Internship Report
on
Promotional Strategy of Shanta Holdings Ltd.

Submitted by:

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Program: Bachelor of Business Administration (BBA)
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Submitted to:
Department of Business Administration
Sonargaon University(SU)
Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: December 28, 2024

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Sharmila Sikder
Assistant Professor
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Letter of Transmittal

December 28, 2024

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report on "Promotional Strategy of Shanta Holdings Ltd."

Dear Madam,
With most respectfully to state that I am pleased to submit my internship report titled **"Promotional Strategy of Shanta Holdings Ltd.".** This report is an essential part of my BBA degree requirements, and I had the privilege of completing my internship at Shanta Holdings Ltd. under your guidance.

This report reflects the current marketing practices employed by organizations in our country. I have made an effort to include relevant details while keeping the report concise.

I kindly request your assessment of this report. Your feedback would be greatly appreciated. Thank you for your time and consideration.

Yours Sincerely

_____
Abu Istiaque Hossain
ID: BBA2101022056
Program: Bachelor of Business Administration (BBA)
Major: Marketing
Department of Business Administration
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Certificate of Supervisor

I hereby confirm that the internship report titled **"Promotional Strategy of Shanta Holdings Ltd"** has been created in fulfillment of the BBA program requirements at the Department of Business Administration, Sonargaon University (SU). The report was conducted by Abu Istiaque Hossain, with ID BBA2101022056, under my guidance. I assure you that the report and its contents will not be utilized for any other intentions.

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Declaration of Student

I am Abu Istiaque Hossain, a student in the Bachelor of Business Administration program with ID BBA2101022056 at Sonargaon University. I want to sincerely state that the report titled **"Promotional Strategy of Shanta Holdings Ltd."** has been genuinely created by me. During the preparation of this report, I ensured full compliance with international copyright regulations. I also want to clarify that this report has not been submitted anywhere else for the purpose of obtaining a degree.

Yours Sincerely

Abu Istiaque Hossain
ID: BBA2101022056
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Letter of Authorization

I hereby confirm that the project report titled **"Promotional Strategy of Shanta Holdings Ltd."** is a genuine effort by **Abu Istiaque Hossain** with **ID BBA2101022056.** The research was conducted under my guidance. I also affirm that, to the best of my knowledge, the content presented in this report has not been included in any other project report or dissertation that led to the award of a degree to any candidate earlier, whether in the same context or a different one.

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

I would like to extend my gratitude for the invaluable assistance and sincere cooperation provided by various individuals in the preparation of this report. It's impossible to adequately thank all the wonderful people who directly or indirectly contributed to the successful completion of this report. I am deeply appreciative of their kind collaboration and support.

First and foremost, I would like to express my thanks to the divine power. Additionally, my foremost appreciation goes to my supervisor, Sharmila Sikder, Assistant Professor at Sonargaon University (SU), for her crucial guidance, scholarly insights, and unwavering support throughout my study period.

Moving forward, I am grateful to Iftekhar Ahmed, Area Manager at Shanta Holdings Ltd., from whom I gained significant knowledge. I also extend special thanks to our honorable Sales Director Sakib Parvez, along with heartfelt gratitude to all the other individuals at Shanta Holdings Ltd.' Corporate Headquarters. I am thankful to the various staff members from different departments who generously contributed their valuable time and assistance in helping me gather data for this report.

Executive Summary

This internship report provides an in-depth analysis of my professional experience and learning journey at Shanta Holdings Ltd. over the internship period. The report is systematically structured to encompass a detailed exploration of the organization's operations, promotional strategies, and the practical contributions made during the internship.

Introduction outlines the foundation of the study, detailing its objectives, methodology, scope, and limitations. This section serves as the groundwork, offering insights into the background of the internship and its intended outcomes.

Review of Literature reviews existing research and theoretical frameworks related to financial product development, distribution channels, pricing strategies, and promotional activities. It sets the theoretical context necessary for analyzing the company's operations.

Organizational Profile delivers a comprehensive overview of Shanta Holdings Ltd., covering its historical background, vision, mission, organizational structure, risk and audit committees, foreign trade investments, human resource strategies, and operational dynamics.

Internship Responsibilities documents my specific roles and tasks during the internship. It details the nature of the job, subsidiaries and product categories I worked with, and the responsibilities I undertook, emphasizing the practical exposure gained.

Promotional Strategy of Shanta Holdings Ltd. examines the company's marketing and promotional approaches, including segmentation, database and internet marketing, customer service quality, and distribution strategies. It also includes an analysis of the domestic distribution flowchart for stakeholders and consumers.

Findings of the Study presents key insights derived from the internship experience, identifying both strengths and areas of improvement within the organization's operations and strategies.

Recommendations and Conclusion proposes actionable recommendations to enhance organizational efficiency and effectiveness while reflecting on the overall internship experience and its alignment with the study's objectives.

This report aims to encapsulate the synergy between academic learning and practical exposure while providing valuable insights into the operational and promotional strategies of Shanta Holdings Ltd. It concludes with a critical evaluation of findings and recommendations for future organizational improvements.

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Chapter: 01

Introduction

1.1 Introduction

Shanta Holdings Ltd. is a leading business group in Bangladesh with diversified operations across real estate, textiles, and financial services. Renowned for its commitment to excellence, the company has established itself as a symbol of trust and quality. Its real estate division delivers luxurious residential and commercial properties emphasizing modern architecture, sustainability, and customer satisfaction, while its textile operations produce high-quality garments and fabrics for local and international markets, adhering to global standards and ethical practices. In financial services, Shanta Holdings offers innovative solutions that contribute to economic growth. Guided by core values of integrity, excellence, sustainability, and a customer-centric approach, the company aims to create value for stakeholders and deliver superior products and services. With a mission to shape industries and a vision to lead globally while fostering sustainable development, Shanta Holdings continues to redefine the business landscape in Bangladesh and beyond. Shanta Holdings has set benchmarks in the real estate industry, offering premium residential, commercial, and mixed-use developments. The company is known for its world class designs, meticulous attention to detail, and commitment to sustainability.

1.2 Objects of the Study

With the rise in the number of competitors and the expanding economy, customer expectations have reached unprecedented levels. Recognizing this current scenario, companies are making efforts to entice other businesses to adopt their products. As a result, Shanta Holdings Ltd. is making itself more accessible to its customers. At present, the financial sector grapples with a significant challenge marked by low interest rates and a high inflation rate. These conditions stem from political instability and market manipulation. Hence, it becomes the responsibility of the top management in any company to address this situation.

1.3 Objectives of the Study

i. **Broad Objective**:
The primary purpose of this report is to meet the partial requirements for the Bachelor of Business Administration degree.

ii. **Specific Objectives**:
Studying the promotional and distribution strategy of Shanta Holdings Ltd. likely involves a few specific objectives:

- **Understanding Target Markets:** Analyze how Shanta Holdings Ltd identifies and segments its target markets for different products. This involves demographics, psychographics, and behavioral factors influencing their promotional and distribution choices.
- **Promotional Mix Analysis:** Investigate the specific promotional tools and strategies employed by Shanta Holdings Ltd, such as advertising, sales promotions, public relations, and direct marketing.

Determine which methods are most effective in reaching their target audience.

- **Distribution Channels:** Examine the distribution channels used by Shanta Holdings Ltd to get their products to consumers.
- **Market Penetration Strategies:** Explore how Shanta Holdings Ltd aims to penetrate new markets or increase their market share in existing ones. This could involve studying pricing strategies, promotional campaigns, or geographical expansion plans.
- **Competitive Analysis:** Compare Shanta Holdings promotional and distribution strategies with competitors in the real estate industry. Understand their unique selling propositions, market positioning, and how they differentiate themselves.
- **Consumer Behavior Impact:** Evaluate how consumer behavior influences promotional and distribution decisions. This might involve studying consumer preferences, buying patterns, and responses to different marketing stimuli.
- **Effectiveness Measurement:** Assess the metrics and tools used by Shanta Holdings Ltd to measure the effectiveness of their promotional and distribution strategies. This could include sales data, customer feedback, or market research findings.

By focusing on these objectives, one can gain a comprehensive understanding of how Shanta Holdings
Ltd. promotes and distributes its products, as well as the rationale behind their strategic choices.

1.4 Scope of the Study

Participating in the internship program is an obligatory step for students aspiring to attain a B.B.A degree. During my internship, I was affiliated with the host organization called Shanta Holdings Ltd. This report encapsulates my firsthand encounter with daily office operations, theoretical insights, and is a result of both the guidance of my internal support and my official supervisor.

1.5 Methodology of the Study

Drawing from my educational background, I've acquired various research methodologies. This study provided me with the chance to apply my academic knowledge in a real-world context. Data collection predominantly involved secondary sources.

Sources of Data:

- Annual report of Shanta Holdings Ltd.
- Books, manuals
- Journals,
- Official publications
- Web sites
- Relevant industry reports
- Scholarly articles

1.6 Scope of the Study

Within my report, I have outlined the distinct operational phases of Shanta Holdings Ltd. I've also engaged in discussions with company personnel about sector background, market structure, and risk management aspects. Prior to delving into these details, I've provided a concise introduction to Shanta Holdings Ltd. to facilitate understanding of its functions and undertakings. As such, the report's scope encompasses a comprehensive understanding of Shanta Holding Ltd. Through analysis and assessment, I've endeavored to evaluate the overall operational performance using information sourced from documents and interviews with administrative officers.

Benefits:

- It helps to know about overall general activities of Shanta Holdings Ltd.
- It provides knowledge about products and services.

1.7 Limitations of the Study

During the course of my study, I encountered certain challenges that can be characterized as limitations or shortcomings of the research. These include:

- **Limited Timeframe:**
  A particular period of time has been given to me for preparing the report. But the limitation of the time is too short to collect data about the company but the report must be done.

- **Insufficient Data Availability:**
  As Shanta Holdings Ltd is a FDI (Foreign Direct Investment) based company and they haven't expanded their business in Bangladesh yet. For this there is a limitation of the data to collect for preparing the report.

- **Inadequate Records:**
  Due to Poor record keeping of this organization up to decreasing productivity as well as the information of the company. When employees are forced to track down the information, they need to complete tasks. But lack of information of the company it is not possible to complete the task. For Shanta Holdings Ltd there is this type of inadequate records keeping.

- **Incomplete and Ambiguous Data:**
  In time of conflicting the ambiguous data there is an example. Example is supposed there are two people named Frederick James Smith and Frederick John Smith. Suppose that a data base system contains records indexed by name, and that names are represented Lastname_Firstname_Middle-Initial. Then both people will be represented as Smith_Frederick_J and there is data ambiguity.

- **Uncooperativeness of Key Individuals:**
  In time of my internship in the company my supervisor was not much cooperative to provide details information for my report as well as my knowledge.

Chapter: 02

Review of Literature

2.1 Reviewof Literature

Financial ratios serve as a method for assessing a company's financial condition, profit, and loss. Shanta Holdings Ltd., like other financial and real estate institutions, caters to diverse stakeholders, including property owners, management, customers, suppliers, and regulatory agencies. Understanding financial data and market trends allows Shanta Holdings to foster innovation, improve service delivery, and adapt to market demands effectively.

Customers' purchasing decisions are shaped by various factors, including the availability of information. According to Kotler & Keller (2012), commercial sources are pivotal in guiding purchasing decisions. For Shanta Holdings, building a strong brand that resonates with quality and trust has proven instrumental in attracting customers who prioritize safety and reliability in real estate investments (Andrianto, 2013; Iswara and Jatra, 2017).

Marketing strategies serve as a bridge between Shanta Holdings and its target market, creating awareness about ongoing and upcoming projects. As highlighted by the Chartered Association of Business Schools (2020), strategic marketing is crucial in shaping consumer perceptions and driving purchase decisions. Studies by Khan & Dhar (2010) and Kivetz & Zheng (2017) reinforce the effectiveness of promotional programs, especially for high-value investments like real estate, in influencing customer choices.

Shanta Holdings is committed to a welfare-oriented approach, uplifting the economic status of its stakeholders and promoting equitable wealth distribution. Through innovative real estate projects, the company contributes to the socio-economic advancement of the nation, while balancing economic and philanthropic goals.

2.2 Development & Management of Financial Products

In the context of Shanta Holdings Ltd., the cornerstone of customer satisfaction lies in the quality and innovation of its real estate offerings. As Millat (2010) emphasizes, the development of unique products can act as a competitive advantage, driving revenue and symbolizing organizational growth. Shanta Holdings has adopted strategies to enhance the appeal of its properties through superior architectural design, sustainable building practices, and customer-centric features. To achieve international recognition, the company actively participates in trade fairs and promotes its projects through digital platforms.

2.3 Channels of Distribution

For Shanta Holdings, effective distribution channels are integral to ensuring customer access to its properties. Hoefler and Keller (2003) note the importance of strong brand associations in enhancing the effectiveness of distribution strategies. The company’s sales team works in tandem with exclusive agents and digital platforms to facilitate property transactions and provide customers with detailed project information. Beyond facilitating access, Shanta Holdings uses its

distribution network as a medium for continuous engagement and relationship building with clients.

2.4 Pricing for Financial Products

Pricing in the real estate sector is multifaceted, often reflecting the value of location, design, and quality. As Zavrsnik and Mumel (2007) observed in other industries, marketing communications, including advertising and public relations, play a significant role in conveying the value proposition of financial and real estate products. Shanta Holdings employs transparent pricing strategies while offering flexible payment plans to accommodate diverse customer needs, enhancing its appeal to a broad audience.

2.5 Communication & Promotional Activities of Financial Products

Promotion at Shanta Holdings integrates multiple roles: informing potential buyers about new projects, persuading them of the value proposition, and educating them about the long-term benefits of investment. Drawing on findings by Kincade, Woodard, and Park (2002), the company emphasizes personal interaction through dedicated sales personnel, supplemented by robust advertising campaigns. These promotional efforts are aligned with the company's broader marketing mix, aimed at acquiring new customers, retaining existing ones, and reinforcing its premium brand image. The use of digital platforms, traditional media, and direct client engagement ensures comprehensive market coverage.

Chapter: 03
Organizational Profile

3.1 Historical Background of Shanta Holdings Ltd. Associates

Shanta Holdings Limited (SHL) is a diversified conglomerate based in Dhaka, Bangladesh, with a significant presence in the real estate sector. The company was founded in 2005 by Khondoker Monir Uddin, who currently serves as its managing director. Prior to its focus on real estate, Shanta began its journey in 1988 within the ready-made garment (RMG) sector. The company established several key industries, including Shanta Garments Ltd, Shanta Industries Ltd, Shanta Wash Works Ltd, GDS Chemicals Ltd, and Shanta Denims Ltd. These ventures positioned Shanta as a pioneer in RMG exports, earning a solid reputation as a significant vendor for renowned apparel brands in the USA and Europe. In 2010, Shanta made a strategic decision to exit the RMG sector and concentrate on real estate development. This shift led to the sale of their stake in the RMG businesses to Dewhirst Group Limited. The company then redirected its efforts toward constructing modern, functional, and aesthetically pleasing living and working spaces, aiming to enhance the cityscape of Dhaka.

3.2 Company Profile

Their aspiration is to lead the way in real estate industry within Bangladesh and make a substantial contribution to the advancement of the national economy.

3.2.1 Vision,

- Continuously establish new benchmarks in the real estate sector by providing innovative and sustainable solutions.
- Delivering exceptional value and services tailored to meet the diverse needs of clients and stakeholders.
- Ensuring the highest standards of design, construction, and operational excellence in every project.
- Upholding ethical practices and honoring commitments to clients, partners, and communities.
- Integrating modern technology and sustainable practices to create long-term value in real estate developments.

3.2.2 Mission,

- Establishing itself as the most reliable and dependable real estate company in the market..
- Continuously adopting modern technologies and innovative practices to redefine industry standards.
- Aiming to lead the sector by providing high-quality and exceptional real estate solutions.
- Enhancing the real estate journey by focusing on customer satisfaction and services.
- Developing sustainable projects that provide long-term value for clients, communities, and stakeholders.
- Aspiring to become a benchmark for others in terms of quality, innovation.
- Offering competitive compensation packages to our dedicated employees.

3.2.3 Corporate Department

SHL stands out as a highly disciplined company with a unique corporate culture. Within this environment, we emphasize shared meaning, shared understanding, and shared sense-making. Our people perceive and comprehend events, activities, objects, and situations in a distinct manner.

The corporate culture that exists here is not imposed but rather has evolved organically through our corporate directives. The company's accomplishments are attributed to capable leadership, dedicated commitment, and the diligent efforts of all levels of management and staff. This collective success is made possible by a strong and quality-oriented corporate culture.

3.2.4 Risk Management Committee

The Committee's role is to support the Board of Directors in evaluating the company's strategies, policies, procedures, and internal control processes related to risk management. Additionally, it oversees and evaluates the risk management department and senior management concerning risk management matters.

3.2.5 Audit Committee

The corporate culture in place has not been imposed; instead, it has been established through the company's deliberate efforts. The company's success has been achievable due to capable leadership, dedicated service, and committed efforts from all levels of management and staff. This achievement is a direct result of a strong and high-quality corporate culture.

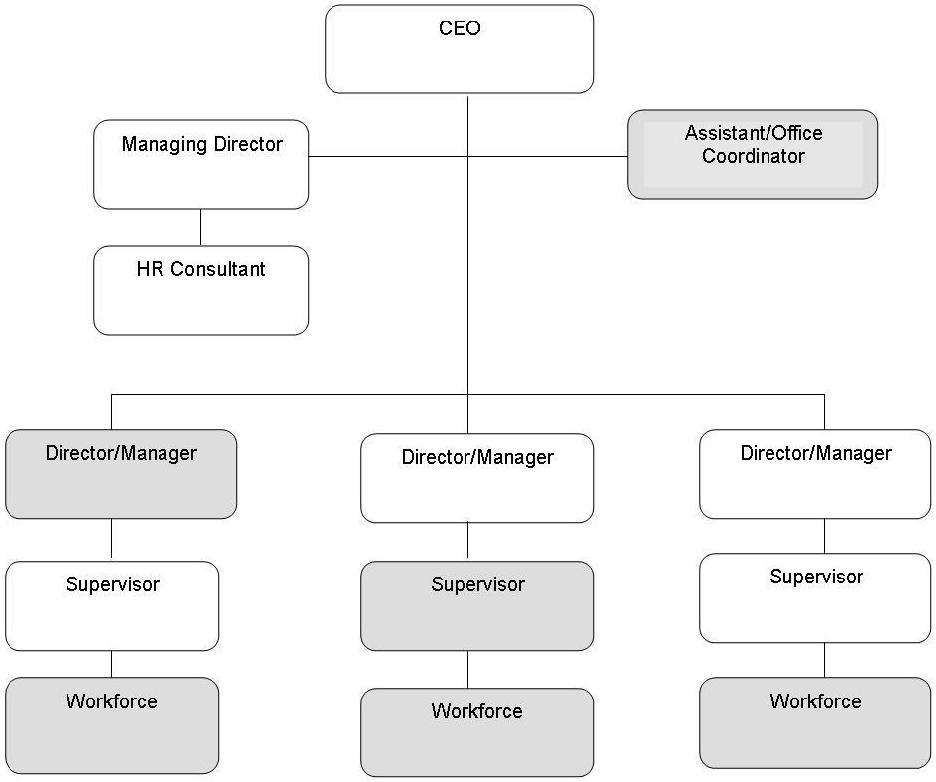
3.3 Foreign Trade Investment

- Origin in Ready-Made Garments (RMG)
- Collaboration with Foreign Partners
- Real Estate for Expatriates and Foreign Investors
- Foreign-Invested Healthcare Projects
- Education Sector Ventures

3.4 Human Resource Division

Enforcing the SHL Personnel policy is a significant duty carried out by the human resource division. This department conducts annual performance evaluations for each employee and maintains comprehensive records for every individual.

3.5 Organogram



3.6 Operations

- **Real Estate Development:** SHL has been instrumental in shaping Dhaka's skyline with projects such as Safura Tower, Shanta Western Tower in Tejgaon, and the construction of Amari Hotel Dhaka. The company is also developing Shanta Pinnacle, a 40-story building, and the Shanta Forum Twin Towers.
- **Healthcare and Education:** Through its association with STS Group, SHL has contributed to establishing Evercare Hospital Dhaka and educational institutions like International School Dhaka (ISD) and DPS STS Schools in Dhaka.
- **Financial Services:** The company has expanded into the financial sector with subsidiaries such as Shanta Securities Limited, Shanta Asset Management Limited, and Shanta Equity Limited, aiming to set higher standards in financial services.
- **Lifestyle and Hospitality:** SHL's ventures include Shanta Lifestyle, offering interior décor solutions, and The White Canary Café, enhancing its presence in the lifestyle and hospitality sectors.

International Operations:

While SHL's primary focus is on the Bangladeshi market, it has engaged in international collaborations, particularly in the education sector. Through STS Group, SHL is associated with the International School of Dakar.

Revenue Information:

Specific revenue figures for Shanta Holdings Limited are not publicly disclosed, as it is a privately held company. However, the company's significant investments and diversified operations across various sectors indicate a substantial economic footprint within Bangladesh.

Chapter: 04

Internship Responsibilities

4.1 Internship Responsibilities

During my one-month internship at the main branch of Shanta Holdings Ltd., I was assigned a role and specific responsibilities. My primary focus during this internship was to assist in the development of Shanta Holdings Ltd. promotional strategy. From September 01, 2023, to December 14, 2023, I collaborated closely with the Administrative Manager. During this period, my main responsibilities were centered around the Customer Service Department, where I had the opportunity to observe the marketing department's rules, regulations, and operational procedures.

4.2 Job Responsibilities

In the general customer service division of Shanta Holdings Ltd. at the main branch, I undertook various responsibilities. My workday typically commenced at 9:00 AM and concluded at 6:00 PM. During this timeframe, I performed a diverse range of tasks, which are outlined below.

4.3 Specific Job Responsibilities

- Collaboration with my colleagues, fast and efficient services
- Taking responsibility for the speed of transactions
- Friendliness of personnel
- Confidentiality of company
- Gather knowledge about the needs of customers

4.4 Nature of the job

Throughout my internship program, I was tasked with a variety of responsibilities within the Marketing department. I made an effort to align these tasks with my theoretical knowledge. However, it's worth emphasizing that practical experience provides a genuine insight into a company's operational procedures and enables one to evaluate all facets of the organization.

4.5 Subsidiaries and Brands

They have business and many companies around the world and they also work the variety types of products.

Shanta Holdings Ltd.		Shanta Construction Ltd
• **Residential, commercial, and mixed-use projects**		• **Residential, commercial, and industrial buildings**

Chapter: 05

Promotional Strategy of SHL

5.1 Segmentation

Segmenting financial product customers is crucial for developing an effective marketing strategy. To identify customer needs and requirements, companies focus on the following factors:

- Differentiation criteria
- Product maturity
- Market demand/trends
- Geographic concentration

According to survey findings, the company primarily utilizes advertising media to a significant extent, while personal selling is employed to a limited degree. Public relations are used moderately for promotional purposes. An analysis of the promotional tools employed by the company reveals that advertising is the most widely employed promotional method, followed by personal selling.

5.2 Promotional Strategy of Shanta Holdings Ltd.

➢ **Branding and Reputation Building**

• **Quality and Innovation:** Shanta Holdings emphasizes high-quality construction and innovative design in its real estate projects, which helps build a strong brand reputation. Iconic projects like Shanta Pinnacle and Shanta Forum serve as flagship developments showcasing their commitment to excellence.

• **Customer-Centric Messaging:** Marketing campaigns often highlight their focus on customer satisfaction, luxurious living spaces, and premium lifestyle offerings.

➢ **Digital Marketing**

• **Website and Social Media Presence:** Shanta Holdings maintains an engaging online presence through its official website and active social media platforms like Facebook, Instagram, and LinkedIn to showcase projects, provide updates, and engage with audiences.

• **Email Marketing:** Personalized email campaigns are used to inform potential buyers and investors about new projects, special offers, and milestones.

➢ **Event-Based Promotions**

• **Project Launch Events:** Shanta Holdings organizes exclusive events to launch new real estate developments, attracting media attention and potential clients.
• **Exhibitions and Property Fairs:** Participation in local and international property fairs helps them connect with a broader audience, including expatriates and foreign investors.

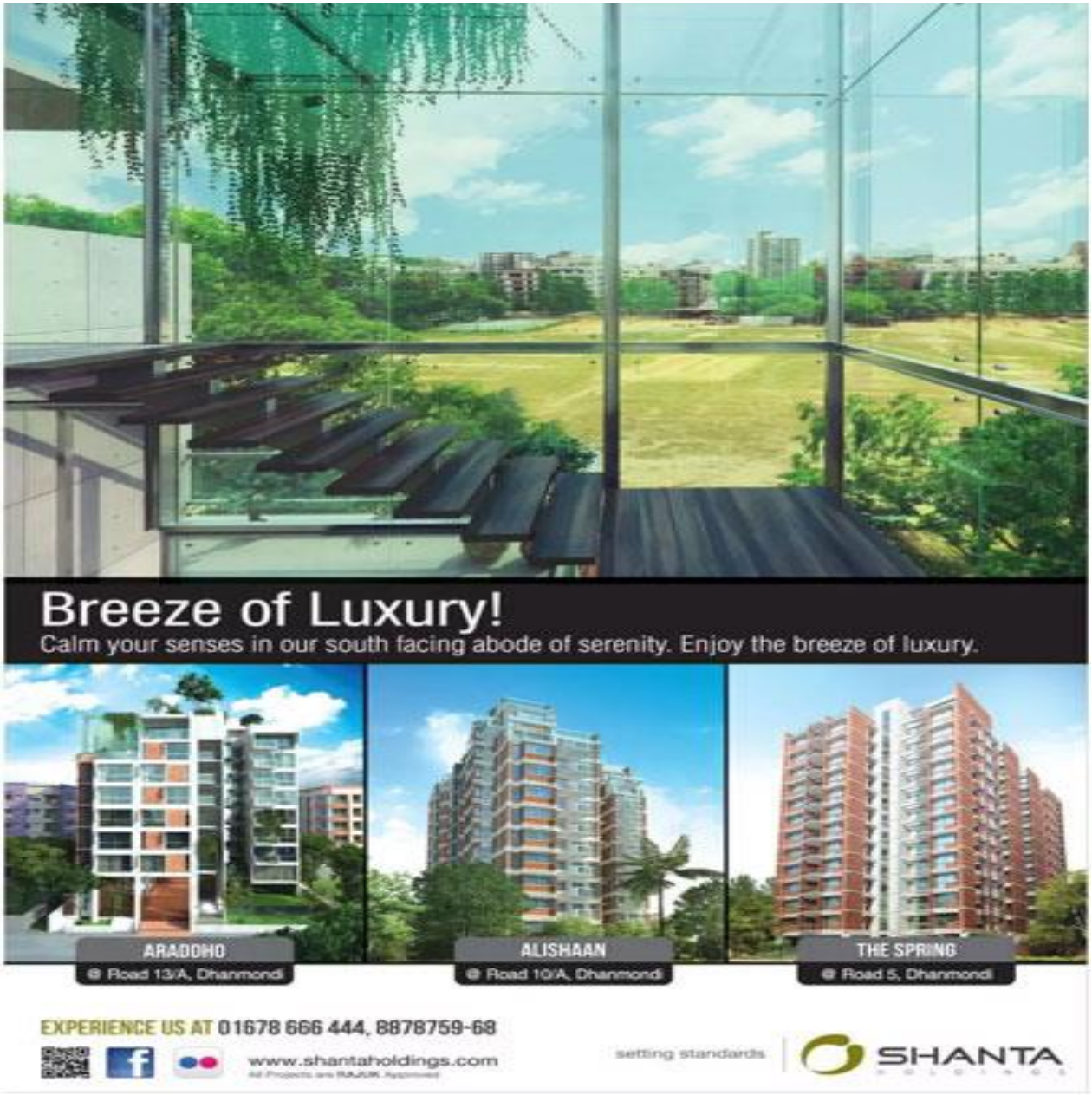
➢ **Strategic Partnerships**

- **Corporate Collaborations:** Partnerships with financial institutions, interior design firms, and international architects enhance the brand's credibility and appeal.
- **Celebrity Endorsements:** Influencers or public figures may be engaged to endorse specific projects, particularly in premium real estate.

➢ **Print and Outdoor Advertising**

- **Billboards and Hoardings:** Prominent advertising in high-traffic areas in Dhaka and other major cities creates visibility for their projects.
- **Brochures and Flyers:** High-quality promotional materials are distributed during sales events and through real estate agents.





5.3 Product Sample









These product samples reflect the diverse range of real estate offerings by Shanta Holdings, catering to different market segments, including residential, commercial, hospitality, industrial, and sustainable developments. The company ensures a broad portfolio of options, from affordable housing to luxury properties, to meet the demands of various clients and investors.

5.4 Customer Service Strategy

- **The Importance of Excellent Customer Service:** Good customer service plays a pivotal role, and Shanta Holdings Ltd. continually strives to provide specific services to their customers, which include:

- **Customer Satisfaction:** The primary goal of customer service is to ensure customer satisfaction. All branch staff consistently aims to provide the best service possible to customers.

- **Building Relationships:** Shanta Holdings Ltd. treats customers as valued guests. Floor supervisors warmly welcome customers upon their arrival at the branch and provide assistance until they depart. This approach fosters customer loyalty.

- **Meeting Customer Expectations:** As a service-oriented organization, Shanta Holdings Ltd. is dedicated to meeting and exceeding customer expectations. Customers expect higher service charges in exchange for superior service.

- **Positive & Negative Word of Mouth:** Shanta Holdings Ltd. adheres to the motto that "the customer is always right" and consistently maintains a courteous demeanor when interacting with customers. This approach influences positive word-of-mouth recommendations.

- **Customer Loyalty:** The Branch Service and Sales Officer (BSSO) and Customer Service Manager (CSM) express empathy in response to customers' hardships and share in their joyous moments. This further strengthens customer loyalty.

- **Responding to Increasing Market Competition:** Shanta Holdings Ltd. continuously introduces innovative strategies to transform potential clients into loyal customers.

Chapter: 06
Findings of the Study

6.1 Findings of the Study

- **Intermittent Delays in Real Estate Project Timelines:** Shanta Holdings occasionally experiences delays in the completion of real estate projects, which may affect customer satisfaction and company reputation.
- **Limited Promotional Activities:** The company's promotional efforts are relatively constrained, potentially leading to missed opportunities for brand visibility and customer engagement.
- **Technology Utilization:** There is potential for the company to increase its use of technology, likely for processes like automation, data analysis, or customer interaction.
- **Inactive HR Department:** The HR department appears to be very active.
- **Organizational and Communication Issues:** Operations in the field could benefit from better organization and improved communication, suggesting room for process optimization.
- **Digital Marketing Opportunity:** There is significant potential for the company to leverage social media platforms for digital marketing, which can expand its online presence and customer reach.
- **Limited Project Management Tool:** The existing project management tool has limited features, which may hinder efficient project planning and execution.
- **Website Performance:** The Company's website is not performing well, indicating a need for technical improvements and content updates to enhance user experience and online visibility.
- **Business Development Manager:** While the company has a good setup, hiring a dedicated business development manager can help identify growth opportunities and expand the business further.

Chapter: 07

Recommendations and Conclusion

7.1 Recommendations

Based on observations, analyses, ratio assessments, and employee feedback, I have several recommendations for Shanta Holdings Ltd. to enhance their operations and make their internal environment more dynamic. I believe these suggestions can help them effectively compete with their competitors.

- **Enhanced Advertising:** Shanta Holdings Ltd. currently has limited product advertising. To promote their offerings more effectively, they should consider increasing their advertising efforts. This includes showcasing more client information and products on their website.
- **Promotional Activities:** To bolster its brand presence, Shanta Holdings Ltd. should invest in more comprehensive promotional activities, such as increased TV advertising and a stronger focus on direct marketing.
- **Skilled Workforce:** It is crucial to recruit adequately skilled personnel. Company employees should be well-versed in effectively communicating with customers about deposits and other financial schemes. A skilled workforce enhances customer satisfaction.
- **Streamlined Account Opening:** For interested customers with valid identification, Shanta Holdings Ltd. should consider simplifying the account opening process by eliminating the requirement for an introducer. This can streamline the customer onboarding experience.
- **Customer Preferences Research:** Conducting thorough research into customer preferences and service choices is essential. This data can inform product development and service enhancements to better meet customer needs.
- **Expanding Service Elements:** To cater to diverse customer requirements, Shanta Holdings Ltd. should consider expanding their service offerings. This may necessitate recruiting more employees to provide comprehensive support to customers.

By implementing these recommendations, Shanta HoldingsLtd. can strengthen their market position and create a more dynamic internal environment to better serve their customers and compete effectively in the industry.

7.2 Conclusion

I have completed my internship at Shanta Holdings Ltd. Shanta Holdings Ltd. intends to play a primary role in the real estate activities of the country through adjusted administration, imaginative practices, energetic progress, and efficient organization it has made an unmistakable stamp in the region of private keeping money division at this point. Through an imaginative credit policy, it is also decisively occupied in the improvement of business, trade, and production.

Promising individual representative development and improvement, the company likewise offers a push to recognize and hold the human resources who can conceivably be the successors of the mission's basic parts. The company perceives that movement masterminding and organization are basic to the continued with advance. So, the company reliably reviews various leveled, divisional, and bunch capacity gaps to perceive, make, and hold the successor in a propitious method to meet solicitations without limits.

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