Marketing Practices of United Property & Solutions

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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

Internship Report

On

Marketing Practices of United Property & Solutions

Submitted to

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Letter of transmittal

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Dr. Seyama Sultana

Associate Professor

United International University

Subject: **<u>Submission Of Internship Report.</u>**

Dear Mam,

I am submitting the intern report on "Marketing Performs of United Property Solutions Limited" with much pleasure. When creating my internship report, I have made every effort to adhere to the directions you provided. Because writing the report presented new challenges, I relished the opportunity to deepen my grasp of marketing strategies.

I appreciate all of your help with this report preparation. If you accept the report, I will be incredibly appreciative, and I will be very grateful for all of your help in this respect.

Sincerely,

Sanjida Afroj Shormi

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Bachelor of Business Administration

United International University

Declaration of the Student

I hereby confirm that, with the exception of properly cited references and citations as well the above report is entirely my original work of writing. I further declare that it hasn't been submitted for any other degree at UIU or any other university, simultaneously or earlier.

Sanjida Afroj Shormi

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Bachelors of Business Administration

United International University

Acknowledgment

First and foremost, I want to express my gratitude to Almighty Allah for giving me the chance to finish my BBA and internship courses. It was a great privilege to contribute on "Marketing Practices of United Property Solutions Ltd".

My respected Internship Supervisor is Dr. Seyama Sultana, Associate Professor (School of Business and Economics, United International University), I am thankful to her for the supervision and support she provided me to finish the report of mine. My sincere appreciation and thanks are sent to Ahmed Hussain Abir, Executive, Brand & Communications at United Group, for allowing me to take time out of his hectic schedule to gather material that will enhance my report with a wealth of pertinent details on my subject.

Lastly, I would like to express my gratitude to my friends for their support and inspiration throughout the course of my internship.

Executive Summary

United Property Solutions Limited (UPSL), a company among the nation's real estate enterprises that is expanding, is part of what is called the United Group, a well-known brand in the nation's commercial community. In the year 1991, UPSL commenced its operations. The nation's physical as well as financial development depend on the property market. The purpose of this study is to learn more concerning United Property Solutions Limited's advertising methods. The beginning, technique, evaluation and conclusion, work experience, conclusions as well as suggestions and corporate and marketplace overview are the five sections that make up the report's contents. This comprehensive report style included secondary as well as primary information. Several suggestions were made in light of the facts analyzed on UPSL marketing activities. The business needs to advertise through internet promotional activities, via social media, and brand of products. For UPSL to grow more in the years to come, it needs continually implement innovative technologies.

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Chapter- One

Introduction

1.1 Background of the Report:

A significant part of the nation's sustainable development is played by real estate and construction. This industry plays a significant role in the physical and economic growth of the nation. This industry is intimately related to employment, human settlements, and the surroundings. It is acknowledged that the situation of the real estate growth industry serves by way of a gauge of the US budget. For Asian nations, notably Bangladesh, the growing population is a major worry. Bangladesh presents countless chances and vistas for a real estate firm, given its status as a growing nation. The demand for real estate and residences is rising quickly.

1.2 Objective of the Report:

Broad and specific objectives are the two different categories of objectives. The broad objective of a study describes our overall goals and objectives. The overarching aim is broken down into more manageable, logically connected components by specific objectives, which systematically address every aspect of problem.

Broad Objective:

To identify the Marketing Practices of United Property Solutions Ltd.

Specific Objectives:

- Evaluate the Segmentation, Positioning and Targeting approach of United Property Solutions Ltd.
- Evaluate United Property Solutions Ltd.'s marketing mix.
- Additionally, offer nearly suggestions regarding United Property Solutions Ltd.'s marketing strategies.

1.3 Motivation of the report:

A report on an internship which was planned as a necessity for the finishing of the BBA degree. This program's main objective is toward giving undergraduates "on-the-job" experience and chance to compare what they learn in school with what they do in real life.

I was chosen by the organization called United Group where I completed my internship program and arranged a report on The Marketing Practices of the Unified Property Solution Ltd. During my internship at UPSL, I learned how to use the strategy, marketing activities, and the SWOT analysis to build and position their real estate market. The main evaluation of this study, which was completed under the supervision of my supervisor, Dr. Seyama Sultana, an Associate Professor at the United International University School of Business, draws heavily from these concerns.

1.4 Scope of the Report:

An internship is recognized as a skilled learning experience that gives students evocative, real-world work in a field of career they are interested in. During my internship this temporary position permitted me as an understudy to investigate and upgrade my talent while additionally acquiring new abilities. As an employee of UPSL, I obligated the chance to applied my theoretical knowledge to practice in the office. The significant purpose of the learning is the marketing practices of United Property Solutions Ltd which is a business part of United Group is to find and recognize actions and relate them to get a clear image of the matter. This report includes an overview, marketing activity, and specifics about the products and services.

Limitations of the report:

- Time Limitation:

As the internship time period was three-month temporary position program the period was not satisfactory to gather the data altogether for the report and challenging task.

- Limited Access to Data:

Lacking distributed data on UPSL and limited access to this information bound the capacity to act top to bottom examination for this exploration.

1.5 Key Terms:

United Property Solution (UPSL), SWOT Analysis, Construction, Real Estate, Marketing Mix.

Chapter Two
Company & Industry Preview

2.1 Company Analysis:

United Enterprises & Company Limited, it is mostly recognized as United Group, is one of the country's supreme business corporations. The businesses that are covered by this corporations are Manufacturing, Power Generation, Healthcare, Real Estate, Education, Port Terminal and Shipping. This group was found through Hasan Mahmood Raja along with his four companions in 1978. Since its commencement almost forty years prior, United Group has developed to one of the nation's most notable family-possessed organizations. It has around 40 auxiliaries in businesses and rundown of the organizations are given beneath

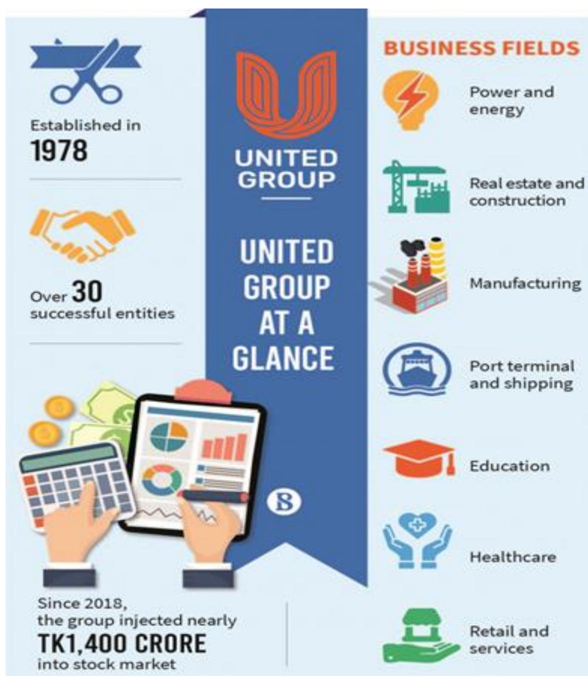


Fig: Business Fields of United

Power Generation:

- United Power Generation & Distribution Co. Ltd.

Port and Shipping

- United Shipping & Logistics Services Ltd.

- United Land port Teknaf Ltd.
- United Tank Terminal Ltd.

Real Estate

- United City.
- Meghbon Condominium
- United Property Solutions Ltd.
- Neptune Commercial Ltd.
- IPCO Hotels Ltd.
- Neptune Land Development Ltd.
- Neptune Commercial Ltd.
- Gulshan Centre Point

Education

- United International University
- Sir John Wilson School

Healthcare

- United Hospital Ltd.

Manufacturing:

- United Engineering & Power Services Ltd.
- Comilla Spinning Mills Ltd.
- United Lube Oil Ltd
- United Polymers Ltd.

- United Sulpho-Chemicals Ltd.
- Gunze United Ltd.
- Moulvi Tea Garden

Technology

- Orange IT Ltd.
- Orange Solutions Ltd

Services

- Unimart
- United Makkah Madina Travel Assistance Co. Ltd.
- Chef’s Table
- United Securities Ltd.
- United Energy Trading Pte Ltd.

2.1.1 Overview and History:

In 1978, Hasan Mahmood Raja besides his four friends originated United Group in Dhaka. Through barter trade, the company gained international exposure in the early 1980s. The business took involved in a number of government projects in the late 1980s. The purchase of Summit in 1992 Tank Terminals United Ltd. They began a joint venture at Comilla Spinning Mills in 1996. They founded Neptune Land Development in 2005. They established United Hospital Limited the next year, and United Land Port Teknaf Ltd. started to operate in 2006. They introduced Chef's Table and Unimart in the following years.

Mission and Vision

Mission

The mission of United Group is to weave excellence with every strand of our work. We shall continue fostering harmony and trust with our partners, customers and communities, creating positive footprints in the fields we operate. The goal is to ensure that we are the best in class in all our endeavors.

Vision

Build on a legacy of trust to reach new heights of excellence through responsible business and unwavering commitment.

2.1.2 Trend and Growth:

In the first ten years, the real estate industry grew relatively slowly. From 2006 to 2010, the industry grew at a reasonable rate, but between 2010 and 2016 it surged exponentially.

The cost of the land-living and construction of the apartment are the two main factors that determine the price of the unit. Price increases for building supplies and land naturally translate into higher unit prices. The cost of apartments in Dhaka's main neighborhoods per square foot from 2010 to 2022 is displayed in the following table.

In the primary period of 21st era, the percentage upsurge in per square feet price of apartments is very high, mostly in Baridhara, Dhanmondi, Gulshan, Shamoli and Banani area.

2.1.3 Customer Mix:

Bangladesh's real estate market is active, and United Group Real Estate serves a wide range of clientele. They serve a diverse range of clients, including young professionals searching for modern apartments with all the amenities they want, families hoping for large, secure houses, and seniors seeking cozy living quarters. They also interact with business investors that are interested in commercial properties for growth opportunities. Attracting first-time homebuyers with an emphasis on cost, their premium products also appeal to discriminating consumers looking for luxury homes. Their clientele is diverse in terms of socioeconomic status, highlighting accessibility and diversity. They seek to satisfy the particular requirements and goals of each market group through focused marketing techniques and customer-focused services, building enduring relationships and making sure United Group Real Estate is still a reputable brand in Bangladesh's real estate industry.

2.1.4 Product Mix:

The first stage in developing a marketing campaign is to understand the product itself. For what reason and for whom is it necessary? What can it accomplish that other competing businesses can't?

It is the responsibility of a marketer to ascertain these details and present the invention to consumers. United Property Solutions Ltd. offers a wide range of infrastructure items, including projects for restaurants, shopping centers, hotels, entertainment centers, and healthcare facilities. Their 60,000+ residential project, United City, which is now under development, together with the residents of nearby residential districts Baridhara, Bashundhara, Gulshan 1 & 2, are anticipated toward significantly increase foot traffic for United City's upscale neighborhoods. Included in the project are:

- Shopping centers
- Educational establishments
- Higher healthcare facilities
- Entertainment hubs

Land Usage	Plots	Area (Katha)
Commercial	8	698.70
Residential	710	4584.30
Community	3	100.90
Educational Institute	5	790.12
Play Ground	4	192.82
Park	27	389.49
Health	4	103.97
Road	137	5172.76
Utility	13	151.84
Corner shop	10	105.67
Water Retention Area	37	2132.25

- **Centre point shopping mall:**

United Group acquired the virtually abandoned dwellings and is currently undertaking an advance project on the 15.74 acres of property close to the Hazrat Shahjalal International Airport. When it is built, it will have conference facilities and lodging that satisfies international standards for tourists, along with a location where locals of all ages may enjoy themselves. The project includes numerous parking places, a Unimart store, a movie hall, a food court, a 5-star hotel, a 4-star hotel with a connected shopping gallery, function hall, an office complex for international enterprises, and a sizable open and green area. The shopping center is six levels high, including staff lunch areas and prayer rooms on each floor.

Fig: Center Point Shopping Mall.

- **Kashban:**

Situated within few minutes' drives from Baridhara and also from Gulshan 2, United Kashbon offers rural beauty and peace of mind amidst the busy metropolis. The project comprises 14 stories, including the base and ground level, and is situated on 20 katha of land. The structure comprises 33 components in total. Apartment types A, B, and C have unit sizes of 2821 square feet, 2472 square feet, and 2820 square feet, respectively.

Fig: Kashban Project

- **Meghbon Residential:**

Situated on a 54-acre plot of land, the residential project is intended to be a premium housing complex that rival condominiums found in Singapore and also in Kuala Lumpur. The forty-story tall, 24-story twin-tower residential complex is tastefully blended with residential amenities, such as two basement parking levels. The 171,000 square meters of landscaped space in the residential development is a major selling element, as Bangladesh lacks green space for residential life. The international landscape team from Surana Jurong in Singapore created the landscape.

Fig: Meghbon Project

- **Chef’s Table Courtside:**

Chef's Table Courtside is the perfect spot to escape the bustle of the city, enjoy the peace of nature, and overindulge in a variety of cuisines while spending quality time with loved ones. It boasts more than 180,000 square feet space is designed for foodies and sports enthusiasts searching for a place to engage in physical activity. It is situated in United City on Madani Avenue. Approximately 5,000 people visit this location each day to spend time with their friends and relatives.

Kids may enjoy a variety of outdoor play areas, including the Pirate Ship, Airplane, Sandpit, and Tree House at Mini Jungle. Additionally, they will be able to adore the play area in the Chef's Table Courtside. ATVs, paintball, go-karts, and other sports and entertainment activities are also available to adults.

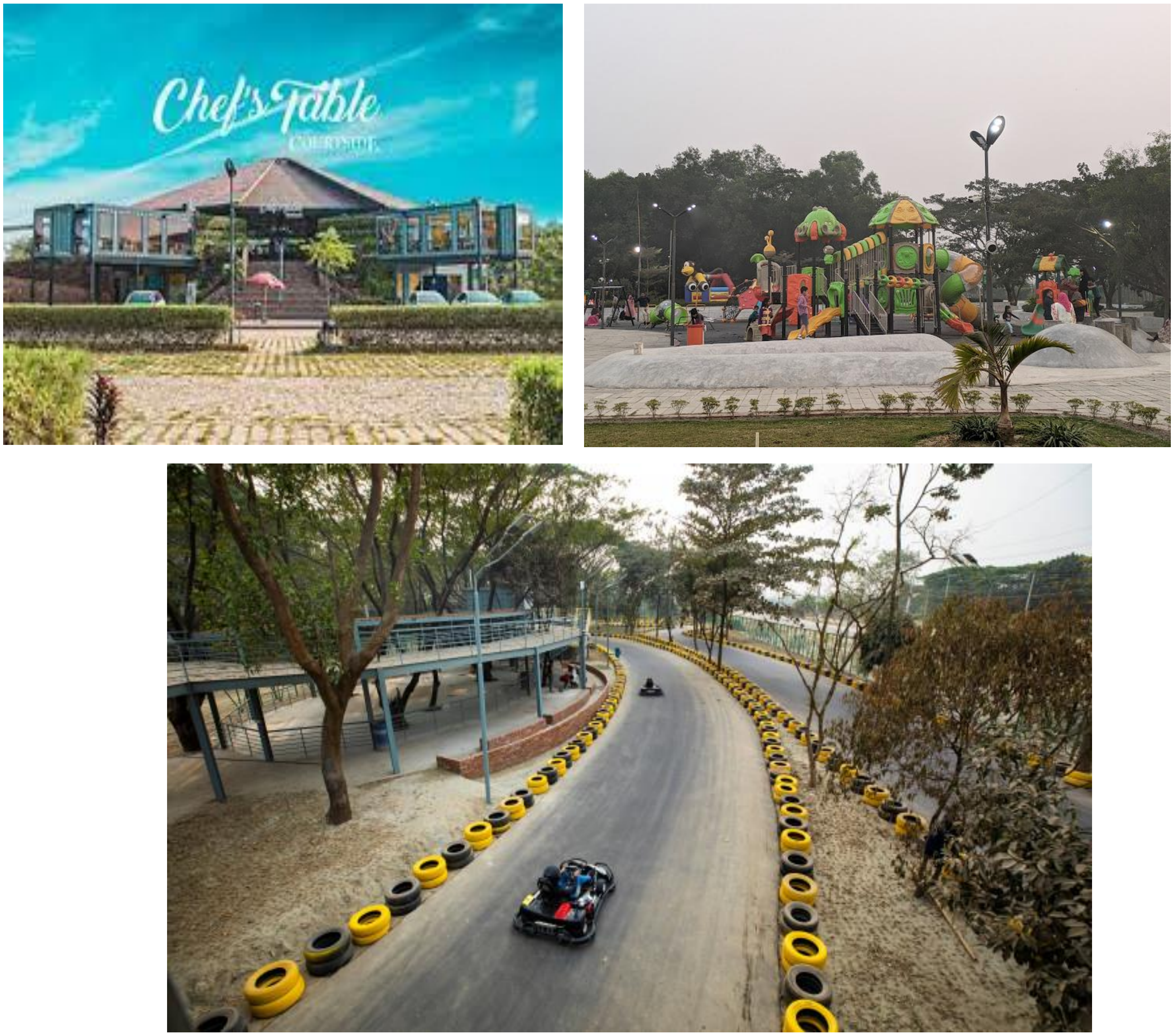


Fig: Chefs Table, play area for children and Go Kart

2.1.5 Operations:

- **Creating Advertising and Marketing Content:**

This team produces the marketing content that highlights and describes our main services and goods. Accessories with the organization's name and style are manufactured by suppliers and include things such mugs, packaging, crests, medals, teacup jars, envelopes, signs, LED lighting boxes, etc. They maintain current when the business's goods and services change. The primary entry points have illuminated boxes bearing the United Group sign. Various models of impending developments and banners are arranged across the building's halls. The group responsible for advertising and marketing strategizes programs where promotional materials are required. They oversee each staff member's cups, notepad, keychain, calendar that they received as a New Year's present.

- **Supervising External Suppliers as well as Organizations:**
  The duties that the Brand & Marketing team have to handle include looking for other companies and businesses, developing an extensive network and connection, choosing the suppliers, maintaining an ongoing follow-up procedure, and giving recommendations.
- **Managing Marketing Operations:**
  The United Property Solutions Ltd division is primarily under the direction of the team. United Property Solutions Ltd. selects the services and goods it wants to concentrate on at the start of the process of sales, and produces marketing materials as well as communications to spread the word about them. Analysts routinely supervise all existing as well as prospective advertising and promotional campaigns. Experts set standards for performance, provide the budget and expected expenses, and oversee the advertising initiatives. The brand management department is primarily in charge of managing promotional initiatives like email and SMS marketing, while outsourcing handles efforts like ATL and BTL. Regarding "Centrepoint" an outlet mall, they created ATL initiatives such as ads in newspapers featuring Banik Barta.

2.1.6 Swot Analysis:

- **Strength:**
  - United Group is one of the well-known and reliable company in the country.
  - Their current residential project sites are the best in the city of Dhaka.

- Their ongoing projects are very modern and distinctive, unlike anything that has been done before.
- They have a solid client base.

- **Weakness:**
  - Insufficient and appropriate marketing (promotional & advertising) initiatives.
  - Full scale operation lacking
  - Since UPSL is a young firm in the real estate industry, it faces many challenges.

Since they haven't operated on various projects, they haven't yet developed brand loyalty.

- **Opportunity:**
  - The main advantages for Property Solutions Ltd. are the land and location.
  - People appreciate parks, green spaces, and open spaces.
  - There is enough visible greenery and room to expand the green spaces within the projects.

- Threats:
  - They have a limited number of well-established, formidable rivals in the sector.
  - Difference in the likings of probable consumers.
  - Party-political instability in nation.
  - Material of construction prices are increasing day by day.

Chapter Three

Industry Analysis

2.2 Industry Analysis:

I was employed by United Group's "United Property Solutions Ltd." real estate division, one of its many businesses.

Bangladesh's fast development, growing middle class, rising per capita income, and growing housing demand are all contributing to the country's real estate market's steady expansion. There were just five registered firms when it all started. Apartment development was praised by middle-class Bangladeshi city inhabitants in the 1980s, and by the late 1980s, it had spread to all economic classes. The concept of real estate is currently broadening to cover the construction of shopping centers, model towns, major infrastructure, business setup, and apartments, all with the intention of optimizing profit margins. 42 of these developers were present in Dhaka in the late 1980s. There were about 800 companies in 2013, but there are now more than 1000.

The lockdown through the COVID-19 pandemic caused over 6000 REHAB associates' projects to be halted as employees, including construction workers, were compelled to return home. Due to a lack of funds, many clients were also unable to make their payments on time, which worried housing entrepreneurs that, how they would pay their staff.

Following the pandemic, the real estate marketplace recovered because the government made it possible to buy real estate, land, and apartments with untaxed income without having to declare the source of revenue in the budget for the current fiscal year. Industry participants claim that housing credits at extremely low interest rates—less than 10%—are also offered by banks and NBFI.

2.2.1 Specifications of the Industry:

A distinct niche market is something to think about when running a real estate company, since it can provide you a competitive advantage. One specific group or demographic is the focus of United Group. Only high-end and exclusive customers who are prepared to pay for the ideal residential or professional experience are the focus of their business. Commercially zoned real estate properties, income properties, rental properties, residential, resort and holiday homes, and condominiums are a few categories to take into account.

Market research and business planning are the next important aspects of real estate for businesses. While most business concepts won't hold up to the scrutiny of thorough market research, they can be entertaining. The most important things to concentrate on are the following: what variables do prospective customers take into account when buying a real estate product? What aspects of the existing location do they like or dislike? What is the current mortgage or rent? Surveys, focus groups, one-on-one interviews, social media communications, and forms are used in this primary market research. There are four different forms of legal business assemblies: corporations, limited liability companies, partnerships, and sole proprietorships. Selecting one is crucial. A crucial first step is to work with a seasoned company professional that specializes in real estate law, as they can assist us in determining the best business structure. We must build up an accounting and bookkeeping system in order to start a business-like real estate and keep track of our finances. This is required for tax purposes and to comprehend the cash flow of the business. How a firm keeps track of, arranges, analyzes, and displays its financial data is known as business accounting. Recording, sorting, preserving, and accessing the company's financial information is called bookkeeping. Afterwards, we need to evaluate our resources. Starting a real estate firm requires careful consideration of money. Although tracking sales and commissions is part of these data, a shrewd real estate business owner will need to take much more into consideration. Company financial data is utilized by business finance to help you manage your finances and ensure the long-term viability of your operations. Particularly if the business has real estate stockholders, these will necessity to be in good operating order. Then, a real estate license will be required. In most states, selling residential real estate necessitates a real estate license. We'll need specific certificates in order to sell commercial real estate (also known as commercial real estate). After then, business insurance will be required. Insurance for businesses covers situations such as theft, intellectual property lawsuits, property damage, and other incidents. They can be particularly damaging to small enterprises, which is why people would wish to safeguard them. This is particularly true in real estate transactions, when there is a need for guidance, direction, and big sums of money.

2.2.2 Size, Trend and Maturity of the Industry:

To achieve economic stability, the housing sector is essential. Due to its highly developed market and strong multiplier things on further economic actions, it is a major driver of economic growth. It represents 7.98 percent of the Gross Domestic Product. The nationwide economy was also boosted by connecting businesses like MS Bar, cement, brick, sand, ceramic tile, paint, and other fixtures and fittings. This industry and its associated industries produced about 14% of the nation's GDP, collected from the REHAB figures.

One of the major sources of employment, right after agriculture and ready-made clothing. Additionally, it increases demand for related sectors such as consumer durables, paint, glass, aluminum, block, steel, cement, tiles, hygienic ware, cable, and electronic ware. Based on estimates from the most recent population census, the total demand for housing is expected to reach 1.14 million units by 2030, up from 0.8 million units in 2020. Additionally, this sector provides the government with direct income of about BDT 5.0 billion annually (via VAT, registration fees, utility costs, and other sources).

The market is valued BDT 58,000 crore, growing at a pace of 15–17% each year, collected from the Real Estate Sector Statistics for 2023. The demand for apartments is 120,000 every year. There are 1,073 real estate firms that are registered and 879 real estate companies that are listed with REHAB. The annual increase in apartment prices is between 5 and 6%.

There have been some noteworthy trends in this market lately. Changes in the economy, prices, government regulations, and demography all contributed to the industry's expansion and introduced a few new trends.

- **Hollow Bricks Trend:**

Hollow bricks are frequently used in residential, commercial, and multistory construction. It is made up of a mixture of sand, cement, and small amounts of stone chips. Because of its inexpensive cost, it is frequently used in compound walls. Because they are lightweight as well as inexpensive, hollow bricks are currently widely utilized in Bangladesh. Hollow bricks are required by law for building initiatives starting in 2005.

- **Studio Room Trend:**

Due to their affordability and convenience for singles, small families, and couples, studio flats are quite popular in western nations. This kind of housing is currently becoming more common in Bangladeshi cities. A studio home consists of one large room with a bedroom, dining area, small kitchenette, and bathrooms that are adjacent. The size of the space can vary from 250 to 1000 square feet. They are ideal for small families and single people living in cities.

- **Steel Structure Buildings:**

Manufactured steel structures are becoming more widespread in urban zones meanwhile they are practical and more protected for business objects. It takes really small time to construct and is earthquake-resistant than other building categories.

- **Increase in Investment:**

One of the most significant initiatives on 2020 was to encourage real estate investment was the administration's approval of untaxed revenue investments in estate. This has led to approximately BDT 3,200 crores in untaxed real estate investments.

2.2.3 External Economic Factors:

The real estate operations of United Group in Bangladesh are influenced by a variety of external economic factors. Exchange rates between currencies have a significant impact on project budgets overall and on the cost of building materials. Furthermore, changes in interest rates have a big impact on mortgage financing, which affects purchasers' purchasing power and, in turn, real estate demand.

Consumer confidence is influenced by economic growth and stability, which affects people's and enterprises' propensity to make real estate investments. The fiscal policies of the government, including tax breaks or altered regulations, also influence the real estate industry's economic environment. For United Group to successfully manage market dynamics, make wise business decisions, and guarantee long-term success in the often-changing real estate industry, it is imperative that it maintain a close watch on these external economic factors.

2.2.4 Technological Factors:

In Bangladesh, United Group's real estate ventures are significantly influenced by the country's technological environment. The incorporation of cutting-edge construction technologies improves project execution efficiency and precision, impacting schedules and total expenses. In addition, using digital platforms for online transactions, virtual tours, and property marketing has become essential to connecting with and engaging a technologically savvy clientele.

In addition to meeting changing customer desires, smart house technology and sustainable building methods also follow worldwide trends toward eco-friendly living. United Group can maintain its competitiveness by keeping up with developing technology and providing creative, technologically advanced solutions to fulfill the ever-changing needs of Bangladesh's real estate industry.

2.2.5 Barriers to Entry:

Experience and investment funds are the two biggest obstacles to getting started in real estate development. First of all, capital is very self-explanatory. To begin with, you will need money, and they are hard to come by (unless they come from friends and relatives). I haven't created anything valuable in order to obtain a loan, therefore it's difficult for me to access startup capital. Moreover, the money I devote on skilled services has no financial significance at first. On the other hand, experience is slightly more mystical. Lenders and investors seek proof of our expertise and experience, and the only guarantee we can offer is based on an excellent prior project. Consequently, there is an entry barrier.

Working with an experienced developer (or developers) is the greatest way to get over these two challenges for the initial project. They have access to financing and credibility, which you won't initially have. The sole requirement is that we have to be able to offer something that the skilled developer is unable to get on his own. If it is valued by the developer, this may be as little as our time. I think I can add something. If you are prepared to put in extensive times for fewer money than I might make in alternative industry and I have a strong degree (legal or finance). That being said, a person who aspires to become a developer but lacks funding and experience may ultimately acquire both.

2.2.6 Supplier Power:

One important element affecting United Group Real Estate's operation in Bangladesh is supplier power. Being a major player in the real estate market, the company depends on a network of suppliers that offer numerous services, technology solutions, and building materials that are necessary for the development of projects. The ability to negotiate and maintain connections with suppliers has an influence on project schedules, procurement prices, and overall operational efficiency. Because of the size of United Group's initiatives, it is critical to keep solid, cooperative relationships with vendors. A stable supply chain is ensured by supplier diversification and strategic relationships, which lessen the network's susceptibility to changes in the market. United Group can efficiently manage supplier dynamics, optimize utilization of resources, and contribute to the company's overall success in Bangladesh's competitive real estate market by keeping an eye on market trends, negotiating fairly, and cultivating relationships with suppliers.

2.2.7 Buyer Power:

United Group's operations in Bangladesh are heavily influenced by the buying power present in the real estate market. The inner workings of buyer power are complicated with a clientele that extends from individual homebuyers to institutional investors. The affordability of financial alternatives, rate of interest, and general economic circumstances have a direct effect on prospective buyers' purchasing power. Clients have the power to bargain for lower costs, insist on quality control, and demand value-added features in a market that is highly competitive. Furthermore, technology breakthroughs provide consumers with a wealth of information, empowering them to evaluate products and services throughout the market and make well-informed selections. United Group places a strong emphasis on focused on consumers strategies, open communication, and customized solutions in order to recognize the value of knowing and catering to buyer preferences. Building strong buyer relationships is essential to long-term success since happy clients become brand ambassadors, enhancing the business's standing and position within the country's real estate market.

2.2.8 Threat of Substitute:

Real estate organizations worry that the products or services they produce could be replaced by alternatives, much like businesses in other sectors. There are currently 1073 real estate businesses operating in Bangladesh, giving consumers a wide range of options. Here is a substantial risk of substitution when entrants or businesses external the industry provide more enticing and/or less expensive products. Following that, purchasers might choose to compromise between price and performance. Costs associated with switching are another factor. A high value indicates a low likelihood of substitution.

There is a chance for an alternative since consumer opinions are shifting and real estate values are rising. For instance, in the residential market, the current homes are OK, but if they don't sell quickly, newer homes will take their place.

2.2.9 Industry Rivalry:

Sheltech, Rupayan, Navana, Credence, Shanta Holdings, BTI, Basundhara and other companies are some of United Property Solutions Ltd.'s main competitors. Here, market competitiveness is everything. Due to its open character, any can invest in Bangladesh's market. Consequently, there are actually a lot of businesses who are in competition with each other on the market. Nevertheless, compared to suburban locations like Savar, which is about 20 kilometers beyond Dhaka city, competitiveness is far stronger in metropolitan areas like our city.

Fig: Competitors in Real Estate Industry.

- **Market Category and Profit:**

The fact that anyone can operate in the Bangladeshi market suggests that it should be regarded as the perfect competitive market by definition. Therefore, there shouldn't be any unusual earnings. Real estate experts contend that despite this, the market is still seeing extraordinary gains because normal expenses are still lower than prices, drawing investors into the industry. Nonetheless, there isn't much proof of cartel or oligopolistic behavior in the market. It's not a monopoly, either. The most crucial elements are data and experience in addition to the accessibility of resources. Businesses with a significant degree of industry expertise and experience stand to gain from utilizing the tools offered.

Chapter four

Internship Experience

4.1 Position, Duties and Responsibilities:

In my internship period I worked with the marketing team in the brand management department of United Property and Solution. Also, for the last weeks I worked with the Procurement department of UPSL.

The duties and responsibilities I had done are given below:

- Made a report on 10 to 15 katha projects of other real estate companies
- Analysis the 24 bigha project of the competitors in real estate business
- Work for the material selection of United Group one of the well-known project "Charulata"
- Prepared a business model on the Franchising of Turkish Food Chain
- Go kart customer audience data analysis
- Land development companies ongoing project analysis
- Report on Marriot Bonvey market segmentation.
- Prepared a report on the branding initiatives of the other competitors
- RM analysis
- Organized a quotation of hardware materials while working under the Procurement Department
- Prepared the Comparative Statement, Purchase Order and Purchase Approval.

4.2 Training:

The educational aspect of my work experience at United Group Real Estate was important in helping myself develop the abilities that I needed to make a difference while also molding my view on the industry. The company placed its greatest emphasis on an organized training program which skillfully combined academic understanding alongside real-world application.

The workshops were carefully planned to address a variety of real estate-related topics, including handling projects as well as regulatory issues to market developments and consumer habits assessment. The company's experienced professionals and specialists led these discussions, providing insightful commentary and practical viewpoints.

In training's compatibility using advances in technology in the real estate sector was a noteworthy feature. I was given thorough training on how to use online resources for asset advertisement, create online real-world tours, and incorporate innovative technology into building and managing properties.

The learning plan included periodic assessment and feedback meetings, to convey which helped me track growth as well as receive advice on topics which needed work. The hands- on format of the instruction sessions promoted candid conversations and promoted a collaborative educational atmosphere.

4.3 Contribution to the Departmental Functions:

Primarily I had to research the potential competitors they're upcoming and ongoing projects, the methods or techniques they are applying on their advertisement, follow up their digital platforms and make a report on that.

- As we know that "Meghbon" which is the upcoming passive project of United Group, I made a report on that and evaluated the future condominium plan by the participants.

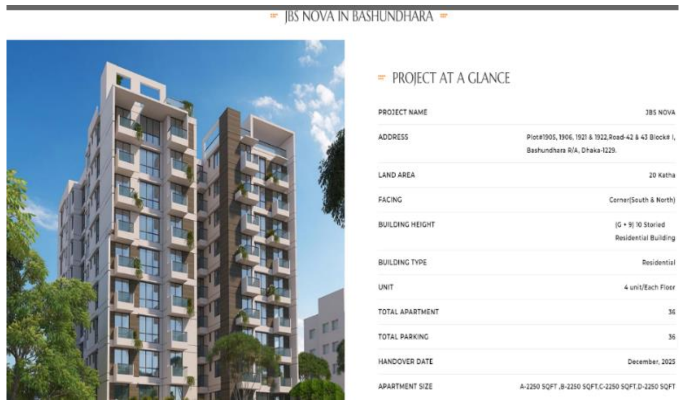
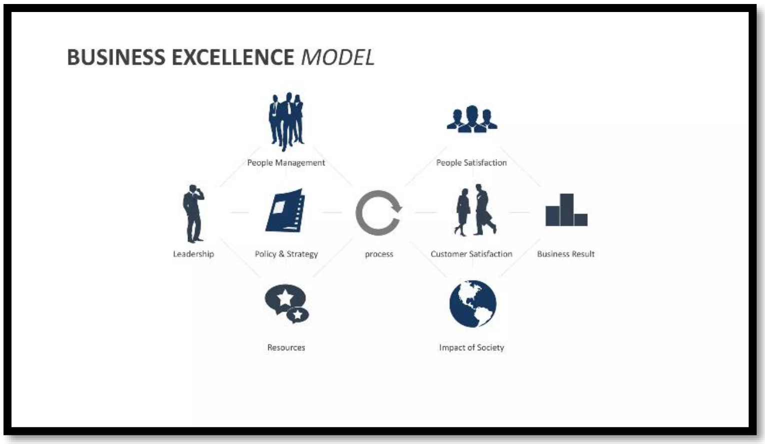


Fig: Report Details

- **Turkish food chain franchising business model:**

United group upcoming shopping mall which will start their operation on this year, in this immense shopping mall on the 8th floor they positioned all the food and restaurants. As the Turkish foods are famous and known for their good taste globally. United Group wants to franchise with the CZN Burak Turkish food chain. I had organized a business model on this.



4.4 Evaluation:

My work experience at United Group Real Estate has been extremely beneficial, giving me a thorough understanding about the workings of Bangladesh's real estate market. Being introduced to a variety of industry elements, such as market research and construction of properties, has improved my comprehension of the subtleties and difficulties that face those who work in real estate.

I took an active role in a variety of tasks during my internship, helping with activities related to project supervisors, customer service, and market analysis. Technical abilities have improved, but the practical experience additionally sharpened my ability to adjust to dynamic, fast-paced circumstances. As I've worked with experienced professionals in the corporation, I've had a great opportunity to observe and gain knowledge about the most effective methods for the business.

Training and growth were supported by United Group's friendly and encouraging atmosphere at work. Supervisors' periodic discussions were very helpful in assessing my development and pinpointing issues that needed work. My capacity to resolve difficulties and make decisions were greatly improved by being exposed to situations from everyday life.

Furthermore, my work experience has increased my awareness of how important information is to contemporary real estate businesses. I was able to discover how to implement technical improvements within building techniques and advertise properties using online resources.

Upon thinking about it, I can say that my work experience with United Group Real Estate was a life-changing opportunity that connected theory to practice. My capacity to bounce back from setbacks to adjust has improved, equipping myself for future employment in the fast-paced real estate industry. I'm extremely appreciative of the advice and mentoring I got throughout the course of this internship, because it has really progressed my professional life.

4.5 Skills Applied:

During my time with United Group Real Estate, I was able to gain and hone a variety of abilities that are essential to the real estate sector. **Market research and analysis** represented one among the main competencies used. I took an active role in gathering and analyzing market information, seeing patterns, and evaluating competitive environments. My capacity for making wise decisions according to the market's conditions has improved as a result of that knowledge.

Relationship administration and dealing with customers made up another important aspect of my position. Interacting with consumers, learning about their requirements, and answering their inquiries helped me to become a better communicator as well as develop and keep up powerful professional connections.

I was additionally able to apply my skills in **project supervision** during my internship. I helped teams collaborate by organizing work, controlling deadlines, and guaranteeing the efficient completion of real estate projects. Having this practical experience helped me become more organized and proficient at multitasking.

Utilizing **digital marketing** tools and strategies for asset marketing enabled myself to put my understanding of social networking sites, websites, and virtual visits to use. This set of abilities was crucial for expanding the target demographic and adjusting to the present-day advertising environment.

The work experience also needed competence in **problem-solving and adaptation**. The constantly evolving environment of the real estate industry required me to formulate ideas quickly and adjust to shifting conditions, which improved my capacity to assess problems and suggest feasible solutions.

To sum it up, the internship at United Group Real Estate provided a thorough setting for polishing a wide range of abilities including market analysis, communication with clients, handling projects, digital advertising, and flexibility. In besides strengthening my business skills, this hands-on training has given me in adaptable expertise necessary for a successful career in the real estate sector.

4.6 New Skills Developed:

- **Capacity to function effectively beneath stress:**

On a regular basis, I had to juggle a lot of tasks simultaneously, stays late at the office, and meet targets while operating beneath enormous stress. As a result, I've learnt ways to organize the work and perform effectively. I've learned to put in effort toward my objectives and maintain my composure while under stress from operating under stress.

- **Understanding about a newest field:**

My understanding of the way a real estate business functions was nonexistent prior to beginning my work experience at United Property Solutions Ltd. After operating for a month, I had learned enough about how a real estate business runs, the way Each group has a contribution in creating a good offering and maintaining a hierarchy of commands.

- **Communication:**

Many aspects of the job I did required a lot of communication. Regular interaction with colleagues, keeping everybody informed of new developments, plus completing the material using the designer's assistance received the most importance. It has enhanced the ability to function well in an environment of collaboration.

- **Know the Business Culture:**

Being involved in an organizational setting is a new adventure for me as a fresh graduate. I became enabled to apply the conceptual knowledge I had acquired during college into the working world thanks to the intern experience. The culture of a company requires time to get to know. In really comprehend the traditions, visitors must spend a while within the area. After that, the culture is comprehended and acquired. Respecting individuals is made easier for interns like myself when we are aware of the workplace culture.

- **Competence:**

it's during work that I've grown in maturity as well as competence. My position as an intern taught me the way to act more polished in many ways, such as the way to present myself tastefully to project confidence, learning to remain punctual, the way to maintain confidentiality, as well as how to interact with responsibility. It also helped with knowing trying to comply all of the laws and rules that are relevant in the business community in order to fit in.

4.7 Application of Academic Knowledge:

During my work at the workplace, I applied my conceptual understanding of marketing. In pursuing a Bachelor of Business Administration (BBA), I specialized on marketing. Throughout the Bachelor of Business Administration (BBA) program, I accomplished a lot of marketing-related classes. I was able to connect the dots between theorizing and doing throughout my time as an intern by putting that learned information to use on a real-world situation.

Chapter Five

Conclusion & Recommendation

5.1 Conclusion:

A well-known brand in Bangladeshi business circles is United Group, and among the nation's construction firms, UPSL represents one of those ventures with the most rapid pace of growth.

All of the projects company designed ended up being successful. I learned about and experienced directly the practical aspects of branding. In the workplace, workers have a strong incentive to work harder to understand new things. It increases people's mental well-being, which boosts their satisfaction with their jobs. However, UPSL hasn't engaged customers with online platforms, and the company hasn't run numerous promotions, which makes it concerning. However, the organization has lately concentrated on branding and advertising initiatives. The organization will achieve unprecedented success once their "Meghbon" and “Center Point Shopping Mall” venture is completed. Proper marketing mix is required for the venture to reach its objectives for sales. Through successful project segmentation, targeting, and positioning, United Property and Solutions has contributed to the company's success.

5.2 Recommendations:

Following my analysis of the information as well as my conclusions, I want to put forward the following things which might come in beneficial to United Property and Solution.

- UPSL should focus more on their promotional activities also handle the marketing and digital marketing act more tactically.
- There most massive upcoming project in Center Point Shopping Complex, I think that they should do extra branding to attract the customers.

- For the shopping mall they should do franchising with the Turkish food chain as I mentioned on the contribution part. Because this franchise will attract the foreign tourist as well as the regular customers
- For their residential projects they can aimed at more creative designs and adopt new ideas.
- Also, the new project Zero Gravity which has recently started inside the courtside area they should add more attractive amenities.
- To prosper in the long term, they should have to be more artistic and adopt new technologies.

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