These minor details will help boost customer trust and conversion tremendously.

.6. Expand Product Portfolio Gradually

Currently, Mermaid Group focuses only on residential plots. To attract a broader market segment, the company may explore:

- Small apartment units
- Commercial plots
- Gated community projects
- Farmland or eco-living projects

Diversification will help sustain business in competitive market conditions

7. Strengthen Brand Communication and Corporate Identity

The company needs to emphasize its strengths. Examples include:

Publication of the customer success stories.

- Placing testimonial videos on social media.
- Engaging in legal transparency of every project.
- Developing a powerful brand tagline.
- Creating a professional company brochure.

Effective branding will minimize resistance and boost customer trust.

5.3 Recommendations for Intern Management at Mermaid Group

Interns are significant in assisting sales and marketing activities. According to my personal experience, the following improvements should be carried out:

Intern Onboarding Program

An organized orientation program must be implemented in which the interns will be informed about:

Company overview

Product details

- The simple knowledge of legal documentation.
- Customer communication criteria.
- Sales workflow and CRM use

Task Allocation and Role Clarity

The first week of interns should be given a clear list of responsibilities that should include:

- Lead calling
- Database entry
- Field visit coordination
- Content support with social media.
- Weekly reporting
- Task division enhances motivation and confusion.

Weekly Performance Feedback

Mentorship is very advantageous to the interns. It can be assisted by weekly meeting with supervisors:

- Identify strengths
- Enhance communication style.
- Know the psychology of clients.
- Enhance reporting skills

This gives it purposeful learning.

Skill Development Sessions

Minimal training sessions on issues such as:

- Phone etiquette
- Customer handling
- Negotiation
- Digital marketing basics
- Writing of reports professionally.

Can considerably increase intern confidence and future employability.

5.4 Conclusion

The experience of my internship at Mermaid Group was a very valuable experience that enabled me to convert the knowledge I had acquired in the academic world to practical knowledge that I had acquired in the real world. My experience in the Marketing and Sales Division made me understand how leads should be made, how customers can make a decision, and how real estate companies can gain the trust of their clients due to transparency and communication.

My daily experiences in interaction, field visits, exposure to digital campaigns, and handling of CRM enabled me to acquire valuable communication, time management, negotiation, customer relationship management, and teamwork skills. The comparative analysis to both Bhaiya Group and Concord Group also served in creating awareness of the competitive nature in the real estate market in Bangladesh.

Altogether, this internship provided a connection between the study and practical activities in a company, developing my mental framework towards a professional and foreseeing my future activities in the field of marketing, sales, and business management. The lessons and the experiences will be useful in my profession.

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