

Internship Report on “Analysis on Real Estates of Starpath Holdings Ltd.”



Name of the student:

Md. Rezaul Islam

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 “Analysis on Real Estates of Starpath Holdings Ltd.”

Submitted to:

Dr. Seyama Sultana

Associate Professor

School of Business & Economics (SOBE)

United International University (UIU)

Submitted by:

Md. Rezaul Islam

ID: 111 142 321

Major: Marketing



School of Business and Economics
United international university

Date of Submission:

2nd February, 2022

Letter of transmittal

February 02, 2022

Dr. Seyama Sultana

Associate Professor

United International University

Subject: Submission of Internship Report on “Analysis on Real Estates of Starpath Holdings Ltd”.

Dear Sir,

With due respect I would like to inform you that, I have prepared my internship report on “Analysis on Real Estates of Starpath Holdings Ltd” with my greatest effort after completing my 3 months’ internship program at Starpath Holdings Ltd. So, now it’s my pleasure to submit my internship report. In this report, I have made an analysis on ‘Real Estates of Starpath Holdings Ltd’. I have provided some recommendations for the improvement of the organization in future. I have collected information from the employees of Starpath Holdings Ltd & from the websites for preparing the report.

Finally, I have completely done with my internship report by working hard and hope that you will be satisfied reading this report. I, therefore pray and hope that you will be kind enough to accept the report. Thank you very much for your kind co-operation.

Sincerely yours,

Md. Rezaul Islam

ID: 111 142 321

Certification of similarity index



Date : January 20, 2021

To Whom It May Concern

This is to certify that **Md. Rezaul Islam, ID : 111142321**, a student of Bachelor of Business Administration, United International University (UIU) worked under my supervision during his internship period and he worked at **Starpath Holdings Ltd.** in Marketing Department from October 16, 2020 to January 15, 2021. I am pleased to state that he worked hard in preparing this report and he has been able to present a good picture of the concerned work. The information and findings presented in the report seems to be authentic.

Md. Rezaul Islam possesses a good moral character and pleasing personality. I wish him every success in life.

With regards,

Md. Appel Mahmud
Asst. General Manager
Marketing & Sales
Starpath Holdings Ltd.

STARPATH HOLDINGS LTD.

House # 21 CWN(C), Road # 24, Gulshan, Dhaka-1212. Phone: 88-02-8836815, 8836780, Mob: 01922112801, Fax: 88-02-9885250, E-mail: starpathholdings@yahoo.com
www.starpathholdings.com

Declaration of the student

I, Md. Rezaul Islam, declared that this internship report is on “Analysis on Real Estates of Starpath Holdings Ltd” which is prepared by me after completing the internship program of three months’ period at “Starpath Holdings Ltd”. The internship period was a very valuable time for me to achieve knowledge regarding the real estate sector.

I have collected lots of information for preparing the report. I am assuring that this internship report is well prepared by me. I also assure that this report is one of the unique reports for a BBA program.

Acknowledgement

I am very much grateful to the almighty Allah for giving me the strength, courage and capacity for completing my 3 months' internship program and an extensive internship report successfully in a particular time.

I would like to thank a specific number of people for their collaboration and guidance which contributed directly and indirectly to establish my internship report.

At first, I am thankful to my internship supervisor Dr. Seyama Sultana for giving me this opportunity. He benefitted me with the opportunity to prepare my internship report in any topic as my own wish. This is a very good benefit for me. I have prepared my internship report on the topic of "Analysis on Real Estates of Starpath Holdings Ltd". I have made a broad and comprehensive report on this topic.

Moreover, I am very much grateful to Md. Appel Mahmud, the assistant general manager of Starpath Holdings Ltd. He helped me more while doing my internship report. He has a good contribution for preparing my internship report. I have written the relevant information & data regarding the "Real Estates" in this report by taking his opinion and taking help from the websites.

I would also like to thank to the members of Human Resources Division of Starpath Holdings Limited who helped me during my internship period and made my wonderful experience.

Abstract/ Executive summary

The real estate sector is one of the important sectors for economic development in our country. As Bangladesh is one of the over populated countries in the world, so Bangladesh is needed abundant houses for the people. The population of Bangladesh is divided into the middle income groups and the low income groups. Building houses for all of the people is very difficult. The Real Estate companies of Bangladesh are making buildings, houses, apartments regularly for the accommodation of the people.

Starpath Holdings Ltd. was established 10 years ago with business relating to Real Estates and construction. Currently Starpath Holdings Ltd. is one of the pioneering Real Estate companies in Bangladesh. I got the opportunity to do internship for 3 months in Starpath Holdings Ltd. In this extensive report, I have properly discussed about the real estate business of Starpath Holdings Ltd. After doing analysis from the websites and obtaining experience through 3 months' internship in the company, I have able to identify the internal and external issues of the company.

However, the insufficient financial availability must need to avoid for organic development of the industry and broader scopes need to be established for the Non-Residents of Bangladesh. With many technical issues, this internship report identifies the current business situation of Starpath Holdings Ltd. The report represents the insights of the technical and critical factors of Starpath Holdings Ltd, and recommends some ethical issues which are very much helpful for the organization and also for the industry.

Table of contents

Letter of transmittal.....	3
Certification of similarity index.....	4
Declaration of the student.....	5
Acknowledgement.....	6
Abstract/ Executive summary.....	7
Table of contents.....	8
List of Figures.....	10
CHAPTER I: INTRODUCTION.....	11
I.1 Background of the Report.....	11
I.2 Objectives of the Report.....	11
I.3 Motivation of the Report.....	11
I.4 Scope and limitations of the Report.....	12
I.5 Definition of Key terms.....	12
CHAPTER II: COMPANY AND INDUSTRY PREVIEW.....	14
2.1 Company Analysis.....	14
2.1.1 Overview and history.....	14
2.1.2 Trend and growth.....	14
2.1.3 Customer mix.....	14
2.1.4 Product/service mix.....	15
2.1.5 Operations.....	24
2.1.6 SWOT analysis.....	24
2.2 Industry analysis.....	25
2.2.1 Specification of the industry.....	25
2.2.2 Size & trend of the industry.....	25
2.2.3 External economic factors.....	26
2.2.4 Technological factors.....	27
2.2.5 Power of the suppliers.....	27
2.2.6 Power of the buyers.....	27
2.2.7 Threat of substitutes.....	27
2.2.8 Industry rivalry.....	27
CHAPTER III: INTERNSHIP EXPERIENCE.....	29

3.1	Position, duties and responsibilities.....	29
3.2	Training.....	29
3.3	Contribution to departmental functions.....	29
3.4	Evaluation.....	29
3.5	Skills applied.....	30
3.6	New skills developed.....	30
CHAPTER IV: CONCLUSIONS AND KEY FACTS.....		31
4.1	Recommendations for improving departmental operations.....	31
4.2	Conclusion.....	31
Reference		33

List of Figures

Figure 1.1: Nizam Royal Palace.....	16
Figure 1.2: Wafeeqa de Palace.....	16
Figure 1.3: Astoria	16
Figure 1.4: Momotar Chowa	17
Figure 2.1: First Reich.....	17
Figure 2.2: Saffron	18
Figure 2.3: Pole-sta	18
Figure 2.4: Star Adenium	19
Figure 3.1: Sun Life Insurance Co. Ltd.....	20
Figure 3.2: Tanveer Food Ltd.....	21
Figure 3.3: Upazila Model Mosque	21
Figure 3.4: Sena Kalyan Flour Mill.....	22
Figure 4.1: Corporate Office United Salt Industries Limited.....	22
Figure 4.2: Printing & Packaging Factory.....	23
Figure 4.3: Biscuit & Noodles Factory.....	23
Figure 4.4: SAMSL Hospital Annex Building.....	24

CHAPTER I: INTRODUCTION

1.1 Background of the Report

The real estate business is a growing business in Bangladesh. Infrastructural development is very important for every country. It's important for ensuring the housing facilities for the people of a country.

Actually, housing is one of the five basic needs for people. The government is forced to play vital role for securing the housing rights. Providing shelters to all of the people is very important. As Bangladesh is a poor country, it is not possible for government for ensuring housing for all. So, they have decided to share the issue of providing places for living with Real Estate Company.

Starpath Holdings Ltd. was established 10 years ago. After establishing, the company has come to the present situation through effective management. Now, Starpath Holdings Ltd. is one of the pioneering companies in the real estate of Bangladesh.

1.2 Objectives of the Report

The Primary objective of this report is understanding the operations of the Human Resource Department of Starpath Holdings Limited. Besides this, the report also has a few specific objectives which are given below:

Increasing the knowledge about the Human Resource Management.

Identifying the things which are helpful for the employees and helpful for employee satisfaction.

1.3 Motivation of the Report

1.3.1 Keeping the feedback specific

Specific and particular feedback is very potential to increase motivation. So, feedback needs to be specific.

1.3.2 Offering public recognition

Public recognition is very much important for team morale and other issues. Every organization needs to offer public recognition.

1.3.3 Making office fun

A funny working environment needs to be established in everywhere. It has many benefits. Workers of the organization get motivated and they perform well when the authority of the organization makes the work environment funny.

1.3.4 Using right technology

Using right & appropriate technologies in every organization are very relevant and useful. The technologies which are very effective and potential help the employees to work smoothly in the work environment.

1.4 Scope and limitations of the Report

1.4.1 Scope

All of the information are collected from websites, database, & annual reports of Starpath Holdings Limited. Geographical scope of the report is limited within Starpath Holdings Limited.

1.4.2 Limitation

Analysis is based on the data and experience of Starpath Holdings Limited. There is also some lack of data and information in comparison within this industry.

1.5 Definition of Key terms

1.5.1 Adjustable-rate mortgage (ARM)

With the ARM loans, interest rate changes after fixed rate period as they are adjusted based on interest rate.

1.5.2 Appraisal

Actually, appraisal is essential for estimating the value of real estate. At the time of home sale, the lender sends an appraiser for taking positive perspectives of the property.

1.5.3 Appraisal contingency

Appraisal contingency helps the buyers to dissolve the purchase agreement if a home's appraised value is less than the sale price.

1.5.4 Backup offer

When a buyer feels interest to purchase a property which is under contract with someone else, that buyer has an opportunity to submit a backup offer.

1.5.5 Blind offer

When a buyer makes an offer on a property that they did not see when it was possible to see, that is considered as a “blind offer”.

1.5.6 Buyer's agent/listing agent

A buyer's agent is a person who is licensed as a real estate professional and his responsibility is locating a buyer's next property, representing the interests and purchasing the scenario for that buyer.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history

Starpath Holdings Ltd. is a reflection of materialization. Starpath Holdings Ltd. mainly focuses on commitment, quality and integrity.

Starpath Holdings Ltd. has lead its business operations with success and it gave many efforts by its efficient personnel with cooperation.

Starpath Holdings Ltd. expects to see greater heights by establishing new goals & objectives and they are working hard to obtain them in future. Their commitment is developing their business and also changing the people's life of Bangladesh.

2.1.2 Trend and growth

Trends which are transforming the real estate industry in 2022 are as follows:

1. Higher demand of low-priced homes, often receives more offers: Generally, the sales of expensive houses & apartments decreased and the sales of low priced houses & apartments increases. The demand of low priced houses is high.

2. Mortgage rate is expected to stay lower than five percent in future: Generally, low mortgage rate of the banks & financial institutions inspires the real estate industry. Starpath Holdings Ltd. also get inspired when the banks & financial institutions provide low mortgage rates.

Growth of Starpath Holdings Ltd. are discussed at the below:

Starpath Holdings Ltd. launched its business 10 years ago for building and constructing top and luxurious apartments, commercial buildings by acquiring lands in different areas of Bangladesh. Through the research and development, Starpath Holdings Ltd. has get capable to earn credibility and reputation. Now, Starpath Holdings Ltd. are developing apartments and commercial buildings. Starpath Holdings Ltd. is developing buildings by providing good facilities and proceeding with the skilled professionals so that the customers get satisfied at their service.

2.1.3 Customer mix

Starpath Holdings Ltd. wants to gain customer satisfaction. That's why they give services to the customers in short time for satisfying the customers. The company developed a new customer portal which can help maximizing their profit.

In 2021, the firm put to the test as they had to face problem due to Covid-19. The employees maintained their responsibility so that customers can approach to their demands from home. Through global mobilization, Starpath provided the relevant programs when other suppliers did not provide those services. Starpath received plenty of messages from the clients. The clients of Starpath thanked them for their extraordinary work. The revenue of Starpath raised highly.

2.1.4 Product/service mix

Starpath Holdings limited get combined and also diversified its business as there is rapid increase in the economic system of Bangladesh. Now, Starpath Holdings Ltd. involves in the civil works, infrastructure development, land and apartment procurement, pharmaceuticals and consumer goods. Starpath Holdings limited has established itself involving in hospitality sector and also constructing residential and commercial apartments. Starpath Holdings Ltd. has two types of business which are Real Estates and Construction. The projects of Real Estates and Construction are discussed at the below:

Real Estates (Running projects):

1. Nizam Royal Palace



Figure 1.1: Nizam Royal Palace

2. Wafeeqa De Palace

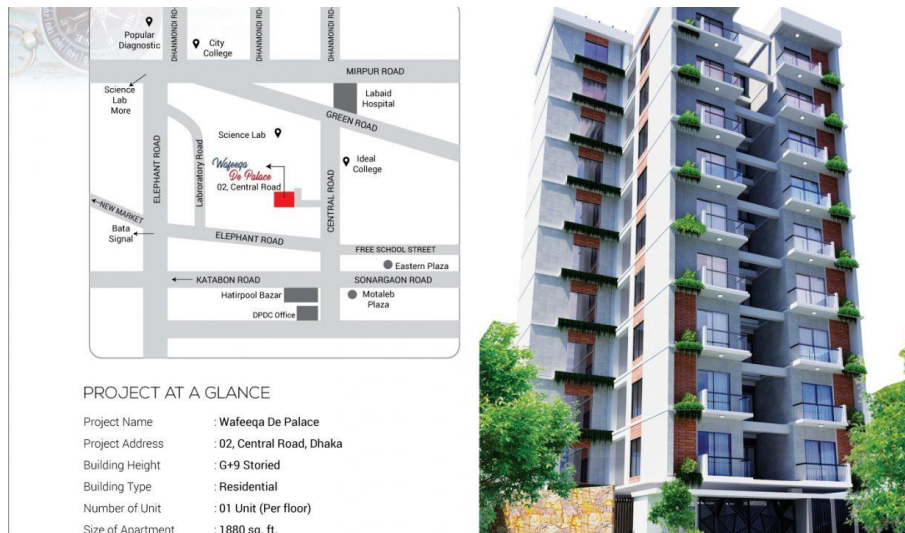


Figure 1.2: Wafeeqa de Palace

3. Astoria

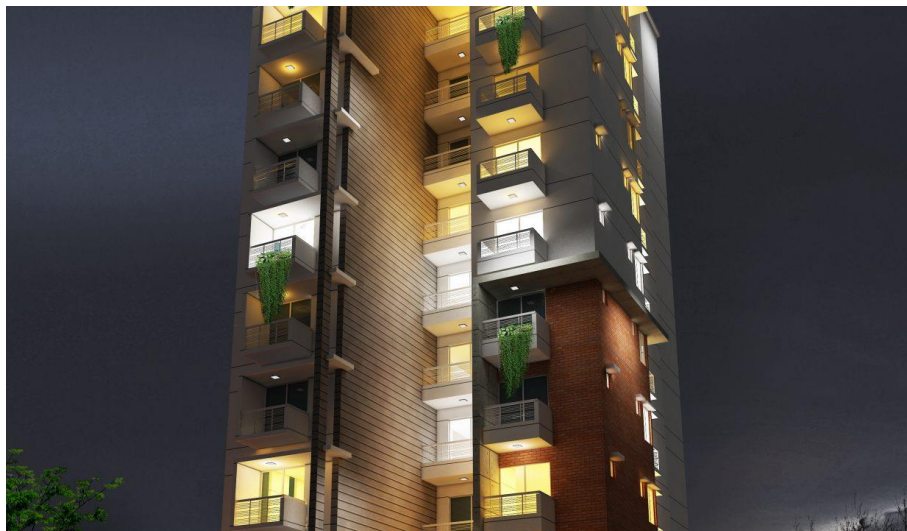


Figure 1.3: Astoria

4. Momotar Chowa



Figure 1.4: Momotar Chowh

Real Estates (Handover projects):

1. First Reich

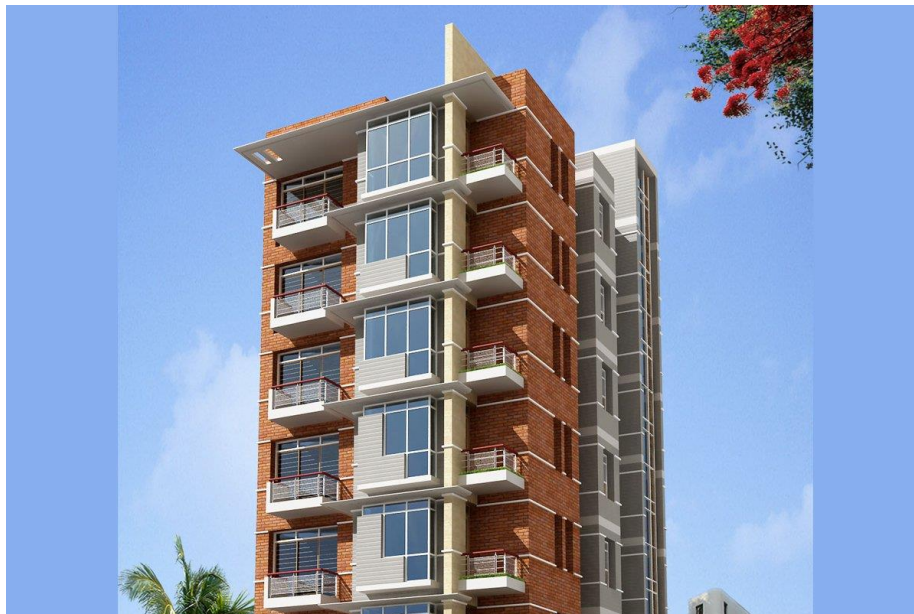


Figure 2.1: First Reich

2. Saffron



Figure 2.2: Saffron

3. Pole-star



Figure 2.3: Pole-star

4. Star Adenium



Figure 2.4: Star Adenium

Construction (Running projects):

1. Sun Life Insurance Co. Ltd.



Figure 3.1: Sun Life Insurance Co. Ltd.

2. Tanveer Food Ltd.



Figure 3.2: Tanveer Food Ltd.

3. Upazila Model Mosque



Figure 3.3: Upazila Model Mosque

4. Sena Kalyan Flour Mill



Figure 3.4: Sena Kalyan Flour Mill

Construction (Handover projects):

1. Corporate Office United Salt Industries Limited

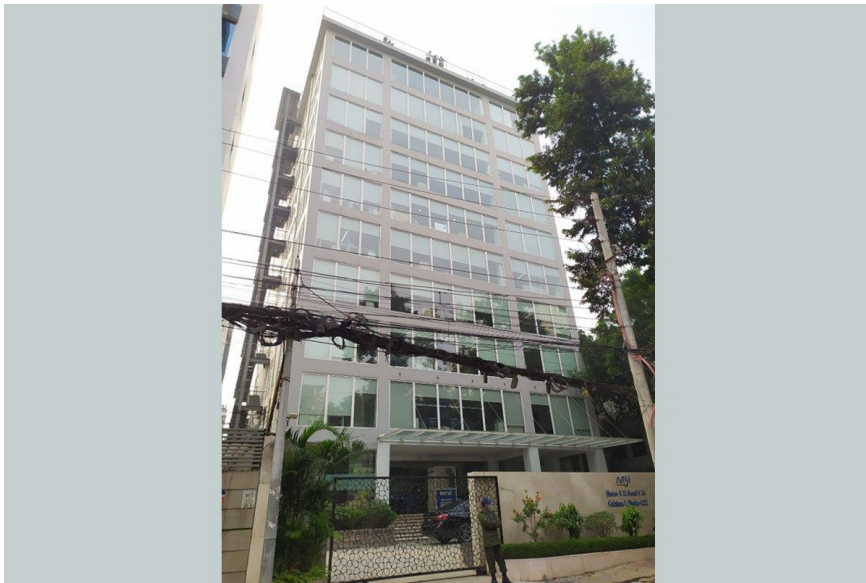


Figure 4.1: Corporate Office United Salt Industries Limited

2. Printing & Packaging Factory



Figure 4.2: Printing & Packaging Factory

3. Biscuit & Noodles Factory



Figure 4.3: Biscuit & Noodles Factory

4. SAMSL Hospital Annex Building



Figure 4.4: SAMSL Hospital Annex Building

2.1.5 Operations

The Real Estate companies of Bangladesh have different strategies of operations. The business methods of all Real Estate companies are not same. Land purchase is the primary step of the Real Estate companies. After operating the primary step, other steps are done.

2.1.6 SWOT analysis

Strengths:

- Higher reputation.
- Client oriented.
- Good relationship with the clients.
- Extension of sales and marketing.
- Increase of profit.
- Loyalty about products and services.

Weakness:

- Limitation of financial condition.
- Lower motivational activities of the employees.
- No job commitments.

- Workers are less cooperative.
- Work environment is less friendly.
- No training facilities for the employees'.
- Higher competition.

Opportunity:

- The environment prefers on private sectors.
- The buying power of people is increasing.
- The marketplace is developing.
- Higher population growth.
- People are planning to invest money.

Threat:

- Competitive marketplace.
- Changes of regulations and procedures of rajuk.
- High pressure of lending rate.
- Shortage of loan.

2.2 Industry analysis

2.2.1 Specification of the industry

The Starpath Holdings Ltd is a leading company which actually focuses on the infrastructural development. Starpath Holdings Ltd has constructed different complex structures like bridges, factories, industries, hospitals, apartments, plots, student hostels, mills, mosques, roads, highways, five-star hotels.

Their commitment is reinforced as partnership with government, local authority with standards and administrations.

2.2.2 Size & trend of the industry

Bangladesh has a potential growth in real estate & construction nowadays. People who are from middle class are interested to buy apartments than ever before because the price of apartment has decreased and the income of people has increased.

Real Estate developers have implemented low rate interests to satisfy the customers. Because of low rate of interests, more people are now buying apartments.

Excessive areas have urbanized recently which demands houses, flats & apartments. This brought so many benefits to the real estate companies. Since 2015, the size of the industry grew by 40% and the trend followed gradually.

2.2.3 External economic factors

The external economic factors are discussed at the below:

1. Bank loan to customers: Bank provides loans to the customers in different issues. It significantly influences on the real estate business. People take house loans from the bank for the purpose of purchasing flats. Thus, real estate business owners make profits by selling apartments to the people. But there is a big problem. The interest rate of house loan is high and people can't afford that. For the reason, the rich people are taking the opportunity.

2. Bank loans toward the real estate businesses: The Real Estate companies which are well established are not much dependent on the bank loans because those well established companies can maintain their business by their own money. But the Real Estate companies which are not well established usually rely on the bank loans for maintaining their business.

3. Economic breakdown & inflation: Because of the price increment of construction materials, real estate companies are increasing the prices of flats and apartments. The vital raw materials of constructions are cement, steel, ceramic mosaic, paints etc. Due to inflation, the prices of these raw materials is increasing.

2.2.4 Technological factors

Technology plays an important role in Real Estate Companies. The Real Estate Companies of Bangladesh are incapable to implement new & advanced technologies. Labor is cheaper in Bangladesh. So, labor is used as the replacement of advance technology. Because of the lack of technology, Real Estate Companies of Bangladesh face problems to build the top apartments.

2.2.5 Power of the suppliers

The power of the suppliers is influenced by different factors which are below:

- The effect of the builders
- Differentiation
- The importance of the volumes to the producers
- Switching the costs for the customers

2.2.6 Power of the buyers

The power of the buyers is influenced by the following factors:

- Ratio of the buyers and the producers
- Costs of production
- Impact of the substitutes
- Price of sensitivity
- Total purchase

2.2.7 Threat of Substitutes

The frameworks of threat of the substitutes are given below:

- Trust and faith of the buyers
- Switching the costs
- Economic benefits
- New substitutes

2.2.8 Industry rivalry

In Bangladesh, the industry rivalry is given below:

- Market concentration
- Market potentiality and profit potentiality

- Market negotiation
- New entrants on the market
- Substitutes in the market
- Distinctive products of the market

CHAPTER III: INTERNSHIP EXPERIENCE

3.1 Position, duties and responsibilities

My internship was completely focused on the Real Estate business of Starpath Holdings Ltd. Starpath Holdings Ltd. focuses on Real Estates business and construction works. Actually, I was very much ambitious to work in Real Estates from very beginning. So when I got the opportunity to do my internship in Real Estate sector of Starpath Holdings Ltd, so I take the opportunity. In Starpath Holdings Ltd, I worked in the data analysis position. My duties & responsibilities was learning the official works from the employees who works in Real Estate sector, assisting them and also operating the data analysis activities related to Real Estates.

3.2 Training

While doing the internship, I took different training from the officers. Internship period was 3 months. During the 3 months' internship period, I took training from the officers of different categories. After joining at the internship, at first I was under the executive officers. They provided me well training related to their activities. After learning about their activities, I assist them and I also did some of their tasks. After working for some days with the executive officers I was under the HR department for some days. I took training from the officers of HR and I assist them well. After that, I was under the accounts department. The account officers trained me well about their activities. After all, I was able to take training of different activities of different departments.

3.3 Contribution to departmental functions

During my internship period, I had contributed to the functions of different departments. First of all, I took training from the officers of different departments. After taking training from them, I assist them and I also operated some of their activities. Thus, I had contributed well to the functions of various departments.

3.4 Evaluation

In my internship program, at first I evaluated all the tasks of Starpath Holdings Ltd. in my opinion. After that, I decided to work under the Real Estates sector of Starpath Holdings Ltd. I have successfully completed my internship by working in the Real Estates sector.

3.5 Skills applied

I already had different computer skills such as Microsoft Word, Microsoft Excel, Microsoft Powerpoint and computer typing. While studying in BBA, I learned lots of things about Microsoft Word, Microsoft Excel, Microsoft Powerpoint in the computer course. I prepared my assignments, reports and presentation slides by working in Microsoft word, Microsoft Powerpoint in every trimester. In my internship, I applied my computer skills while operating the official tasks. I had composed plenty of times. I prepared the slides for official presentation. I also prepared financial statements in Microsoft Excel.

3.6 New skills developed

During my internship, I learned lots of things from the employees and officers of the Starpath Holdings Ltd. After learning from them, I worked practically with the employees. So, I have obtained new technical skills regarding the Real Estates sector.

CHAPTER IV: CONCLUSIONS AND KEY FACTS

4.1 Recommendations for improving departmental operations

The recommendations of Starpath Holdings Ltd. are as follows:

1. Starpath Holdings Ltd. should improve their operations and activities. Building the top & luxurious apartments, creativity is very much important. Starpath need to target the low income and middle income groups and make competition with the big developer companies.
2. Starpath Holdings Ltd. must need to increase their projects. By increasing the projects, they might be able to reach on the development of many housing projects in different areas.
3. Starpath Holdings Ltd. should make advertisement to the public and thus they can promote their business.
4. Starpath Holdings Ltd. should formulate relevant & technical strategies to reach on the better position in market.
5. The authority of Starpath needs to take care of their clients and gain customer satisfaction.
6. Starpath Holdings Ltd. should provide well training to their employees so that they can perform well.

4.2 Conclusion

Actually, the real estate sector of Starpath Holdings Ltd. is growing gradually and Starpath expects its financial growth in future. House rent is gradually rising day by day and demand for houses, apartments is increasing. Urbanization, insufficient land, the flow of remittance toward this sector are creating opportunities for the growth of the sector.

On the other side, technology, price increment of construction materials, increment of sales and project funds are the issues which are challenging for Starpath Holdings Ltd. Regulatory environment leads to the growth of real estate sector. The government should give more benefits to the developers because the developers provide shelter to the people which is one of the basic needs.

Finally, Starpath Holdings Ltd. should deliver additional services and benefits to the people. The Real Estate sector is given proper attention and facilities. The demands of houses need to be fulfilled and the supply gap need to be reduced. Our living standards need to be increased.

Reference

<https://starpathholdings.com/>

https://en.wikipedia.org/wiki/Real_estate

Starpath Holdings Ltd, Annual Report 2021

Starpath Holdings Ltd, Annual Report 2020

Starpath Holdings Ltd, Annual Report 2019