

Internship Report
On
Marketing Practices of United Property Solutions Limited

An internship report submitted to the School of Business and Economics for the partial fulfillment of the requirements for the degree of Bachelor of Business Administration

Submitted to:
Md. Kaium Hossain

Assistant Professor
School of Business and Economics
United International University

Submitted by:
Sadman Hayat

111 171 140



United International University

Date of Submission:
September 25, 2022



**Marketing Practices
of
United Property Solutions Limited**

Letter of Transmittal

September 25, 2022

Md. Kaium Hossain

Assistant Professor

United International University

Subject: **Submission of Internship Report.**

Dear Sir,

It is my great pleasure that I am going to submit the intern report on “**Marketing Practices of United Property Solutions Limited.**” I have tried my best to follow your guidelines to create my internship report. I enjoyed the challenges of preparing the report because it has allowed me to increase my understanding of marketing practices.

I am thankful to you for your guidance while preparing this report. I will be so grateful to you if you accept the report, and all of your support in this regard will be highly appreciated.

Sincerely yours,

Sadman Hayat

ID: 111 171 140

Bachelor of Business Administration (BBA)

United International University (UIU)

Declaration

I hereby declare that the intern report is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at UIU or other institutions.



Sadman Hayat

ID: 111 171 140

Bachelor of Business Administration (BBA)

United International University (UIU)

Acknowledgement

At the beginning of my report, I would like to express my gratitude to Almighty Allah, who has allowed me to go through the entire BBA and internship program process. It was an excellent opportunity to work on “**Marketing Practices of United Property Solutions Limited.**”

I also like to express my gratitude to my respected Internship Supervisor, Md. Kaium Hossain, Assistant Professor, School of Business and Economics, United International University, whose guidance, support, and direction provided me the ability to finish such a long report. My most profound appreciation and special thanks go to Md. Arif Hossain, Senior Manager of Brand & Communications Department, Ashiqur Rahman Khan, Associate Manager of Brand & Communications Department And last but not at least Ahmed Hussain Abir, Executive, Brand & Communications at United Group for giving me the time from their busy schedule to collect data to enrich my report with a lot of relevant information on my topic.

Finally, I sincerely thank my friends who inspired me and all the ways to complete the internship report.

Executive Summary

United Group is one of the renowned names in the business world in Bangladesh, and United Property Solutions Limited (UPSL) is one of the growing businesses among the real estate companies in Bangladesh. UPSL started its journey in 1991. Real estate is vital for the country's physical expansion and economic development. This report aims to know about the marketing practices of United Property Solutions Limited. This report consists of six chapters: introduction, company and industry preview, methodology, analysis and findings, internship experience, and conclusion and recommendations. Both primary and secondary data were used in this descriptive type of report. UPSL has taken into account the STP strategy correctly, which helped the company reach its success. Based on the analysis of UPSL marketing practices information, some recommendations have been suggested. The company should promote its product branding, social media, and digital marketing. UPSL should constantly adopt new technology to flourish more in the long run.

Keywords: Real Estate; United Property Solutions Limited (UPSL); Marketing Practices; Bangladesh.

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CHAPTER-I
INTRODUCTION

1.1 Background of the Report

Real estate and construction play an important role in the country's sustainable development. This industry is an important sector for the country's physical expansion and economic development. This sector is closely linked to human settlements, employment and the environment. The health of the real estate development sector is recognized as a barometer of the national economy. The rising population is a big concern for the Asian countries and especially for Bangladesh. Bangladesh, as a developing country, the opportunities and scopes are limitless for a real estate business. Demands for lands and apartments are increasing rapidly.

1.2 Origin of the Report

A report on an internship that was designed as a requirement for the completion of the BBA degree. The internship program's main goal is to provide students with "on-the-job" exposure and the opportunity to compare their classroom knowledge with real-world experience. I selected the company named United Group where I finished my internship and prepared a report on The Marketing Practices of the United Property Solutions Ltd. (UPSL). I gained practical knowledge of how UPSL built and positioned their real estate market and utilized the marketing strategy, the subsequent marketing activities, and the SWOT analysis during my internship there. And these concerns are important sources in the main analysis of this report, which was completed under the guidance of my internship supervisor, Md. Kaium Hossain, assistant professor in the United International University School of Business and Economics.

1.3 Objectives of the Report

Objectives can be two types: broad objective and specific objective. A study's broad objective outlines what we hope to accomplish in broad terms. Specific objectives divide the overall goal into more manageable, logically connected components that methodically address the many aspects of the issue.

Broad Objective: To know the Marketing Practices of United Property Solutions Ltd.

Specific Objectives:

- To analyze the segmentation, targeting and positioning strategy of United Property Solutions Ltd.
- To analyze the marketing mix of United Property Solutions Ltd.
- To make some recommendations on the marketing practices of United Property Solutions Ltd.

1.4 Scope of the Report

An internship is known as a professional learning experience that provides meaningful, practical work relating to a student's subject of study or career interest. During my Bachelor of Business Administration life this internship allowed me as a student to explore and enhance my career while also learning new skills.

As an employee of the marketing department of United Property Solutions Ltd, I had the opportunity to put my academic knowledge to use in the workplace. The main intention of the study is the marketing practices of United Property Solutions Ltd which is a business unit of United Group is to find and understand activities and correlate them to get a clear picture of the topic. The report covers details about the product and services, overview and their marketing activities.

1.5 Limitations of the Report

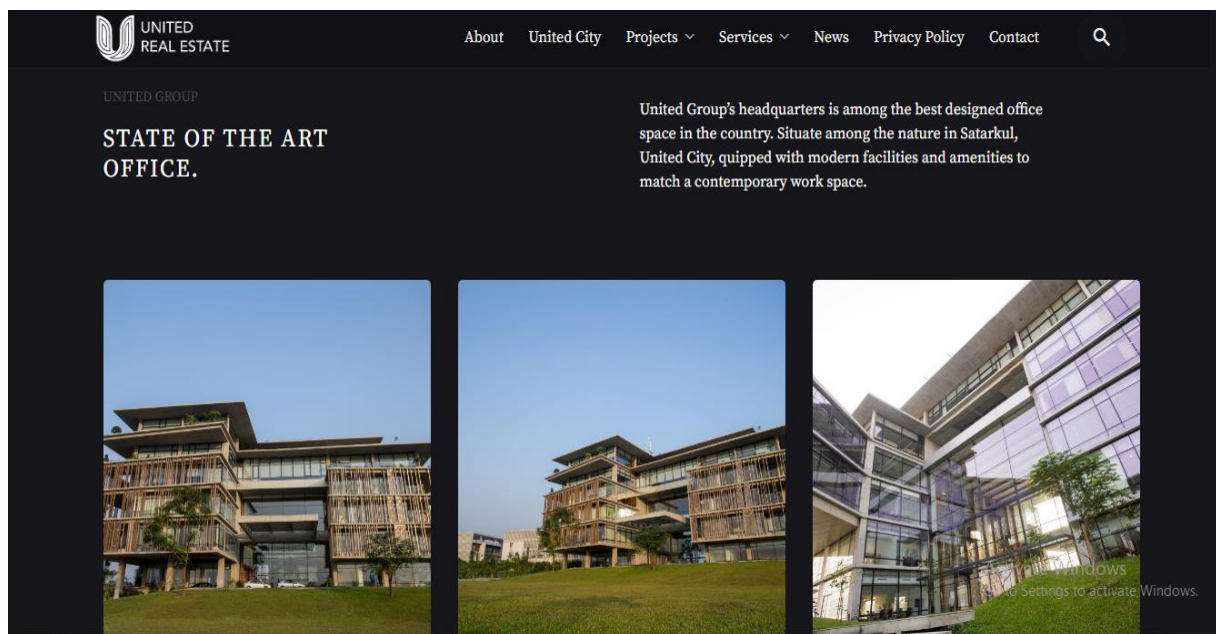
- **Limited Access to Data:** Inadequate published information on UPSL and restricted access to these data limit the ability to perform in-depth analysis for this research.
- **Time Limitation:** As this was a three-month internship program the time was not adequate to collect all the information for the report and was a bit challenging task for me.

CHAPTER-II

**COMPANY AND INDUSTRY
PREVIEW**

2.1 Company Analysis

United Enterprises & Company Limited (UECL), or it is more often known as United Group, is one of Bangladesh's greatest industrial conglomerates. Power generation, manufacturing, healthcare, education, real estate, shipping, and retail services are among the businesses covered by this conglomerate. Hasan Mahmood Raja and his four companions founded The United Group in Dhaka in 1978. Since its inception nearly four decades ago, United Group has grown to become one of the country's most well-known family-owned businesses. It has about 40 subsidiaries in industries and the list of the companies are given below.



Power Generation

- United Power Generation & Distribution Co. 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

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.

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

United Group was established by Hasan Mahmood Raja and his four friends in Dhaka in 1978. During the early 80's the company got international exposure via Barter Trade. In the late 80's the company participated in various Government projects. In 1992 the acquisition of Summit United Tank Terminals Ltd. In 1996, they started a joint-venture project in Comilla Spinning Mills. In 2005, they established Neptune Land Development Ltd. The next year they launched United Hospital Limited. and operation began in United Land Port Teknaf Ltd. in 2006. In the later years they launched Unimart and Chef's Table.

2.1.2 Vision and Mission

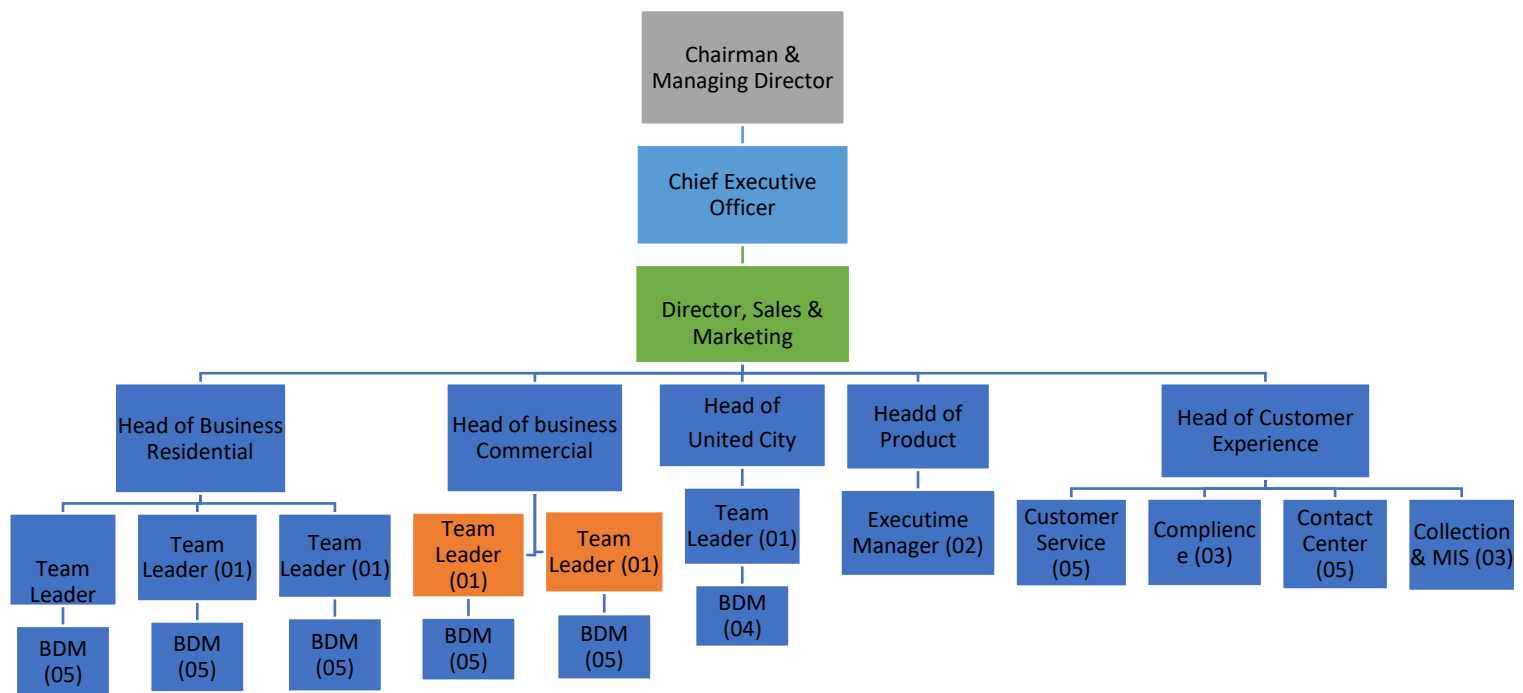
Vision:

“To be the best brand committed to excellence in all our endeavors.”

Mission:

Committed to socio economic development of the country and continuously enhancing value for our stakeholders. To be a socially responsible corporate entity by supporting community development activities.

2.1.3 Organizational Structure



2.1.4 Departmental Activities

Defining and Managing the Brand

This involves defining who we are, what we stand for, what we are to say about the company's identity as a brand, what we do and what message we want to give. The team analyzes brand positioning and consumer insights. They shape United Group's mission and vision. Brand department is behind the company's logo, color and how to manage the brand. Everything from putting the brand logos in the right place to choosing different colors and styles for different business units is managed by the Brand & Communications department. For United Power Division the color blue is chosen, for United Property Solutions Ltd the color Green is chosen as real estate refers to home and greenery. Logos and designs are managed by different agencies and vendors.

Conducting Campaign Management for Marketing Initiatives

The Brand & Communications team mostly supervises the UPSL (United Property Solutions Ltd.) department. Over the duration of the sales cycle, United Property Solutions Ltd. proactively picks the items and services to focus on, and then creates materials and communications to get the word out. They regularly oversee marketing and advertising initiatives, both new and ongoing. They establish performance specifications, give an estimated cost and budget, and execution of the campaign and strategy. The campaigns like ATL, BTL are managed by outsourcing and direct marketing like email marketing, SMS marketing is directly managed by the Brand team. They did ATL campaigns like newspaper ads with Banik Barta for “Centrepont by United” which is a shopping mall. They did a promotional advertisement for “Courtside Go-kart” with the business standard newspaper.

Producing Marketing and Promotional Materials

The department creates the materials that describe and promote our core products and/or services. Materials like Mug, Gift box, Crest, Trophies, Tea Jars, Letterheads, Banners, LED Light box etc. all are made through vendors containing the company logo and color. They keep everything up-to-date as the company's products and services evolve. The light boxes of the UNITED Group logo are placed in main entry points. Different posters and models of upcoming projects are placed in different floors in the office. Branding and Communications team strategize the plans where promotional materials are necessary. As a New Year gift to the employees' mug, pen, key ring, calendar and card are managed by us.

Monitoring and Managing Social Media

All communications and media actions, including online and social media, are planned and executed by the Brand & Communication team. Monitoring online brand references and responding to them is what social media monitoring involves. Monitoring communications puts United Group on top of them. They also aid in the maintenance of a positive brand image among consumers and the identification of prospective influencers. Social media apps like Instagram, twitter, Facebook pages of different business units and projects, Facebook groups are handled and managed on a regular basis.

Overseeing Outside Vendors and Agencies

Searching for outside vendors and agencies, building a strong network and relationship, selecting the vendors, keeping it in a regular follow-up process, providing feedback are the tasks Brand & Communication team has to manage.

2.1.5 SWOT analysis

Strengthens ● United Group is a renowned and trusted company in Bangladesh. ● Currently they own the best location in Dhaka city for building residential projects. ● Ongoing projects are very modern and unique which has not been done before. ● Have a strong potential customer base because of this demanding location.	Weaknesses ● Lack of proper marketing (advertising & promotional) effort. ● Lack of full-Scale Operation. ● UPSL is new to the real estate industry so many challenges are faced by the company. ● They haven't achieved brand loyalty yet as they haven't worked on many projects.
Opportunities ● The location and the land have the best advantage for Property Solutions Ltd. ● People love open space, playgrounds for children and greenery. ● Enough visible greenery and scopes of making the projects greener. ● Natural lake exists in the area.	Threats ● They have few strong competitors who are quite established in this industry. ● Changes in the preferences of potential clients. ● National and global political unrest ● Lack of land of Bangladesh.

2.2 Industry Analysis

United group has several business units and among them I worked in the real estate unit named “United Property Solutions Ltd.”

Bangladesh’s real estate sector is steadily expanding, thanks to the country’s rapid development, rising housing demand, expanding middle class, and rising per capita income. It all began in the 1970s with only five registered businesses. During the 1980s, middle-class city dwellers in Bangladesh lauded apartment development, and by the late 1980s, it had become a commonplace practice for people of all economic levels. Currently, the notion of real estate is expanding to include not just creating apartments but also model cities, shopping malls, significant infrastructure, and commercial setup, all with the goal of maximizing profit margins. In Dhaka in the late 1980s, 42 such developers existed in Dhaka. In 2013, there were roughly 800 companies but currently there are over 1000.

During the Covid-19 period around 6000 REHAB members’ projects were put on hold due to the lockdown, as construction workers and other personnel were forced to return home. Many clients were also unable to make timely payments, and as a result of the lack of finances, housing entrepreneurs were concerned about how they would pay their employees.

After the Covid-19 catastrophe, the real estate market rebounded, as the government enabled the use of untaxed income to purchase property, land, and apartments without having to account for the source in the current fiscal year’s budget. According to industry players, banks and NBFIs are also providing home loans at very low interest rates of less than 9%.

2.2.1 Specification of the Industry

To operate a real estate business, considering a specific niche market is important because it can give a leg up on the competition. United Group focuses on a particular group or segment of the population. They focus on only premium and elite clients who are willing to pay for the perfect living or commercial experience. Some niches to consider are residential real estate, resort and vacation homes, income properties, condos, commercially zoned real estate properties and rental properties.

Next thing valuable in a business-like real estate is business planning and market research. Business ideas can be fun, but most won’t survive the scrutiny of careful market research. The key factors to focus are what aspects do the potential clients consider when purchasing a real estate product, what needs improvement in current location, what do they like or dislike about the current location, what is the current mortgage or rent. This primary market research is conducted through surveys, focus groups, one-on-one interviews, social media interactions, and questionnaires. Choosing a legal business structure is also important as there are four types of legal business structure: Sole Proprietorship, Partnership, Limited Liability Company (LLC), or a corporation. Hiring an experienced business attorney who is an expert in real estate business is a vital step because a good lawyer can help us find the right business structure. To launch a firm like real estate we need to set up a bookkeeping and accounting system to

maintain the track of our finances. This is necessary to understand the company's cash flow as well as for tax purposes. Business accounting is how a company records, organizes, interprets, and presents its financial information. Bookkeeping is the process of capturing, organizing, storing, and retrieving financial data related to the company. Then we have to assess our finances. Assessing finances is critical when starting a real estate business. These figures involve tracking company's sales and commissions, but a savvy real estate business owner will need to account for a lot more than that. Business finance makes use of the company's financial data to assist you in managing your money and making your operations successful and long-term. These will need to be in good working shape, especially if the company has real estate investors. Then we will need a real estate license. A real estate license is required to sell residential real estate in most states. To sell commercial real estate, we'll need distinct certifications (known as commercial real estate). Then what we are going to need is business insurance. Damage to property, theft, intellectual property litigation, and other incidents are all covered by business insurance. Small businesses can be hit hard by them so people would want to protect their businesses. This is especially true in real estate deals, where counsel, direction, and large amounts of money are all involved.

2.2.2 Size, Trend, and Maturity of the Industry

The housing industry plays a vital role in achieving economic stability. It is a major generator of economic growth because it has significant multiplier effects on other economic activities and it is a very mature market. It accounts for 7.96 percent of GDP. In addition, linking industries such as MS bar, cement, brick, sand, ceramic tile, paint, and other fixtures and fittings contributed to the national economy. According to REHAB data, this industry and its related industries generated around 12% of the national GDP.

After agriculture and readymade clothes, it is one of the most important sources of employment. It also boosts demand for ancillary sectors including steel, cement, tiles, sanitary ware, cable, electric ware, paint, glass, aluminum, brick, construction materials, and consumer durables, among others. According to projections based on the most recent population census overall housing demand will reach 0.8 million units in 2020 and 1.14 million units in 2030. Furthermore, this industry contributes roughly BDT 5.0 billion in direct revenue to the government each year (through VAT, registration fees, utility fees, and other means).

According to Real Estate Sector Statistics of 2020 the market is worth BDT 58,000 cr with an annual growth rate of 15-17%. Every year the demand for flats is 120,000. The numbers of registered Real Estate Companies are 1,073 and a number of 879 REHAB enlisted Real Estate companies. Every year, 5-6% prices of apartments are increasing.

The recent trends in this industry are quite significant. Changes in demography, economy, government policies and prices created growth and brought few new trends in this industry.

Studio Apartment Trend

Studio apartments are very common in the western countries as it is very much affordable and convenient among single people, small families or couples. Now in urban landscapes this type of apartment is getting in Bangladesh. Studio apartments are made up of a single spacious room



that ranges in size from 250 to 1000 square feet and include a bedroom, dining area, tiny kitchenette, and adjoining restrooms. They are perfect for single city dwellers and small families.

Hollow Bricks

Hollow bricks are a common building for multi-story buildings, industrial, and residential structures. It is composed of a mix of cement, sand, and a little amount of stone chips. It is often utilized in compound walls due to its low cost. Hollow bricks are now widely used in Bangladesh due to its cheapness, being lightweight. Government made it mandatory to use hollow bricks in construction from 2005.



Increase in Investment

The government's authorization of untaxed income investment in real estate was one of the most important moves implemented last year to stimulate real estate investment. This has resulted in untaxed investments of about BDT 3,200 crores in the real estate market.



Digital Platforms for Complete Real Estate Solutions in Bangladesh

At present, Bproperty is a popular and widely used platform for property solutions in Bangladesh. Bproperty is a real estate service provider that promises to make property search, renting, and purchase easier than before. In October 2020, largest Bproperty hosted the country's largest virtual property fair. More than 50,000 people attended the exhibition, which exhibited over 10,000 properties for sale.

2.2.3 Barriers to Entry

The two most significant barriers to entrance into real estate development are investment capital and experience.

The very first, capital is rather self-explanatory. You'll need money to get started, and those dollars are difficult to come by (except perhaps from friends and family). It's hard to borrow start-up funds because I haven't developed anything of value with which to secure a loan, and the money I spend on professional services (lawyers, designers, etc.) has no monetary worth (at least not initially).

Experience, on the other hand, is a little more esoteric. Investors and lenders want to know that what we know, what we're doing and the only assurance we'll be able to give them is to refer to a successful previous project. As a result, the entry barrier exists.

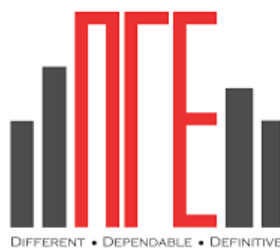
For the first project, the best method to overcome these two obstacles is to work with an experienced developer(s). They have the credibility and finance access that you will not have at the beginning. The only issue is that we must be able to provide something that the expert developer cannot obtain on his own. This may be as little as our time if the developer values it. I probably have something to contribute If I have a solid degree (legal or financial) and are willing to work long hours for less money than I could make in another sector. However, anyone striving to become a developer with no experience and no funds, he/she may end up having both experience and capital.

2.2.4 Threat of Substitutes

Like other industries, real estate companies are anxious that their own products or services may be displaced by substitutes. There are 1073 companies running in Bangladesh in the real estate business, so customers have plenty of substitutes to choose from now. When competitors or companies outside the industry provide more appealing and/ or lower-cost items, there is a high risk of substitution. After that, buyers have the option of making a performance/price trade-off. Switching costs are also a consideration. If it's high, there's a low risk of substitution.

Consumer views are changing, and real estate prices are skyrocketing, creating an opportunity for an alternative. For example, in the residential market, current houses are adequate, but will be replaced by newer houses if they are not sold promptly.

2.2.5 Industry Rivalry



The major rivals of United Property Solutions Ltd. are Rupayan, Navana Real Estate, Shanta Holdings, BTI, Suvastu etc. It's all about market competition here. Bangladesh's market is open to all by nature, and anyone can invest here. As a result, there are numerous enterprises on the market that compete with one another. However, rivalry in metropolitan areas such as Dhaka city is much fiercer than in suburban places such as Savar, which is roughly 20 kilometers from Dhaka city.

Market Concentration: How many firms control how much of the entire market is determined by market concentration? Competition is typically not strong when there is a high level of focus. Only a few companies get practically all of the rewards.

Market Types and Profit: All are welcome to operate in the Bangladesh market, which indicates that the market should be branded as the ideal competitive market by nature. As a result, there should be no abnormal earnings. However, real estate specialists claim that abnormal profits still exist in the market, i.e., average costs are lower than the price, attracting investors to this sector. In the market, however, there is little evidence of cartel or oligopolistic activity. It's also not a monopoly. Knowledge and expertise, as well as the availability of resources, are the most important factors. Companies having a substantial amount of industry knowledge and experience can benefit from the use of the available resources.

CHAPTER-III
METHODOLOGY

3.1 Introduction

The study of research methods is known as methodology. More precisely, methodology is defined as "a contextual framework for research, a coherent and logical system based on perspectives, attitudes, and values, that directs the decisions researchers or other users make." The most appropriate research methodology choice is made based on the research objective that is appropriate, the type of information, and the resources that are available.

3.2 Research Design

There are three types of research methods: one is descriptive, second is exploratory and third is causal. This research is based on the descriptive research method. Descriptive research design is used to characterize a phenomenon and its various features. It is more concerned with learning more about what the phenomenon is rather than why or how it occurs. Without concentrating on "why" a certain occurrence happens, the descriptive research method primarily focuses on characterizing the nature of a demographic segment. In other words, it "describes" the research's subject without explaining "why" it occurs. What was their target market, how was segmentation done, their marketing plans, and clients' view about the promotions? These were the topics that were covered through descriptive method.

3.3 Data collection

Both primary and secondary sources were used to collect the data. Through this approach, both qualitative and quantitative data were collected. The gathered data were then analyzed.

3.3.1 Primary Sources

- Acquired knowledge through the practical actions I undertook while doing my duties at work.
- Had conversation with valuable clients to gain knowledge.

3.3.2 Secondary Sources

- Collected data from company website, social media platforms and news portals like The Business Standard, Banik Barta.
- Gained information by collecting data from project brochures, slides, project maps and videos.

CHAPTER IV:
ANALYSIS AND FINDINGS

Analysis and Findings are among the most fundamental part of a study. This section of the report analyzes the individual study using a variety of marketing strategies, such as segmentation, targeting, and positioning.

4.1 Segmentation, Targeting, and Positioning (STP)

STP marketing, which stands for segmentation, targeting, and positioning, is a three-step process that looks at your product and service offerings as well as the way you explain their advantages to particular client niches. Simply put, STP is a marketing strategy in which you segment your audience, target the audience groups that are most appropriate for your product, and position your product to successfully reach your target segment.

4.1.1 Segmentation

Market segmentation is the process of breaking down your target market into manageable categories. Based on demographics, demands, goals, shared interests, and other psychographic or behavioral characteristics used to better understand the target audience, market segmentation divides a market into subsets.



Demographic Segmentation:

Based on demography United Property Solutions Ltd. Has segregated their target market. Some of their products like Kashbon apartments and Meghbon condominiums are targeted exclusively towards a specific demographic.

- **Age:** 25-70
- **Marital Status:** Married
- **Occupation:** Top Management Employee, Businessmen, Banker, Real Estate Owner, CEO etc.
- **Educational Level:** People with Higher Education

- **Income:** Upper Class
- **Family Size:** Nuclear Family, Elementary family

Behavioral Segmentation

UPSL sorts and groups customers based on the behaviors they exhibit. These behaviors include the kinds of products and content people consume, as well as the frequency with which they connect with a particular app, website, or company.

- Online Shopping Habits.
- Fancy restaurants and super shops goers.
- Actions taken on a website and social media.
- Loyalty
- Benefits Sought

Psychographic Segmentation

Similar to demographic segmentation, psychographic segmentation focuses on traits that are more mental and emotional. Although these characteristics might not be as obvious to see as demographics, they can nevertheless help understand the goals, tastes, and objectives of the audience. A home is not only a place to live, it's also an emotion. Owning a house deeply connects to family bonding. So, UPSL specifically segmented these customers to plan promotion and ads with emotional story and concept. For Go Kart and Chef's Table Courtside the personality traits of consumers outgoing and sporty youngsters.

Geographic Segmentation

Geographic segmentation, which is dividing the market into different groups according to where they are, is a simple yet effective segmentation approach. UPSL can send out location-specific adverts and have a better understanding of a customer's demands by knowing where they are. By segmenting the target market, they analyzed their target customers from upper class residential areas from Dhaka which are Banani, Gulshan, Uttara and Dhanmondi. The target clients from these areas have higher education and English speakers.

4.1.2 Targeting

Targeting is the next step of segmentation. Targeting refers to a market segmented by age, income, education, lifecycle, social status, social class, and other factors. Following segmentation, different segments are chosen to reach the target market. Based on Demographic, Geographic, Psychographic and Behavioral Segmentation, UPSL can target customers specifically depending on their interests and engage differently with campaigns.

UPSL uses English language for promotional communication as majority of their target audience are English speakers. For Go Kart and Chef's Table Courtside their target audience

are school and university students and sports lovers. For Centrepoint by United shopping mall their target customers are shop owners, businessmen and restaurant owners.

Their residential projects have target clients living in Uttara, Banani, Dhanmondi and Gulshan and also Uttara, Banani and Gulshan club members who are mostly middle aged. So, to sum up the following segments are considered as target market for United property Solutions Ltd real estate projects:

- Age 40-59 (Generation X)
- Predominantly Families with younger kids.
- Upper class and Upper Middle Class.
- Media Consumption
 - Majority online- Instagram, Facebook, News Websites, YouTube.
 - Magazines- cooking, sport, health, travel.
 - Television- News and Current Affairs, kids TV.
 - Newspapers- Weekend paper and local weekly papers.

4.1.3 Positioning

Positioning is the last element of the STP process. Positioning describes how the product (item or service) compares to the rival companies and competing products or services on the market as well as in the minds of customers. A successful positioning strategy distinguishes a product and encourages customers to see the clear benefits of utilizing it. A strong location provides the item a USP (Unique selling proposition).

Based on the segmented customer UPSL position their products as higher quality, eco-friendly, premium experience with high price. They focus on highest quality materials and premium design so that the audience can perceive the brand as a premium and exclusive brand. Also, they position based on their location Madani Avenue, Satarkul. The geographic area is close to Gulshan, Bashundhara, Banani and Uttara. The area has space full of greenery and vegetation also, and has a beautiful canal right in the middle.

A successful brand positioning will give the good or service a special place in the customer's thinking. UPSL uses medium dark shade green color similar to the color of a leaf to indicate the amount of value they give to the environment and non-toxic materials.

The brand concentrates on three particular areas: Luxury, Family and Nature. For luxury they provide a memorable experience for their customer through their exclusive looking apartments and shopping mall. The target customers are middle aged with children, positioning themselves as a family concern company with an emotional message can have a strong USP.



4.2 Marketing Mix

The concept of the Marketing Mix which was later called the 4ps showed us how companies may use advertising strategies to engage their target audiences.

4.2.1 Product

Understanding the product itself is the first step in creating a marketing campaign. Why do people need it and who needs it? What does it do that other rival companies are unable to do? A marketer's job is to identify these facts and introduce the product to audiences. As a real estate company United Property Solutions Ltd. has infrastructure products like shopping mall projects, housing projects, restaurants, amusement projects, health care projects and many more. Their residential project which is under development United City will own 60,000+ residents, along with those of upcoming residential areas around UC (including Army Housing Scheme) Baridhara, Bashundhara, Gulshan 1 & 2 are expected to heavily drive footfalls for United City's high end. The project includes:

- Commercial centers
- Educational Institutions
- Tertiary health service institutions
- Recreational centers

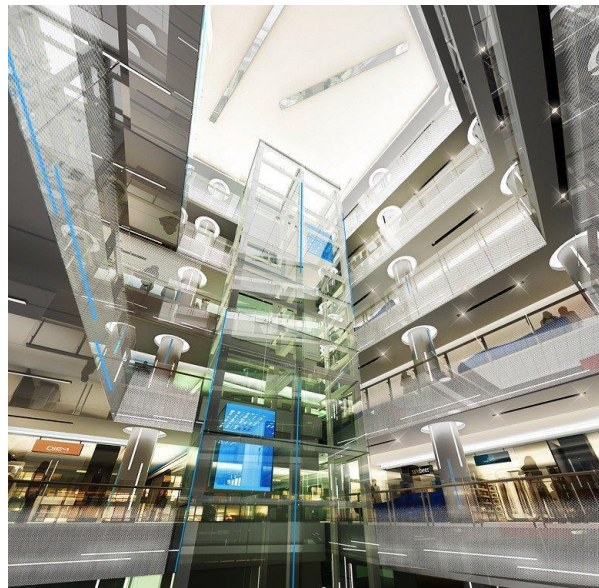
Land use (Category wise)	No. of Plots	Area (Katha)	Area (Bigha)
Residential	710	4584.26	229.21
Commercial	8	698.39	34.91
Corner Shop/Kutchha Market	10	104.66	5.23
Community Organization	3	100.87	5.04
Educational Institution	5	790.11	39.50
Health	4	102.96	5.14
Park & Green	27	385.49	19.27
Play Ground	4	191.82	9.59
Utility	13	150.84	7.54
Road	136	5161.74	258.08
Water retention Area	36	2131.24	106.56
Total	956	14402.38	720.119

Centre point Shopping Mall



United Group is currently carrying out a development project on the 15.74 acres of property near the Hazrat Shahjalal International Airport after acquiring the nearly abandoned houses. When fully finished, it will feature accommodations and conference centers that meet worldwide standards for foreign visitors as well as a place where local residents of all ages may

go for enjoyment. One 5-star hotel, one 4-star hotel with an associated shopping arcade, one function hall, one office complex for worldwide companies, a large number of parking spaces, a large Unimart store, cinema hall, food court and a sizable open and green area are all included in the project.



The shopping mall consists of 6 floors that include lunch areas for staff and prayer rooms on each floor.

Kashbon

United Kashbon is conveniently located only five minutes' drive from Baridhara and Gulshan 2, providing tranquility as well as suburban romance in the midst of the bustling metropolis. The project is built on a land area of 20 katha and has 14 floors including base and ground floor. The building has a total 33 units. The unit size for apartment type A is 2821 sqft, type B is 2472 sq ft and type C is 2820 sqft.



Meghbon Residential

The residential project, which is located on a 54 Acre site, is envisioned as a high-end residential complex that can compete with condominiums in Singapore and Kuala Lumpur. The 24-twin-tower residential complex, the tallest of which is 40 stories, is harmoniously integrated with residential facilities, including two levels of basement parking. Given the lack of green space for residential living in Bangladesh, the residential development's 171,000 sq. m. of landscaped area is a strong selling point. The landscape was designed by Singapore's Surbana Jurong's international landscape team.



Chef's Table Courtside

Away from the hustle and bustle of the city, Chef's Table Courtside is the ideal place to not only spend time with loved ones, but also to enjoy the tranquility of nature while bingeing on various cuisines. It is located on Madani Avenue in United City and has over 180,000 square feet of space for food lovers and sports fans looking for a place to indulge in athletic activities. Every day, approximately 5000 customers come here to spend quality time with their friends and family.

Children can try out various outdoor activities such as the Tree House at Mini Jungle, the Sand-pit, the Airplane, and the Pirate Ship. They will also be able to enjoy the play zone located inside Chef's Table Courtside. Adults can also take part in different sports and amusement activities like GoKart, Paintball and ATV.





4.2.2 Price



One of the four key components of the marketing mix is pricing. The sole component of the marketing mix that generates income is pricing; the other three components are cost centers, meaning they raise a company's costs. Pricing and business model are closely related. To convey that the product is "exclusive," UPSL set the price deliberately high.

The following aspects are considered while determining pricing: Variable and fixed costs

1. Competition
2. Corporate Goals
3. Suggested Positioning Techniques
4. Target Audience and Financial Flexibility

Based on analyzing these, UPSL has the upper hand in setting prices as they have the best location and source of materials to fix a premium pricing strategy. Premium pricing is a pricing strategy that entails tactically pricing a company's product higher than the direct competitors. The goal of pricing a product at a premium is to create the impression that the product's market is slightly higher in quality than the rest. It

COURTSIDE

GOKART

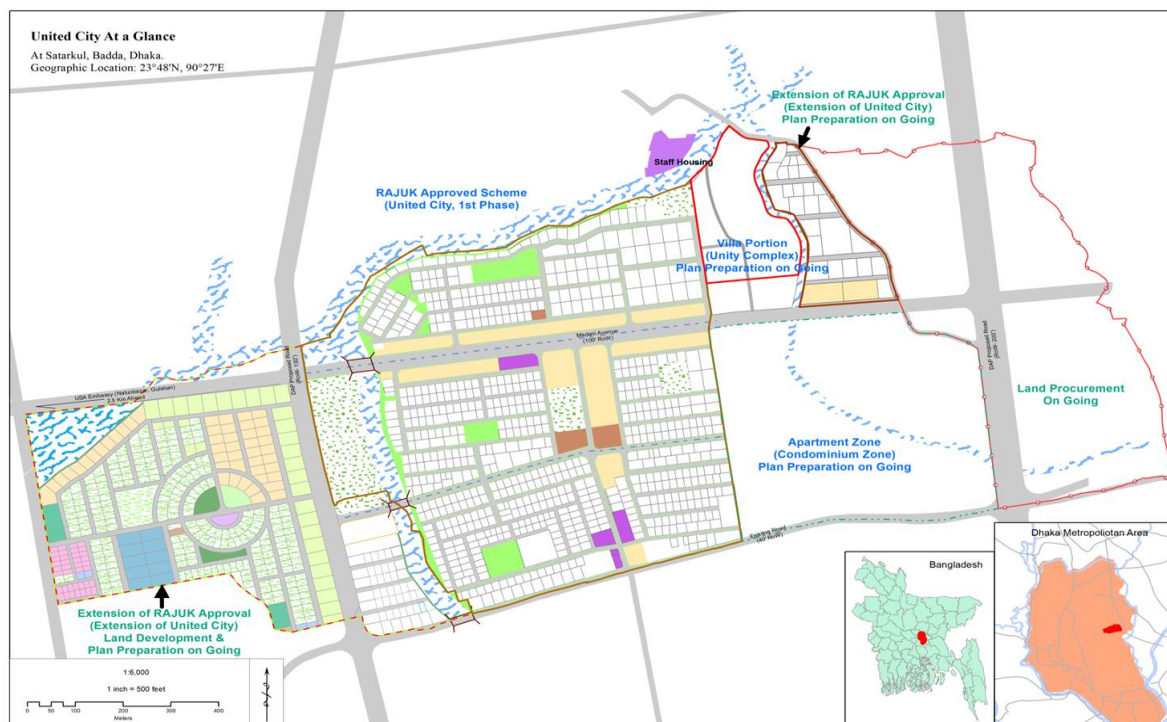
GO-KART PACKAGES

Package Name	No. of Persons	Price (in BDT)
Single Ride	1	600
Double Ride	1	1000
Race with F&F	4	2000
Team Race	6	3000
Bumper Car	1	250
ATV	1	800
Buggy	1	1000
Gokart + ATV	1	1200

works best when combined with a coordinated marketing strategy aimed at improving that perception. From their luxurious apartment prices to their restaurant's food prices, everything is set at a premium price range to target the most elite consumers. For example, their current GoKart prices are shown here.

4.2.3 Place

Place is where we sell or promote our product. Finding the ideal location to market and sell the product is crucial for reaching the target market, much like price. We won't likely reach our sales goal if we place our product somewhere that our target client doesn't go, whether that location is online or offline. To connect with our target audience and position yourself for success, UPSL needs to find the proper location. The entire United City project is on about 300 Acres of which 137 Acres was approved on 1st January, 2015 under act of 'Private Housing Rule and Land Development' 2015, from the capital development authority of RAJUK. The project is nearly 4 KM drive away from the American Embassy situated in Madani Avenue. Having the advantage of being close to Gulshan, Badda, Banasri and Baridhara the location is perfect to create a demand in the market and grab the targeted customers. It is basically divided into four major parts. The map of entire project area is attached herewith:



4.2.4 Promotion

The goal of promotion is to convince customers that they require this product and that it is reasonably priced. Advertising, media affairs, and the overall media planning for introducing the product are all part of promotion. The first and most valuable promotional strategy of UPSL is Positive word of mouth. United Group has been in the business for nearly four decades which has made them a renowned company. Word of mouth marketing is the most effective tool a company can have. WOM is simply one acquaintance telling another how satisfactory our products or services are, and it works.

Indeed, WOM works extremely well for a variety of reasons:

- Cost-effective
- Reliable
- Improves brand trust and loyalty
- Unveils new ways to reach out to potential customers

It's free advertising, the advertising rates for newspaper placements or internet marketing is quite expensive. WOM is dependable. It comes from a reliable source, such as a friend, spouse, neighbor, coworker, or other person in whom you have faith. For example, a movie recommended by a friend is far more likely to be seen than one that receives rave reviews online. Another way UPSL promotes is Through the line marketing.

Through the Line (TTL)

SMS Marketing

Through media buying United Property Solutions Ltd. bought an SMS marketing bundle for one year from SSL Wireless company. Shop rental customers for “Centrepont by United” which is a shopping mall situated beside the airport are the target customers for SMS marketing. Shop owners’ numbers are collected by the sales team and the brand team sends the scheduled SMS to consumers. Also, Uttara Club members are our target customers so they also get SMS from us.

Direct Marketing

Any marketing that focuses on direct communication or delivery to individual consumers rather than through a third party such as the media is referred to as direct marketing. Campaigns are sent via mail, email, social media, and texting, billboard, among other methods. Direct marketing is so called because it cuts out the middleman, such as advertising media.



UPSL grabbed a massive amount of audience by promoting their advertisements through Banik Barta, The Daily Star, The Business Standard and a magazine named Business Times.



CHAPTER V:
INTERNSHIP EXPERIENCE

5.1 Position, Duties, and Responsibilities

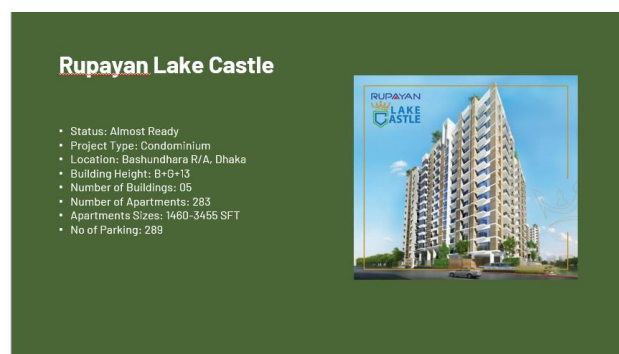
During my internship period I was assigned in the Client relationship team in the brand management department of UPSL. Also, brand management of other business units was also in my SOP.

Duties and Responsibilities

- Communicating with the customers via cold calling.
- Explaining our services offered to the potential customers.
- Resolving customer complaints and queries.
- Following up with the prospective customer regularly.
- Answering prospective customer's calls as and when required.
- Communicating with vendors.
- Performing competitive analysis and content plans.
- Managing social media and digital platforms.
- Performing any other admin activities and tasks as assigned by the management

5.2 Contribution to Departmental Functions

Performing competitive analysis was a part of my task. I had to research the potential competitors, their projects, their marketing techniques, follow their social media and digital presence on a daily basis and make a report on this basis. For the upcoming Meghbon condominium project, I analyzed the upcoming condominium projects by the competitors and made a report on this research.



NAVANA BROOKS DALE

- Project Type: Residential (Condominium)
- Storied: 13, 14 Storied Residential Building
- Total Apartment: 278
- Apartment Size: 1508 - 2035 Sqft
- Present Status: Ongoing



Shanta Holdings Utopia

- Architect: Ar. Ehsan Khan (EK Architects)
- Land Area: 12.55 Bighas (approx.)
- Orientation of Land: East Facing
- Front Road : 150 feet wide
- Number of Towers: 07
- Number of Apartments: 416
- Size of Units: 2,050 - 2,300 sqft (approx.)
- Number of Basement: 01
- Number of Car Parking: 500 (approx.)
- Address: Mirpur DOHS Road



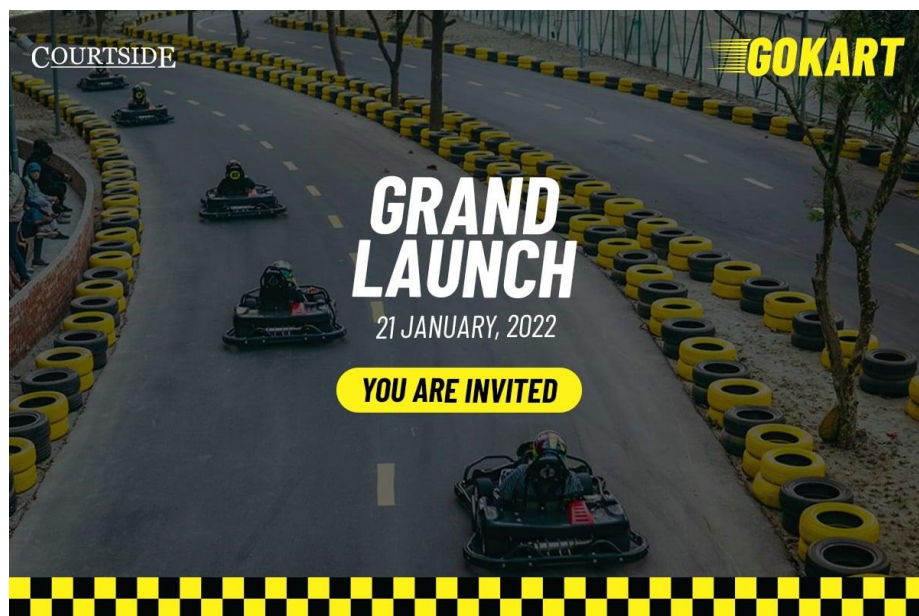
Content Plan for United Group

I was given the task to make a content plan for the month of November, December and also for January UPSL. My Goal was to design a content plan keeping in mind some factors that are important during the month of December such as Victory day, Christmas Day, New Year's Eve. For January, factors which I was preferring to share the positivity of the beginning of the year. ideas which will connect the brand on those special days.



Content Plan for GoKart

During my internship UPSL launched go kart racing. I was given a task to make a content plan during, pre and post launch. Gokart is an extreme race dedicated to young adults and it gives us a kick or an adrenaline rush. So, during pre-launch I wanted to grab the attention of the audience by a thrilling concept with a bit of exciting information.



5.3 New Skills Developed

Ability to work under pressure: I occasionally had to manage numerous things at once while working under extreme pressure, staying late at the office, and meeting deadlines. I've learned how to arrange my tasks and operate productively and efficiently as a result. Working under pressure has taught me to remain composed and calm under duress and to work for my goals.

Teamwork: The majority of my tasks relied heavily on teamwork. Priority was given to regular communication with coworkers, updating everyone on fresh information, and finishing my contents with the aid of the designer. My ability to effectively operate in a collaborative context has been boosted by this experience.

Professionalism: I've developed my professionalism and maturity in the workplace. My internship helped me to establish a sense of professionalism in myself, including how to dress subtly to look smart and confident, how to be on time, how to keep confidentiality, and how to work responsibly. Additionally, it assisted with learning how to blend in and the numerous laws and regulations that apply in the corporate world.

Communication skills: Working 8 hours per day for three months in a real estate office where communication is essential helped me to improve my communication skills. It has given me a broader perspective on office culture, which I did not have during my academic years.

Understanding Career Goals: I have gained a thorough understanding of the sector after working as an intern for three months, making it easier for them to decide on their career objectives. Working at United Property Solutions Ltd. gave me the opportunity to gain real-world experience, understand the value of the real estate sector to our economy, and have the opportunity to learn about and work on a variety of projects.

A Taste of corporate culture: For a recent graduate like me, working in a corporate office is a novel experience. Through this internship program, I was able to put the theoretical knowledge I had learned in school to use in the workplace. Learning an organization's culture takes time. People must stay in the environment for some time in order to understand the culture. The culture is then understood and learned. Knowing the company culture offers interns like myself an advantage when it comes to treating others with respect.

Knowledge in the new field: Before starting my internship at United Property Solutions Ltd, I had no knowledge regarding how a Real Estate Company operates. After two months of working I now have sufficient knowledge regarding how a Real Estate Company operates, how each department contributes in making a successful product and the chain of command that is maintained there.

5.4 Application of Academic Knowledge

I utilized my theoretical marketing knowledge in my office work. My major was in marketing while studying BBA. I completed many marketing courses in the BBA program. During my internship, I applied that academic knowledge in a practical setting, which helped to make a bridge between theory and practice.

CHAPTER VI:
RECOMMENDATIONS
AND
CONCLUSIONS

6.1 Recommendations

After analyzing the data and consequently based on the findings, I would like to recommend some points below that can be helpful for UPSL.

- For promotion the company should emphasize more on their product branding, social media and digital marketing.
- For the Centre Point shopping mall they should cover more media presence like TV commercials and billboards.
- Amusement projects Go kart and play yard should review and decline their price to grab more customers. In Go Kart they offer 3 laps which is very less and customers often get disappointed which is not good for the business.
- To improve the business, UPSL can go for franchise restaurants like Khana's or Kudos besides Go Kart as people get hungry riding Go Kart and want something to eat.
- Chef's Table courtside should also open quality restaurants and international franchise restaurants to attract potential customers.
- For their residential apartments, UPSL should add more amenities (swimming pool, prayer hall etc.) as they are offering premium price.
- To succeed in the long run, UPSL should adopt new ideas and technologies from time to time.
- UPSL should recognize and improve their skills and limitations to achieve this goal.

6.2 Conclusion

United Group is one of the renowned names in the business world in Bangladesh, and UPSL is one of the fastest growing businesses among the real estate companies in Bangladesh. They have achieved success in every project they have developed. I gained knowledge of and firsthand experience with the real world of marketing. Employees are extensively driven to learn and work hard in the office setting. It fosters happiness in the individuals' minds, contributing to job satisfaction. But UPSL has lacked customer and social media engagement and a minimal number of campaigns which is a concern here. But more recently, the company has focused on branding and promotional activities. Once their "Meghbon" project reaches its finishing stage, it will take the company to a new height. A project can achieve targeted sales only if segmenting, targeting, and positioning are done right. UPSL has segmented, targeted, and positioned its projects in a correct manner that helped the company reach its success.

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