Thesis Report

on

Marketing Strategies of Real Estate Industry in Bangladesh: A Case Study on Two Companies

Submitted by:

Ireen Akter

ID: MBA2101022004

Program: MBA

Major: Marketing

Semester: Fall-2021

Submitted to:

Department of Business Administration

Submitted for the partial fulfillment of the degree of Master of Business Administration



Sonargaon University (SU)

Dhaka- 1215

Date of Submission: January 08, 2022

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Sharmila Sikder

Lecturer

Department of Business Administration

Submitted for the partial fulfillment of the degree of Master of Business Administration



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Dhaka- 1215

Date of Submission: January 08, 2022

Letter of Transmittal

January 08, 2022

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Thesis report.

Dear Madam,

With humble honor and respect, I am submitting my thesis report on "Marketing Strategies of Real Estate Industry in Bangladesh: A Case Study on Two companies". I have completed my thesis report [As per partial accomplishment of the requirements for the MBA degree, this thesis has been carried out] under the supervision of you.

This report is an integral part of our academic courses in completion of the MBA program which has given me the opportunity to have an insight into the (Marketing Strategy). I hope this report reflects on the contemporary issues on the (Marketing) that are being Practiced by organizations in our country.

In completing the report, I tried my best to blend all my knowledge and imparted every available detail and also attempted to avoid unnecessary amplification of the report.
I humbly request you to accept this report for your kind evaluation.

Sincerely,

_____

Ireen Akter
ID: MBA2101022004
Department of Business Administration
Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the thesis paper "Marketing Strategies of Real Estate Industry in Bangladesh: A Case Study on Two companies" has been prepared as a part of completion of the MBA program from Department of Business Administration, Sonargaon University (SU), carried out by Ireen Akter, bearing ID: MBA2101022004 under my supervision. The report or the information will not be used for any other purposes.

……

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Student's Declaration

I am Ireen Akter, a student of Master of Business Administration, ID: MBA2101022004 from Sonargaon University would like to solemnly declare here that this report on "Marketing Strategies of Real Estate Industry in Bangladesh: A Case Study on Two companies" has been authentically prepared by me. While preparing this report, I didn't breach any copyright act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

Sincerely Yours

Ireen Akter
ID: MBA2101022004
Program: MBA
Major: Marketing
Semester: Fall 2021

Letter of Authorization

Certified that this project report titled “Marketing Strategies of Real Estate Industry in Bangladesh: A Case Study on Two companies” is the bonafide work of Ireen Akter, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

I wish to extend my gratitude to all the people who helped me accomplish my report title, "Marketing Strategies of Real Estate Industry in Bangladesh: A Case Study on Two company". At the very beginning, I want to thank my faculty advisor and thesis supervisor in Sonargaon University, Sharmila Sikder who has given me precious guidance from her busy schedule. I am very grateful for all her advice in order to make my report more effective.

Secondly, I am grateful to Abdul Rohim and Hashina Begum as Senior Officer of Rupayan Housing and Rabab Holdings in Marketing department. They have shown me how to get things done easily and helped me a lot. I am thankful to Mr. Samir Muhammad Saleh, Department Head of Marketing for granting my thesis in his department. I want to express my sincere gratitude to Mr. Abdul Hamid, Executive of Marketing department for his cordial cooperation and encouragement.

Abstract

Real estate business is a growing business in Bangladesh. In Bangladesh, the real estate business started in 1964. Ispahani Group was the pioneer in this sector. During 1970 there were fewer than five companies in Bangladesh engaged in this business. But now this is a booming sector of the company. REHAB (Real Estate and Housing Association of Bangladesh) was formed in 1991with only 11 members. As on February 28, 2011 the number of REHAB members have risen to 1082 (REHAB, 2011). So, it can be understood from this fact that this real estate sector is relatively a new sector but it developed with a tremendous speed. Real estate products in Bangladesh are real time demand fulfillment in the market towards the total economic development of Bangladesh. The paper highlights-how to select target market, offers products to their target customers and set a price for the offered product, different marketing mix strategies and underlying problems of two Real estate companies "Rupayan Housing Estate Ltd" and "Rabab Holdings Ltd." Rupayan and Rabab started their journey in 1989 and 2004. Both is our environmentally responsible response to the rapid spate of urbanization in Bangladesh. Pressures of urbanization in this country are compounded by the unfavorable land man ration. It has embarked upon a mission to make the maximum use of minimum land being sensitive to both environmental concerns and social continuity. Finally, the paper will pinpoint some possible description of the marketing activities and some strategy recommendations for the smooth development of "Rupayan Housing Estate Ltd and "Rabab Holdings Ltd."

LIST OF ACRONYMS

GDP	Gross Domestic Product
LTD	Limited
RAJUK	Rajdhani Unnion Kartipokha
REHAB	Real Estate and Housing Association of Bangladesh
RES	Real Estate Sector
WASA	Water Supply & Sewerage Authority

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CHAPTER 1
INTRODUCTION

1.1 Background of the Study

Bangladesh is densely populated country with 941 persons per square km(Bangladesh Economic Survey-2006). Real Estate Sector is one of the most attractive sectors to invest now in Bangladesh. Rapid urbanization has become an acute problem for the country. The rate of urbanization is estimated to be 5-6% annually for Bangladesh Real Estate and Housing Association (REHAB, 2004). It contributes 12-15% in National Gross Domestic Product (GDP). About 2.5 million skilled and unskilled human resourcesare directly and indirectly involved in this sector (REHAB-2019). The public sector was traditionally unable to meet the housing demand in the country. Real Estate companies took initiatives for private housing since early 1980s. The demand for apartment housing was increasing gradually and more and more developers came in the market.

Service sector's dominance in GDP (52.48% in 2006; Bangladesh Bureau of Statistics (BBS 2006) along with both intercity and rural/urban migration (Karim and Islam, 2006) has long been pressuring on the supply side of the real estate sector in Bangladesh followed by the huge gap in demand and supply of real estate products in the market (Siddiquee and Rehan, 2008).

Founded in 1988, RUPAYAN Group ranks today as one of the largest business conglomerates in Bangladesh. The mother company of this group is "RUPAYAN Art View", the brain child of Mr. Liakat Ali Khan Mukul, the honorable Chairman of this group. Today RUPAYAN Group is contributing to the rise of GDP of Bangladesh by strengthening the economy of the country.

Rabab Holdings Ltd has started fully fledged operation in real estate sector in 2004 with the intention to take care of the housing needs in this future Mega City. Rabab started to look for safe & sound, calm & quiet and above all, a hassle-free living space. This stands Rabab in good position for delivering top quality land or plot. Rabab ensure full-fledged after sales service support to their customers, backing them even in their smallest needs.

1.2 Rational of the Study

Real Estate finance is a popular field of business. It provides real properties such as lands, apartments, business spaces to the customer. It helps to remove accommodation problem in the country. This particular paper is prepared with a view to providing an overall overview of a Real Estate company and its marketing and sales sides. Besides it will help us along with any reader of this particular framework to learn about Real Estate business, its growth factors and lastly advantages and utilities in a brief manner at least.

1.3 Objectives of the Study

- ***Broad Objectives***

The main objective of the study is to find out the marketing activities of Rupayan Housing Estate Ltd and Rabab Holdings Ltd. Especially there are some specific the of the study as follows-

- ***Specific Objectives:***

The specific objectives of this study are related with 4 P of Rupayan Housing Estate Ltd and Rabab Holdings Ltd:

- ✓ **Product**: To identify and describe the products of Rupayan Housing Estate Ltd and Rabab Holdings Ltd.
- ✓ **Price**: To know the buyer's status and the customers satisfaction about price of Rupayan Housing Estate Ltd and Rabab Holdings Ltd.
- ✓ **Place**: To narrate where Rupayan and Rabab sell their product.
- ✓ **Promotion**: To show why consumer need Rupayan Housing and Rabab Holdings products,

1.4 Scope of the Study

This thesis paper mainly focuses on the activities of "Marketing Department" of Rupayan Housing and Rabab Holdings Ltd. In this paper, I have reviewed the overall marketing activities of Rupayan and Rabab, and at the end I give a recommendation for "Marketing Department" of these two companies. Though this is not a research type paper, I do not include any findings in it. My thesis paper focuses all those activities those companies are following.

1.5 Methodology

The information in this paper has been gathered from secondary sources. The secondary data was collected from various sources like the internet as well as various articles published in magazines and journals have been reviewed to clarify different conceptual matters. Some of the information's are collected from articles, and others are collected from the books as well as the information provided by the companies. In short, the sources of data outlined below

1.5.1 Sources of Data

There are two types of sources of data

a) Primary Data

b) Secondary Data

1.5.2 Data Collection Procedure

A) Primary Data

Face to face conversation with the Customer.

B) Secondary Data

In order to present the report properly, I mostly used information from the Internet. The information was also gathered from academic journals, white papers, industry portals, government agencies, trade associations, as well as industry news and developments.

Others are

- Official records
- Annual reports
- Discussion

1.5.3 Data analysis

Finally, the assignment report has been prepared based on the analysis of that cohesive information.

1.6 Limitations of the Study

I tried my level best work and finally able to present this report. But is the full course of making report writing we had to gone through several limitations as given below:

1. A limited number of sources were available for data
2. Time was also limited to prepare the report.
3. Records were insufficient.
4. Officers were not willing to disclose internal information.
5. Lack of Cooperation from different source.

CHAPTER 2

LITERATURE REVIEW

2.1 Literature Review

Real estate had made a mark in the very first year of its emergence with leaping to prominence as prime & various locations of the city and manufacturing quality concrete products that have earned them the distinguished stature they enjoy today.

Philip Kotler-2004 "Marketing Strategy is the marketing logic by which the business unit expects to achieve its marketing objectives."

According to Mohiuddin, 2014; Mollah, et al., 2009 That's why people turn to Real Estate companies who are providing ready flats or apartments. In response, Real Estate business has enjoyed a boom over the years with growing rate 13.77% in 2013.

According to Bony & Rahman, 2014 to meet up the increasing housing need many private Real Estate developers with very few provision of government housing have been trying to meet the demand of housing for the last more than twenty years in Bangladesh.

According to Mollah, Haque & Pasha, 2009, Approximately 16.6 million people live in Dhaka city, which grows at a rate of 4.7% per year. The demand for houses and urbanization are closely related Housing is a basic human need, so it follows that as a country becomes more urban, more houses will be needed to accommodate the growing population. There has been a dramatic change in attitudes towards real estate in Bangladesh due to urbanization, increasing house rents, scarcity of land, high land prices, difficulties in land purchase, high land registration costs, and shifting households into single-family units.

According to Seraj, 2012, Real estate business took off in Bangladesh in 1970 with 5 registered firms. From the early 1980s, the commercial enterprise started out to flourish and confirmed sturdy boom. With the aid of 1988, there have been 42 developers in the business. At present, more than 1500 companies are active inside the actual property region with 1081 of them registered with REHAB.

According to Hossain, A. 2001, he housing situation in Bangladesh has never been satisfactory. In Bangladesh, real estate is a recent experience, although such activities

started sometime in 1964. Ispahani Group was the pioneer in this sector

According to Khaled, Sultana, Biswas & Karan-2012, due to urbanization, rising house rent, scarcity of land, high price of land, hazards in land purchasing, high cost of land registration, re-structuring of households to single family units, and high price of building materials, some dramatic changes have been occurred in the Real Estate industry that has changed the attitudes of the people of Bangladesh. Now people prefer to buy ready apartment from developers than purchase land for building their own houses.

According to (Seraj, 2003) At present, there are about 400 firms operating apartment business and they have apartment projects in Dhaka City as well as in some other cities. Over the last 15 years, the real estate development sector has made significant contribution to many sectors in our economy. Since 1985 this sector has created homes for over 20,000 families in the Dhaka Mega City

CHAPTER 3
COMPANY OVERVIEW

3.1 Background of the Company

- ***Rupayan Housing Estate Limited***

Rupayan Housing Estate Ltd was founded in 1989. Dhaka Housing is a very populous city, so many homes are needed in it. This residential project consists of 108 units is named Rupayan Easel Dream.

Rupayan Housing Estate Ltd believes in unique and high-quality buildings. It believes that the concept of extending housing facilities to the common people of the country should reflect their limited income.

- ***Rabab Holdings Limited***

Rabab Holdings Ltd. is one of the newly establish housing company involved in the sector since 2004 and member of the Real Estate and Housing Association of Bangladesh (REHAB).

Rabab Holdings Ltd, not only believe in quality as a mere vision statement but also implement it in every aspect of our operations and the way we do business. To bolster our core values of quality and excellence, we have taken on board a team of dedicated and skilled professionals consisting of architects, engineers, designers, planners etc.

3.2 Company Profile

Rupayan Housing Estate Limited

Company Name	Rupayan Housing Estate Limited
Company Type	Private Limited
Membership No	149/2003
Corporate Office	Rupayan Center, 72, Mohakhali C/A, Dhaka-1212
Year of Establishment	1989
Nature of Business	Real Estate Development & Construction
Product Line	Apartment (Commercial and Residential)
Market Segment	High Class, High Middle Class, Middle Class

Table 1: Company Profile

Rabab Holdings Limited

Company Name	Rabab Holdings Ltd.
Company Type	Private Limited
Membership No	1444/2015
Corporate Office	House#274, Road # 20 New DOHS, Mohakhali, Dhaka 1206, Bangladesh
Year of Establishment	2004
Nature of Business	Real Estate Development & Construction
Product Line	Apartment (Commercial and Residential)
Market Segment	High Middle Class, Middle Class

Table 2: Company Profile

3.3 Company's Organogram

- **Rabab Holdings Limited**

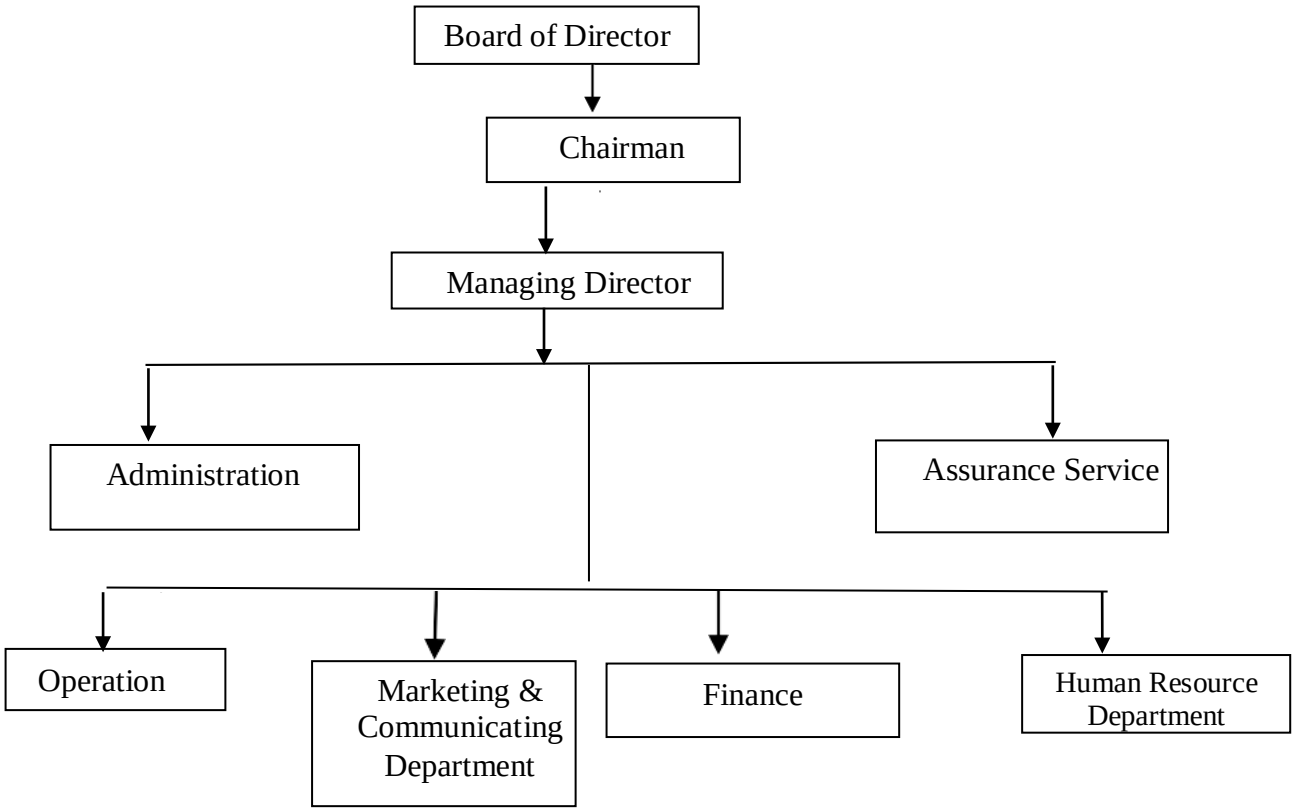


Figure 1: Organogram of Rabab Holdings Ltd.

- **Rupayan Housing Estate Limited**

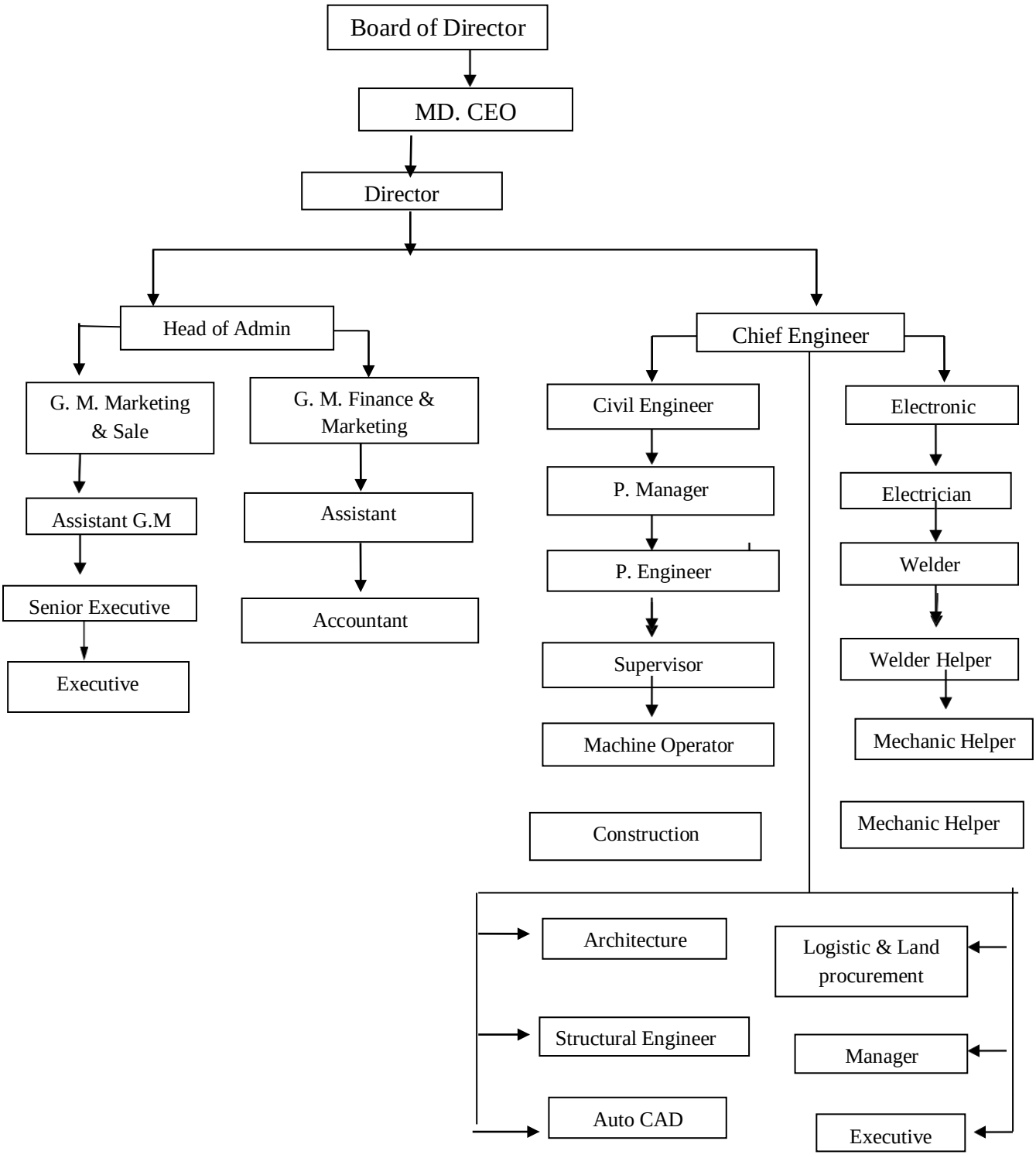


Figure 2: Organogram of Rabab Holdings Ltd.

3.4 Logo

- **Rupayan Housing Estate Limited**

- **Rabab Holdings Limited**

3.5 Slogan

- **Rupayan Housing Estate Limited**

Rupayan Housing Estate Limited

……..Committed to Touch your Imagination

- **Rabab Holdings Limited**

Rabab Holdings Ltd.

.....Luxurious Dwelling with Security.

3.6 Vision

- **Rupayan Housing Estate Limited**

Rupayan Group's Vision is to Provide Excellent product and services of superior quality and value that will enhance the lives of consumers today and for generations to come.

- **Rabab Holdings Limited**

As a company, we are committed to excellence in every aspect of our operation. It is our goal to provide our employees with a challenging and satisfying work environment so that their skills and potential can be fully developed.

3.7 Mission

- **Rupayan Housing Estate Limited**

At Rupayan Group we have one objective – To Devote Our Talent, Technology and time to creating superior products and service that make everyday lives better and contributes to a better society.

- **Rabab Holdings Limited**

A primary goal of Rabab Holdings is to always focus on the customer; because the customers satisfaction is our inspiration.

3.8 Value

- **Rupayan Housing Estate Limited**

We believe that ethic is the cornerstone of a business.

- **Rabab Holdings Limited**

We believe in showing fairness and respect to our clients, partners, society and environment.

3.9 Business Philosophy

- **Rupayan Housing Estate Limited**

Rupayan has their own business philosophy. Like;

- ✓ Optimizing profits;
- ✓ On time delivery;
- ✓ Committed for Greener and Cleaner Environment;
- ✓ Open communication and with Mutual Trust;

- **Rabab Holdings Limited**

Every organization has their own business philosophy. Rabab Holdings also have like

- ✓ Optimizing profits;
- ✓ Minimizing costs;
- ✓ Optimizing a company's wealth;
- ✓ Enhance customer value & satisfaction;

3.10 Marketing Mix of two Companies

The marketing mix is the combination of product, price, communication, distribution, and services provided to the target market. Providing value to customers comes from combining these elements. The marketing mix known as the Four P's, the marketing mix elements are price, place, product, and promotion.

A marketing mix is a set of controllable tools-Product, Price, Place, and Promotion-that the organization uses and blends to produce a response in the target market.

3.11 Major activities

- **Rupayan Housing Estate Limited**

Major activities of the company are-

- ✓ Purchasing suitable land at a convenient location.
- ✓ Establishing buildings for residential or commercial purposes.
- ✓ Developing properties according to customer requirements.
- ✓ Modern facilities will make services more efficient.

- **Rabab Holdings Limited**

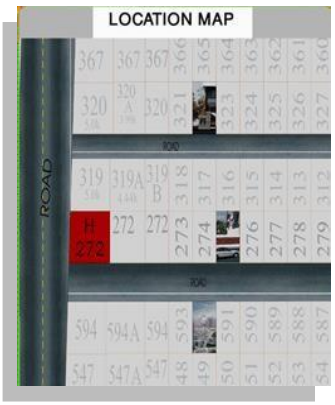
The company's main activities are-

- ✓ Property sales at a reasonable price.
- ✓ Providing assistance to people not only in acquiring title to flats but also to land titles.
- ✓ Helping the government to solve Bangladesh's housing problems.
- ✓ Increasing the economy's growth.

3.12 Latest Project

- **Rupayan Housing Estate Limited**





Project Name: Grant Palace

Location: Plot # Khalpar, Uttara Dhaka

Land Area: 5kata

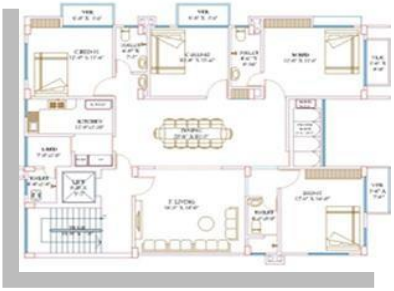
Facing: -South-West

Storied: G+5 Storied

Number of apart: 09 Residential aprt.

Number of Parking: 7 speciousCar rking.

Floor Plan & Parking



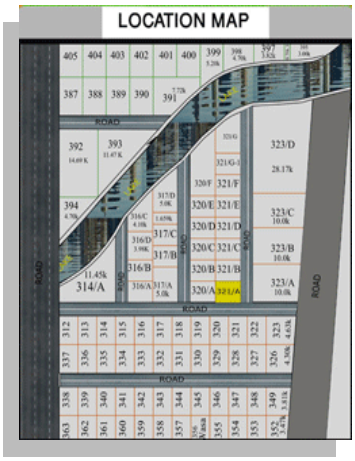


Apartment Size

Each Floor: 1400
No. of Floor: 5
Bed: 3
Bath: 3
Status: Complete

➢ ***Rabab Holdings Limited***





Project name:
All-Amin
Garden

Location: Plot# 321/A, Road#17 Block –E, Badda R/A Dhaka.

Land Area- 3Kata

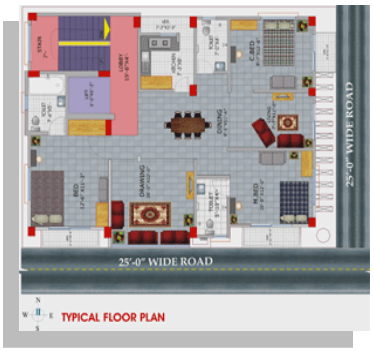
Facing: South

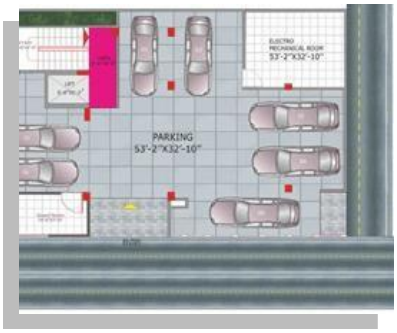
Storied: G+6 Storied

Floor Plan & Parking

No. of Apart: 06 Residential aprt.

No. of Parking:
6 Specious Car Parking





Apartment Size

Each Floor: 1250
No. of Floor: 4
Bed: 3
Bath: 2
Status: Complete

CHAPTER 4
MARKETING STRATEGIES

A marketing strategy is a business's game plan for reaching prospective consumers and turning them into customers of their products or services. In Bangladesh, there are more or less 1400 real estate companies are working. Some of them are REHAB members and some of them are not. No matter whether they are REHAB member or not, the main activity of any Real Estate Company is to sell their products.

In Rupayan Housing Estate Ltd and Rabab Holdings Ltd, these are two different company and their marketing strategies are also different

4.1 Marketing Strategies of Rupayan Housing Estate Ltd

Now I am describing of all the marketing activities in a nutshell.

4.1.1 Product

Product is the most important element to all the real estate company for gaining client satisfaction. So, its products include Residential building, and they all time delivers quality products to their clients.

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

- ✓ Luxury
- ✓ Super Luxury
- ✓ Premium
- ➢ They make sure that the client's selected plot was remain unsold.
- ➢ They always Discuss about the EMI and no of installments.
- ➢ They Provide information about their file and new plot.

4.1.2 Pricing Strategy

In this session, some pricing decision policy those were considering account profit margins and probable pricing response of customer and competitor. In "Marketing Department" Rupayan Housing Estate Ltd. Generally, follows the pricing policy in a standard way. The most elementary pricing method to add a standard mark up to the project cost. Rupayan Housing Ltd is using "Differentiation Price"

Most of the time flat or product price is determined by location or areas. Product price or flat price is also determined by quality. The authority change price occurred when raw materials price is increasing.

- They Tell about the price of plots in different areas to the clients.
- They show the price list for apartments.
- They receive money receipt.

4.1.3 Place

Although figures vary widely from product to product, roughly a fifth of the cost of a product goes on getting it to the customer. Getting the right product to the right place at the right time involves the distribution system. The choice of distribution method will depend on a variety of circumstances Rupayan Housing Estate Ltd has established their different projects at different locations based on customer choices and preferences. Placesare convenient for their clients living hood.

Their locations are given below:

- ✓ Badda;
- ✓ Gulshan;
- ✓ Niketon
- Showed the project of the map any available plots for sale to the clients.

4.1.4 Promotional activities

All businesses run promotional activities for introducing their projects to customers. Promotional activities have a major impact to increase sales volume. Rupayan has promotional activities done that illustrate below-

- **Bill boards:** In every project's location and beside the road are hanging "bill board" for Advertising.
- **Print Media:** For increasing sales Rupayan is published Ads through Brochure, Magazine and newspaper such as proton-aloe, Bangladesh protruding.
- **Video Ads:** Telecast advertisement on Local dish channels.

4.1.5 Competitive Comparison

For people who desire high-quality, good environment and good location Rupayan can be able to fulfill their needs and desires an affordable price Rupayan Housing Estate Ltd is committed to guaranteeing customers full satisfaction and handles all complaints immediately.

Rupayan national building code, RAJUK rules & regulation and saved the natural environment protect earthquake.

Rupayan features and servicesthat differentiate from other company.

Like there are

A) Security	***B)*** CCTV	***C)*** Intercom
D) Lift	***E)*** Hot water & Heating	***F)*** Electricity

4.2 Marketing Strategies of Rabab Holding Ltd

Now I am describing of all the marketing activities in a nutshell.

4.2.1 Products

For all real estate companies, the most important element is the product. The company delivers quality products to its clients, including residential building.

- They Tell about the available apartments for sale.
- They Provided clients about raw materials information

4.2.2 Price

Rabab Holdings Ltd.is using "Competitive pricing "strategy.

The company generally adheres to its pricing policy. The most fundamental way to mark up the cost of a project. As part of its business model, Rabab Holdings Ltd uses differential pricing. It is usually location or area that determines the flat or product price. It is also determined by quality. The authority changed the price because raw materials were going up.

- They Re-check all of the money receipt.
- They Send up-dated statement and price list through e-mail and fax.
- They Deliver the file to prepare money receipt.

4.2.3 Place

The cost of getting a product to the customer varies widely from product to product. In order

to get the right product to the right place at the right time, the distribution system is necessary. It depends on the circumstances how distribution will be carried out. The company's projects have been established at different locations based on customer preferences. They are located in areas that are convenient for their clients.

- Updated the map everyday so that it was easier to the plots available.

4.2.4 Promotion

Every business runs promotional campaigns to introduce its projects to prospective customers. Promotions help businesses increase their sales volume. Rabab has done the following promotional activities:

- **Electronic Media:** In some time used "Electronic Media" for the Ads such as CD, DVD for some project, animation, any other presentation, multimedia presentation, E-mail, website etc.
- **Offer:** Give a priceless offer 5%-15% of the total price when clients agreed to pay half amount of the apartment.

4.2.5 Competitive Comparison

Rabab Holdings Ltd also national building code, RAJUK rules &regulation and saved the natural environment protect earthquake.

Rabab features and servicesthat differentiate from other company.

Like there are

A) Security	***B)*** CCTV	***C)*** Intercom
D) Lift	***E)*** Hot water & Heating	***F)*** Electricity

CHAPTER 05
FINDINGS AND ANALYSIS

5.1 Findings

A house is used to provide shelter, comfort, convenience, privacy, as a place to work, as a place of recreation, or as a place to live. In an estimate, real estate represents more than 40% of national wealth. As a consequence, how these resources are used has a profound impact on the well-being of our people, the success or failure of our businesses, and the general prosperity of our country.

Therefore, the manner in which the resources of this magnitude are used has an important effect on the wellbeing of our people, the success or failure of business firms and the general prosperity of the country.

The term real estate or apartment as commodity used has two meanings -

i) It is a name given to the commodity "realty" which include not only land but also all human improvements placed on the land,

ii) It is the name given to the business engaged in by those persons who conducts commercial transactions in real estate.

Major findings of the study are-

- Real Estate businesses are growing day by day.
- Real Estate business has provided better and secure accommodation for peoples.
- This is an almost perfect competitive market.
- People of fixed income are the main customer of this business.
- Real Estate business drives to decentralize Dhaka.
- There are many drawbacks of this business.
- Nonresidential Bangladeshis are also potential customers of this business.

The basic component of reality as a commodity is land. It means not only the surface of the earth but also the property rights and interests that attach to ownership of reality, including subsurface minerals. Thus, the real estate means acquirement of land and building which is called inherent right. The men who are the owner, user, maker, financier or marketer of the property have some rights to the property.

CHAPTER 6

RECOMMENDATIONS AND CONCLUSION

6.1 Recommendations

Real estate companies' have great potential to go catch their ultimate goal. The two company must have changed the environment. The following factors are to be taken care of greatly in this area.

The following recommendations can be put forward:

Rupayan Housing Estate Ltd and Rabab Holdings Ltd should implement the best service providing strategy thatwill ensure more value for the existing and target customers.

1. Rabab Holdings Ltd should undertake strategic plan and action to real estate industry.
2. New project development is necessary to cover its increasing demand.
3. Rupayan Housing should understand the customer's needs.
4. Rabab Holdings Ltd. spent a lot of money for advertisement in press media. But the development of meaningful and attractive electronic advertisement is also necessary to attract the potential clients.
5. Rabab should improve office atmosphere to give customer a friendly feeling.
6. Rupayan's maximum customer is expecting the responsible price, so carefully the price should be established in per plot.
7. The two companies should arrange regular training program for the employees. Computer training can be the one.
8. Government should be facilities like- Gas, water, T & T etc.
9. Have to more aware about customers right.
10. Customers database should be more organized.

6.2 Conclusion

In our country there is a not adequate land for people's livings. Peoples are very interested to get a piece of land that meets their housing problem. Both two company are one of the renowned housing companies in Bangladesh. The company provides complete housing solution to the people. They also contribute in our national economy. Main goal of Rupayan Housing and Rabab Holding, are to provide better services to the customers. They have been faced internal problem which is faced by almost every real estate company. At first, it is very difficult to find out a vast area of blank space in Dhaka city. Beside this Government & non-government organization always creates political forces. Local terrors often harassed company for a donation. It is very tough to occupy after buying the land. It is found in most cases that there is more partner or same land & have to face complexion of laws with them. At last, Rupayan Housing Estate Ltd and Rabab Holdings Ltd. doing their business successfully in our country. It provides its services as per its commitment & improves the business continuity

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