

00152

BCA



# **INTERNY REPORT**

**EAST WEST UNIVERSITY**

**DHAKA, BANGLADESH**



## ACKNOWLEDGMENT

First of all, I thank to Almighty Allah for best a wing me with patience for the completion of this Internship report for BBA Program.

Above all, I am indebt to express my soul hearted gratitude to Mr. M. Sayeed Alam, Senior Lecturer, Department of Business Administration, East West University for supervising me from the very beginning to the completion of the final report. It has been a pleasure and an honor to show our heartiest respect to **Mr. M. Sayeed Alam** for giving me the opportunity to work for this report. His enriched and powerfully structured discussion has been a great help in each step of this report writing.

I like to thank specially be external supervisor (organization), Head of the marketing Mr. Abul Hossain Khan, Director **Janab Dr. Mir Nasim Ali** and honorable Chairman **Janab Mir Quasem Ali** of KEARI LIMITED. I would like to express my gratitude to all those who helped me in any way to prepare this dissertation. It is very difficult to mention all the names because of this short span and limitation of time.





16 August, 2007

Abu Md Zubair Hossain  
ID: 2002-2-10-028

**Sub: Letter of Authorization**

Dear Students

As part of your course BUS-499, you are requested to do a report on Marketing Prospect and Customer satisfaction of Keari Ltd. You are requested to collect and analyze data and prepare a report with conclusion.

Submission date of the report is August 16, 2007.

Thank you very much.

Sincerely,

**Mr. M. Sayeed Alam**  
Senior Lecturer  
Dept. of Business Administration  
East West University



16 August, 2007

**Mr. M. Sayeed Alam**  
Senior Lecturer  
Dept. of Business Administration  
East West University

**Sub: Letter of Transmittal**

Dear Sir

I am pleased to submit the following report you had asked me to develop with a given guidelines. For this purpose, I made "Marketing Prospect and Customer satisfaction of Keari Ltd.", to be the subject matter of our report.

I am glad to submit it as part of completion of the requirements for my report (Bus-499) course with you.

We have tried our best in trying to put up a good report with as much information as we could gather during the limited span allotted for writing the report.

Thanking you for your kind support and help throughout the course, we remain.

Sincerely yours

A handwritten signature in black ink, appearing to read 'Abu Md. Zubair Hossain' followed by the date '16/8/07'.

**Abu Md. Zubair Hossain**  
ID: 2002-2-10-028



prospect of employment, income and better life in the city. To earning more money is only motto those who want to live in Dhaka.

Real Estate business built multistoried building. These were built for office and commercial purpose only. But now-a-days multistoried building is used for living. It is a new phenomenon in Bangladesh. People prefer multistoried building because of scarcity of open space in the important areas of the city, hazards of purchasing land and repaid increased in population. The people want to take place in the central part of the city for avoiding the traffic chaos and jam. It is a dream to middle class people of our country that they have an own house or land in city area. House ensures the social security. People gather in Dhaka and other small city because of increasing people. According to the statistics, in near future the people of Dhaka City will around Scorer and 22 lacks. So it is very difficult to lead life in city area. Apartment building is an essential part of modern urbanization. But it is very difficult to purchase a land, house or apartment.

There is no adequate land to build a building in the Dhaka City. Land source is limited. Inconsequent, the price of land is very high. No middle class people can buy a land by his saving or income. It also mentioned that not only middle class some higher-class people could buy it by his savings. If one wants to build a building by purchase a land in lieu of purchase a flat in Dhaka City or other city in country, one can take help from some real estate company.

I have tried of level best to represent the present situation of Real Estate industries in Bangladesh. Though Bangladesh is a poor country but people are very much concern about their housing facilities. In this case, they are seeking all time comfortable and luxury building and apartment. As a result, this sector is increased day by day. Land Development project create a new dream for middle class. They can easily purchase a land by instilment in Dhaka city or other city area. KEARI LIMITED is making an opportunity for middle class people. Those who are not able to buy a land at a timed they are able to buy a land by installment. But it is in Hemayetpur in Shavar. I hope this sector is increased day by day.



## TABLE OF CONTENTS

### TOPICS

### PAGE No.



<b>1. Introduction</b>	
1.1 Background of the study	2-3
1.3 Methodology of the study	17
1.4 Limitations	18

### PART-2

<b>2. Analysis</b>	
2.1 Porter's five competitive forces that determine Real Estate industry	20
2.2 Political, Economic, Social and Technology (PEST) Analysis	21
2.3 Strength, Weakness, Opportunities and threats (SWOT) analysis	21
2.3.4 Threats	22

### PART-THREE

<b>3. Features of the real estate Apartment</b>	
3.1 Common Facilities	25
3.2 Each apartment generally contain the following things	25



3.3	Standard Features and Amenities of the Project	26
3.4	Features and Amenities of Apartment	26
3.5	Other Common Facilities	27
3.6	Interpretation of consumer satisfaction survey	28
3.7	General terms and conditions for sale of Apartment	36
3.8	Price of the Apartment	38

#### PART-FOUR

#### **4. Findings and Results of the Consumers Satisfaction Survey:**

4.1	Family size of the consumer in Dhaka city	42
4.2	Educational Background & Occupation of head of the family	43
4.3	Nature of Occupation of head of the family	44

#### PART- FIVE

#### **5. Overall review of real estate sector:**

5.1	How to purchase a flat	47
5.2	Price- requisitions to purchase a flat	48
5.3	Build a building by purchase a land	49
5.4	Construction procedure	51
5.5	Step for construction	51
5.6	Importance and role of real estate in national economy	52
5.7	Contribution of national economy	52



5.8	Future Strategy of real estate Sector	55
5.9	Policy for facing Competitors	55
5.10	Marketing survey	55
5.11	When one will get house loan	56
5.12	House Building Finance Corporation (HBFC):	57
5.13	Housing; what's about the lower middle class?	58

## PART-SIX

### **Problem & Recommendation**

6.1	Problem faced by the consumers	60
6.2	Recommendation	60

## PART-SEVEN

7.1	Conclusion	63
-----	------------	----

## PART-EIGHT

8.1	Bibliography	60-61
-----	--------------	-------





## LIST OF TABLES

### PART- THREE

- |     |          |  |
|-----|----------|--|
| 1.  | Table-1  | (Family size of the consumer in Dhaka City)        |
| 3.  | Table-2  | (Nature of the occupation of head of the family)   |
| 4.  | Table-3  | (Number of Apartment in Building Complex)          |
| 5.  | Table-4  | (Number of floor in Building Complex)              |
| 6.  | Table-5  | (Apartment size of the Dweller)                    |
| 7.  | Table-6  | (Apartment size of the Complex)                    |
| 9.  | Table -7 | (Reason for selecting the apartment)               |
| 10. | Table-8  | (Description of apartment)                         |
| 11. | Table-9  | (Quality of fillings)                              |
| 14. | Table-10 | (Payment for security & other facility)            |
| 17. | Table-11 | (Reasons for dissatisfaction architectural design) |
| 18. | Table-12 | (Existence of various facilities)                  |
| 19. | Table-13 | (Means of Garbage disposal)                        |
| 21. | Table-14 | (Consumer satisfaction with the Builder)           |
| 22. | Table-15 | (Price of the apartment)                           |
| 24. | Table-16 | (Down payment of apartments)                       |
| 25. | Table-17 | (Time between installment)                         |
| 26. | Table-18 | (Delay in handing over)                            |
| 28. | Table-19 | (Reasons of consumer dissatisfaction)              |



#### PART – FOUR

1. Table – 1 (Family size of the consumers)
2. Table-2 (Educational background & occupation of head of the family)
3. Table-3 (Nature of occupation of head of the family)

#### PART – FIVE

1. Table – 1 (Area wise price list)

#### LIST OF GRAPHS

1. Graph-1 (House owner's family size of the apartment in Dhaka City)
2. Graph-2 (Nature of Occupation of head of the family)
3. Graph-3 (Nature of Apartment in Building Complex)





# *Part-I*

## *Introduction*



## 1. INTRODUCTION

### 1.1 Background of the study:

KEARI Limited is a private limited company. It was established in 1996, primarily to meet the Housing demands of urban population. Five following enterprising and dedicated personalities undertook the venture –

- **Janab Engr. Md. Eskander Ali Khan**
- **Janab Dr. Mir Nasim Ali**
- **Janab Mir Quasem Ali**
- **Janab Md. Shamsul Huda FCA**
- **Janab Md. Fakhru Islam PhD**

In last 10 years it has successfully constructed 15 apartment/commercial projects and has earned good reputation and trust of the associates. Though the activities of the company initially started at Dhaka city, subsequently in the year 2000, it was expanded to Chittagong, the port city of Bangladesh. At present the company is equally strong in both the major cities in Real Estate business.

While pursuing the primary business activities of building construction, KEARI had its first business diversification in Poultry Hatchery in 2001. At the same time it stepped into the venture of Tourism with country's first ever Ocean going tourist vessel of International standard "KEARI SINDBAD" carrying Tourists in between Teknaf and Saint Martin Island.

When the expansion/consolidation of the existing business activities are being pursued vigorously, the efforts of diversification is being continued by adding Land project and other related business activities.

In the meantime the company is also prepared and set to expand its business activities abroad.

### Corporate Body

The apex body of the management is the Board of Directors Headed by Chairman. Managing Director (MD) is the Executive Head of the Organization. In addition, there are two working directors – Director Technical and the Director Administration. The company also has got two dedicated consultants. As usual, the projects are managed by the Project Director(s)/Manager(s), having experienced/skilled manpower under them. The company secretariat does the secretarial and the coordinating jobs on behalf of the Board. Marketing, Accounts & Administration departments are integral to the organization as that of others.



## Hierarchy

### Chairman: **Janab Mir Quasem Ali**

- Masters in Economics, Dhaka University, Dhaka.
- Chairman, Management Committee, Diganta Media Corporation Limited.
- Ex Vice Chairman, Islami Bank Bangladesh Limited.
- Ex – Chairman, IBBL Executive Committee.
- Member Secretary, Islami Bank Foundation.
- Country Director, RABITAT AL-ALAM-AL-ISLAMI.
- Chairman, Agro Industrial Trust.
- Member, Administration, IBNE SINA TRUST.
- Director Marketing, IBNE SINA PHARMACEUTICAL INDUSTRY LTD.

### Managing Director: **Janab Engr. Md. Eskander Ali Khan**

- Bsc. Engr. (Electrical), (BUET), Dhaka.
- Director, Islami Bank Bangladesh Limited (First Term 1995 to 2003, Second Term 2007 to till date).
- Ex Director, First Security Bank Limited (2003 to 2006).
- Ex Principal and Planning Engineer, Dubai Ministry of Power Generation and Distribution (18 Years).
- Chairman, Financial Management Committee, Diganta Media Corporation Limited.
- Chairman, Managing Committee of Islami Bank Institute of Technology.
- Chairman, Academic Committee of Islami Bank International School & Collage.
- Vice Chairman, Industrialist and Businessman Association, Bangladesh.

### Executive Director: **Janab Dr. Mir Nasim Ali**

- MBBS, MPH (NIPSOM), Dhaka.
- Ex Medical Consultant to the K. S. A Ministry of Health (17 years).
- Chairman, Baitus Salam Medical Center, Dhaka.
- Chairman, Al – Arafat Steel Mills Ltd.

## Other Directors

### **Director – Mrs. Saida Akhtar**

Master in Arts from the Dhaka University

### **Director – Mrs. Tasmina Fakhru**

Bachelor of Science (Hons)

## Consultants

### Development Consultant: **Janab Md. Fakhru Islam, PhD**

- Professor and the Head of the Department of Metallurgical Engineering, BUET.
- B.Sc. Engineer (Metallurgy) BUET, Dhaka.
- A PHD in material and metallurgical engineering from UK



**Financial Consultant: Janab Md. Shamsul Huda FCA**

- Director Islami Bank Bangladesh Ltd.
- Publisher The Daily Naya Diganta.
- Chairman, Huda Hossain & Co. a Chartered Accountant firm.

**Architectural Consultant: Janab Ahsanul Mulk**

- A Bachelor in Architecture, BUET.
- Proprietor of AMAS, an architectural consultant firm.

**Working Directors**

**Director Technical: Janab Eng Misbahuddin Khan**

- B. Sc Engineer (Civil), BUET
- Structural Engineer of Hotel Sarina, Gulshan; First Steel Structured Building in Bangladesh.
- Director Bangladesh Co Operative Book Society Ltd.
- Associate Consultant, IDB Bhaban, Dhaka.

**Director Administration: Janab Brigadier General (Retd) Engr A A M A Rob**

- Ex Chairman, Dhaka Electric Supply Authority (DESA).
- Ex Director, Production Planning and Procurement, Bangladesh Armed Forces Welfare Trust (Sena Kalyan Sangstha).
- Member Foreign deligate, UK, Canada, Japan, China, India & Myanmar.

**Human Resources**

At present we have 40 engineers, 20 marketing executives, 10 administrative & other officers working with us. In addition, we have about 100 technical staffs of various categories and 50 general staffs. About 200 engineers/technical hands working with our contractors/sub contractors are also our strength.

Indirect associations (suppliers/sellers/agents) of many people are mutually helpful/beneficial.

**Financial Information**

Since its creation, in last ten years, we have an investment of about 2 Million US dollars. The yearly turnover is about 100 Million US dollar. The company strictly follows the principle of Islami Banking in dealing with the financial investments & transactions. Our financial associate/partners (Bank/Institutes) are as under:

- Islami Bank Bangladesh Limited. (IBBL)
- Prime Bank Ltd
- Shajalal Islami Bank Ltd
- Al Arafa Islami Bank Ltd
- Islamic Finance & Investment Ltd. (IFIL)

**ACHIEVEMENTS IN REAL ESTATE  
COMPLETED/SOLD**

**DHAKA**

**DHANMONDI**

**1. Name of the Project : KEARI PLAZA**

Type : Commercial  
 Land Area : 10 Katha  
 No of Stories : Six Storied  
 Location/Address : House # 83, Satmosjid Road  
 Road # 8/A, Dhanmondi, Dhaka. -1209



**2. Name of the Project : KEARI MANOR**

Type : Residential  
 Land Area : 10 Katha  
 No of Stories : Six Storied  
 No of Flats : Ten  
 Location/Address : House # 45, Road # 12/A,  
 Dhanmondi, Dhaka-1209



**3. Name of the Project : KEARI PAANSHI**

Type : Residential  
 Land Area : 9.4 Katha  
 No of Stories : Six Storied  
 No of Flats : Fifteen  
 Location/Address : House # 110, Road # 9/A,  
 Dhanmondi, Dhaka-1209



**4. Name of the Project : KEARI SPRING**

Type : Residential  
 Land Area : 20 Katha  
 No of Stories : Six Storied  
 No of Flats : Twenty  
 Location/Address : House # 92, Road # 11/A, Dhanmondi,



**GULSHAN**

- 13. Name of the Project : KEARI KETON**
- Type : Residential
- Land Area : 10 Katha
- No of Stories : Six Storied
- No of Flats : Fifteen
- Location/Address : House # 78 & 80, Block # B Niketon, Gulshan.



**CHITTAGONG**

**CHAWAK BAZAR**

- 14. Name of the Project : KEARI ELYSIUM**
- Type : Residential & Commercial
- Land Area : 23 Khata
- No of Stories : Nine Storied
- No of Flats : Sixty
- Location/Address : 1 No Rashik Hazari Lane, Pared Corner, Chawk Bazar, Chittagong.



**ON GOING PROJECTS – REAL ESTATE, DHAKA**

**DHANMONDI**

- 1. Name of the Project : KEARI DIAMOND**
- Type : Residential
- Land Area : 15.62
- No of Stories : Six Storied
- No of Flats : Twenty Five
- Likely date of completion: **April 2008**
- Location/Address : 42/A, Indira road, Dhaka.





2. **Name of the Project** : **KEARI ZANNAT**  
 Type : Residential  
 Land Area : 5 Katha  
 No of Stories : Six Storied  
 No of Flats : Ten  
 Likely date of completion: **December 2009**  
 Location/Address : House # 713, Road # 10  
 Baitul Aman Housing Society  
 Mohammadpur, Dhaka.



3. **Name of the Project** : **KEARI PEARL**  
 Type : Residential  
 Land Area : 5 Katha  
 No of Stories : Six Storied  
 No of Flats : Fifteen  
 Likely date of completion: **June 2008**  
 Location/Address : Plot#15 & 17, Road no. 14,  
 PCculture Housing Society,  
 Mohammadpur, Dhaka.



4. **Name of the Project** : **KEARI CRESENT**  
 Type : Commercial  
 Land Area : 9 Katha  
 No of Stories : Six Storied  
 Likely date of completion: **June 2008**



5. **Name of the Project** : **KEARI HEMADREE**  
 Type : Residential  
 Land Area : 3.93 Katha  
 No of Stories : Nine Storied  
 No of Flats : Seventeen  
 Likely date of completion: **October 2008**



**WARI**

**6. Name of the Project** : **KEARI GARDEN**  
 Type : Residential  
 Land Area : 10.5 Katha  
 No of Stories : Sixteen Storied  
 No of Flats : Sixty  
 Likely date of completion: **June 2008**  
 Location/Address : 4, folder street, Wari, Dhaka



**BARIDHARA, J – Block**

**7. Name of the Project** : **KEARI FADL**  
 Type : Residential  
 Land Area : 4.5 Katha  
 No of Stories : Six Storied  
 No of Flats : Ten  
 Likely date of completion: **September 2009**  
 Location/Address : Plot No 2/B, Road No-10, Block- J, Baridhara, Dhaka.



**UTTARA**

**8. Name of the Project** : **KEARI NAZ**  
 Type : Residential  
 Land Area : 7 Katha  
 No of Stories : Six Storied  
 No of Flats : Fifteen  
 Likely date of completion: **December 2009**  
 Location/Address : Plot # 11, Road # 15, Section # 3 Uttara, Dhaka.



**9. Name of the Project** : **KEARI DALIA**  
 Type : Residential  
 Land Area : 5 Katha  
 No of Stories : Six Storied  
 No of Flats : Ten  
 Likely date of completion: **June 2009**



KALLAYANPUR

- 10. Name of the Project : KEARI JOARDER**  
 Type : Residential  
 Land Area : 50 Katha  
 No of Stories : Thirteen Storied  
 No of Flats : One Hundred Two  
 Likely date of completion: **September 2010**  
 Location/Address : House # 3C, 3C/1, 3ka,  
 Kallayanpur, Dhaka



- 11. Name of the Project : KEARI BURUJ**  
 Type : Residential  
 Land Area : 47.3 Katha  
 No of Stories : Fifteen Storied  
 No of Flats : Two Hundred Fifty Two  
 Likely date of completion: **March 2010**  
 Location/Address : Kallanpur, (Beside) Khaja Market)  
 Mirpur, Dhaka



JURAIN

- 12. Name of the Project : KEARI NAGAR**  
 Type : Residential  
 Land Area : 150 Katha  
 No of Stories : Six Storied  
 No of Flats : Five Hundred Seventy Six  
 Likely date of completion: **March 2011 (First Phase)**  
 Location/Address : House # 364, Khandoker Bari,  
 Khandoker Road ,Jurain, Dhaka.



**CHITTAGONG**

**NASIRABAD HOUSING SOCIETY**

- 13. Name of the Project** : **KEARI MASWOOD**  
 Type : Residential  
 Land Area : 11.5 Khata (Approximate)  
 No of Stories : Nine Storied  
 No of Flats : Thirty Two  
 Location/Address : Road No-3, House No- 74/A,  
 Nasirabad Housing Society, Chittagong.



**JAMAL KHAN**

- 14. Name of the Project** : **KEARI KHAN**  
 Type : Residential & Commercial  
 Land Area : 11.75 Khata  
 No of Stories : Sixteen Storied  
 No of Flats : Sixty Five  
 Likely date of completion : **December 2009**  
 Location/Address : Holding No- 56/E, Jamal Khan,  
 Chittagong.



**HALISHAHAR HOUSING SOCIETY**

- 15. Name of the Project** : **KEARI TAYEB**  
 Type : Residential  
 Land Area : 3.75 Khata  
 No of Stories : Six Storied  
 No of Flats : Ten  
 Likely date of completion : **April 2008**  
 Location/Address : Plot No-21, Road No-03,  
 Block -K, Halishohor, Chittagong.



- 16. Name of the Project** : **KEARI NAIMA**  
 Type : Residential  
 Land Area : 7.5 Khata  
 No of Storied : Six Storied  
 No of Flats : Eighteen



**JOYNAGAR HOUSING SOCIETY**

**17. Name of the Project** : **KEARI SULTANA**  
 Type : Residential  
 Land Area : 10.19 Khata  
 No of Stories : Six Storied  
 No of Flats : Twenty  
 Likely date of completion : **June 2009**  
 Location/Address : Plot No-16, Joynagar Housing Society,  
 Chawak Bazar, Chittagong.



**SOUTH KHULSHI**

**18. Name of the Project** : **KEARI ROWSHAN**  
 Type : Residential  
 Land Area : 7.2 Khata  
 No of Stories : Nine Storied  
 No of Flats : Sixteen  
 Likely date of completion : **September 2009**  
 Location/Address : South Khulshi,  
 Opposite to City Corporation A/C  
 Mosque, Chittagong.



**WASA MOOR**

**19. Name of the Project** : **KEARI S.A TOWER**  
 Type : Residential & Commercial  
 Land Area : 7.88 Khata  
 No of Stories : Nine Storied  
 No of Flats : Eighteen  
 Likely date of completion : **December 2010**  
 Location/Address : CDA Avenue, WASA Moor,  
 Chittagong.



## POULTRY HATCHERY

### General Description:

As has already been described, the "KEARI Poultry Hatchery" is the first business diversification of KEARI Ltd. which was started in 2001. It is located about 100km away from Dhaka, at Trishal, Mymensing, in a pollution free area of the village Magurjhara. The salients points of the project are given below:

### First Project:

Project Area	: 15 Acre
Type of project	: Environment Control Breeding Farm & Hatchery.
Capital Investment	: Tk.10 Corers
Product	: DOC (Day old chicks)
Production Capacity	: 70,000/week, 36,40,000/anum
Distribution Network:	Distributed by company's transport/under own arrangements through enlisted Agents.
Yearly Turnover	: Tk.8 Crores
Profitability	: Is run profitably
Good will	: Has earned the trust of the farm (Broiler) owners.

### Expansion Unit – 1:

Project area	: 5 Acre (In a near by area of First Project)
Type of project	: Environment Control Breeding Farm & Hatchery.
Expanded capacity	45,000/week, 23,40,000/anum
Implementation state:	Already implemented.

### Expansion Unit – 2:

Another unit in a separate area on a land of about 40 bigha with a production capacity of 115,000 DOC per week has already been approved by the KEARI BOARD. Implementation process is in progress.

### Poultry Slaughtering and Further Processing Plant:

After the success in Poultry Hatchery Project, to meet the growing demand of ready and advanced poultry products, the company is considering the establishment of a modern slaughtering and further processing plant. Implementation will start as soon as the details are worked out and finalized.



### Poultry Rearing House:

To support the requirements of inputs for the planned Slaughtering House, own source of live birds is a necessity. To meet such requirements, establishment of a Rearing House with own DOCs (Day old chicks) is also under considerations, which other wise will ensure the use of own surplus DOCs whenever required and can be marketed (live chicks) in the local market also.

### KEARI TOURS AND SERVICES

#### General Description:

KEARI Tours and Services is the second diversified business activities of Keari Ltd. The Head Office of Tours and Services is in the Tourist Town of Cox's Bazar with offices/establishments in the following places:

- Dhaka
- Chittagong
- Rangamati
- Teknaf
- St Martin

### KEARI SINDBAD

The company built the country's first ever ocean going Tourist vessel of international standard "KEARI SINDBAD". "KEARI TOURS & SERVICES" was the pioneer in carrying Tourists in between Teknaf and St. Martin Island in an organized manner which enabled people from home and abroad to visit and enjoy the scenic beauty of Bay of Bengal and the Island. It is being run for last three years and has earned confidence and trust of the people.

### KEARI KARNAPHULLY:

Immediately after the success with the 'KEARI' SINDBAD, another carrier named "KEARI KARNAPHULLY" has been launched at RANGAMATI in 2007, for the tourists to see the beautiful Kaptai–Rangamati Lake along with the scenic spots like SUVALONG, PADA TING TING, RAJBAN BIHAR in a risk free environment, (instead of using local/country Boats). This arrangement has also attracted the attention of Tour loving people.

### KEARI TARANGA:

Another ship "KEARI TARANGA" has been added with the fleet, to allow the tourists to have a look at the river side area from Chittagong to Kaptai, while traveling through the river Karnaphully. Hope fully this will be an added attraction to see and enjoy the beauty of nature from a different perspective.

### KEARI MARZAN:

We have a Restaurant of our won at St. Martin named "KEARI Marzan". This is generally used to entertain (Serving meals/snacks) the tourists. This is well known to the tourists and liked by them.

### KEARI SHARDUL:

These are another Restaurant at our Teknaf Ghat/Jetty to provide services to the tourists who will be waiting for the ship or boarding it.

### TEKNAF JETTY/GHAT:

We have our own Jetty at Teknaf to have exclusive 'Boarding site for Tourists/Passengers of our ship.

### KEARI HEMAYETPUR LAND PROJECT

#### General Description:

Since there exists a huge demand for land plot, "KEARI LTD" has undertaken a land project at Hemayetpur at a distance of about 10km (about 20 minutes Drive) from the Parliament House.

Proposed project is surrounded by Karnatali River on the north and east. The area is pollution free having wide open agricultural land and thick vegetation (Villages) on the North and South. The Future national Mausoleum has been earmarked in the near by Dhamsona Strategic Planning Zone (SPZ) of RAJUK.

The area is still virgin. So thoughtful and modern planning with necessary allied facilities will make the project a success.





### **Project Planning:**

It is intended to plan the project with an area of about 2000 acres of land to be completed in 3 steps in about 15 years time. In the first step we would like to develop an area of about 250 acres of land. It is expected that the first phase of project will be completed in about five years time. Based on the experience of first phase, the social requirement, demand of the customers and the go of the business, timely actions will be taken to pursue the subsequent projects.

**Likely plot sizes:** 10, 7, 5, 3 and 2.5 Kathas.

### **Common Facilities:**

School/Collage, Hospital, Mosque, Community centre, Play ground, Park, Water body, Market, Roads, Security Post and adequate open space.

### **Land Utilization:**

As per RAJUK rule 30% - 35% land of the project will be utilized for the development of the common facilities. Rest of the land will be suitably planned for residential plots.

### **Progress of the project:**

- The project has already been registered in RAJUK.
- Local land owner have already been organized.
- Land procurement has started.

### **Commitment:**

In totality, a country with a population of about 16 crores, such a project with imaginative touches is likely to benefit the nation, the customers as well as the entrepreneurs. We are serious to pursue the project for intended results.

### **Expansion of Business Abroad:**

By the grace of Almighty Allah, when KEARI LTD is on the firm footing in the country, the management is thinking of diversifying its business activities abroad. Since a construction boom is going on in the Middle East countries which are in line with our original business, initially we intend to participate in such business activities there. Subsequently it can be diversified in other fields and other countries.



## 1.2 Objectives of the study:

Every empirical study possesses some objectives behind its implementation. We have run this survey study on some purpose and objectives. The main purpose of the study is to evaluate and understand the present overall situation of the apartments of Real Estate Companies and the consumer's satisfaction about their apartments. Other objectives are given below:

### 1.2.1 Broad Objective:

- To give an overview of “A Study on Marketing Prospects and Customer Satisfaction of KEARI LIMITED”.

### 1.2.1 Specific objective:

- ❖ To identify the buyer's status and profession.
- ❖ To find out the house owners and renters ratio.
- ❖ To know the numbers of apartments and their length in a building complex.
- ❖ To show about the fittings and tiles of the apartments and buyers satisfaction about this.
- ❖ To know the price of apartments of various place.
- ❖ To know the consumer's satisfaction about the price.
- ❖ To find out what types of facilities are given by the builders to the buyers.
- ❖ To find out the payment procedure of the flats,
- ❖ To know the architectural design of the building and consumers opinion about the design.

## 1.3 Methodology of the study:

The study made use of mainly primary data as well as appropriate secondary sources of data and information. Some section of the study has been done on the basis of secondary data only Rest of the section has been done on the basis of primary and secondary data personal observation, interview are also used for comment in various part of report

### 1.3.1 Sample design:

#### 1.3.1. A. Selection of zone & sample:

First of all the whole municipal area of Dhaka is selected this “municipal area” is divided into some major zone's according to apartment location of the Real Estate developers. Two major zones are considered as data collection zone. Apartments are the sample.

#### 1.3.1. B. Sample size:

Total 15 apartments of 8 Real Estate companies were selected from the two Zones to conduct survey.



### Sample selection:

A numbers of apartments in different Real Estate companies were in my zone. But I could cover only 15 sample due to time, lack of communication and finance constraints.

Many of these adverse situations had to be faced during this session. I could not collect data and information from some apartments for this proper co- operation.

### Training of data collector:

For proper conduct of an important survey of this type an arrangement for intensive training was made for surveyor. Our supervisor teacher took some effective classes.

### Design process of instrument and of survey questionnaire:

#### Survey instruments:

The questionnaire for the Real Estate Survey was carefully designed on the basis of the objectives of the survey. To finalize the questionnaire and development instruction and training manuals, control forms, survey procedures etc. two pretests were carried out

#### Data collection and Supervision:

Owners or renters of the apartments filled survey questionnaires. Sometimes the questionnaire has to be filled by face to face interview. Our supervisor teacher made close supervision.

#### Data processing:

Table was prepared as the table plan given by our supervisor teacher. Data c try and tabulation were done totally manual.

### 1. 4 Limitation of the study:

A study like this is bound to have limitation I hose arc stated bellow

- ❖ Study of this nature requires sufficient experience In this case the researcher
- ❖ was short of that
- ❖ Not disclosing proper information on the part of the concerned peoples.
- ❖ Small sample size
- ❖ No fund except personal.
- ❖ Shortage of time is another major problem.
- ❖ Some time relevant person were not available due to their own constrains.



# *Part-II*

# *Analysis*



## 2. ANALYSIS:

### 2.1 Porter's five competitive forces that determine

#### KEARI LIMITED:

##### 2.1.1 Suppliers:

Suppliers have a great impact on this industry. They play a very important role. For KEARI LIMITED raw materials like break, cement, rod, steel and processing equipment are needed. The suppliers generally supply these materials. They have the great bargaining power with the industry owners. They may create artificial crisis or may increase the value of the products. As a result, the industry owners may face problem

##### 2.1.2 Buyers:

Real estate business is not so old rather it is new. Thus the demand for real- state in the market is low. Besides, a group of rich people only effort to take it type of flat house. So the buyers are in a great position to bargain with the industry owners like KEARI LIMITED. It is observed that in Dhaka, only in a few areas we can see this type of real estate building.

##### 2.1.3 Substitutes:

KEARI LIMITED faces a challenge from the local house building. Most of the people of Bangladesh are poor. They can not afford to live in this type of apartment building, because of the economic problem: On the other hand, there are a large number of local houses building and they are also very cheap then KEARI LIMITED building As a result, real estate industry faces a great challenge from them.

##### 2.1. 4 Potential Entrants:

Bangladesh economy is free market economy. One can easily enter or exit in the business. As a result any one who has the financial capabilities he can start the business. It may create threat to the KEARI LIMITED. It may hamper or loses the potential market of the real state business.

##### 2.1.5 Industry competitors:

Today real estate is very much popular to the people. The man, who has the ability to make a house, he is taking an apartment. The number of businesses is increasing day by day. As a result, the competition among them is also increasing. The business people, who are giving many facilities, they are doing better.

Besides, a group of existing firm who started the business first, they are also involving in this business again.



## 2.2 Political, Economical, Social and Technological Analysis (PEST Analysis):

By discussing PEST analysis, get the following headings:

### 2.2.1 Political factors:

Political affiliation or political interference can affect the real estate industry. Hartal, strike may create barriers to the construction activities or may create problems to the suppliers to supply the raw materials. Political leaders can also show muscles for money

### 2.2.2 Economic factor:

Real estate business needs a large amount of money at a time to continue and maintain. Economic condition is a great factor here, the investment in this area is stagnant in nature.

### 2.2.3 Social Factors:

Social factors that influence the real estate business are discussed below:

#### a) Public preference:

Once upon a time, people were not aware about it they did not wanted to live in a single flat. Today people are very much conscious about it. They prefer live in apartment building to live in an own- made building.

#### b) Sound environment:

Apartment building provides a sound environment to the residences both for the Children and adults. It ensures security both the physical resources and human resources.

### 2.2.4 Technological factors:

People are living in the ago of science. Science has captured in all the fields of our life. Apartment industry is the one result of technological improvement. It ensure proper electricity, water and gas supply, intercom connection entertainment facilities both for children and adults by providing park or pool, physical exercise space and many other facilities As a result, people arc getting highest advantages in this area

## 2.3 Strength, Weakness, Opportunities and Threats (SWOT) Analysis:

By Discussing SWOT analysis, we may get the following observation about the KEARI LIMITED.

### 2.3.1 Strength:

Strength of KEARI Limited are given as follows:



- ✦ Highly qualified company management.
- ✦ Regular monitoring forms top-level management.
- ✦ Committed to client and other stakeholder.
- ✦ Flexible payment method.
- ✦ Efficient and dedicated employee.
- ✦ Comfortable working environment.
- ✦ Maintaining Standard quality of product.
- ✦ Choosing standard, modern and unique design of Apartment.
- ✦ It ensures a good environment for the people.
- ✦ By a minimum effort people can be the owner of a flat.
- ✦ Better communication with the customers.

### 2.3.2 Weakness:

Weakness of KEARI Limited are given as follows:

- It sometimes Delay to Handover apartment to the customer.
- The promotion Of Keari Limited is very weak.
- It requires a vast amount of money.
- It creates stagnation in the economy
- It is more suitable for the middle classes people.
- It is only suitable for single family not for combine family

### 2.3.3 Opportunities:

Population is increasing day by day tint on the other side, the local land is not increasing.

Real estate industry is a promising industry. It is increasing day by day. If it can be made in a pro planned manner, it can solve the housing problem of our country. It can create opportunities in future, if government gives assistant to this industry. Proper initiative is needed to take. We can change the general people perception about Suitability conformability, and security of housing.

### 2.3.4 Threats:

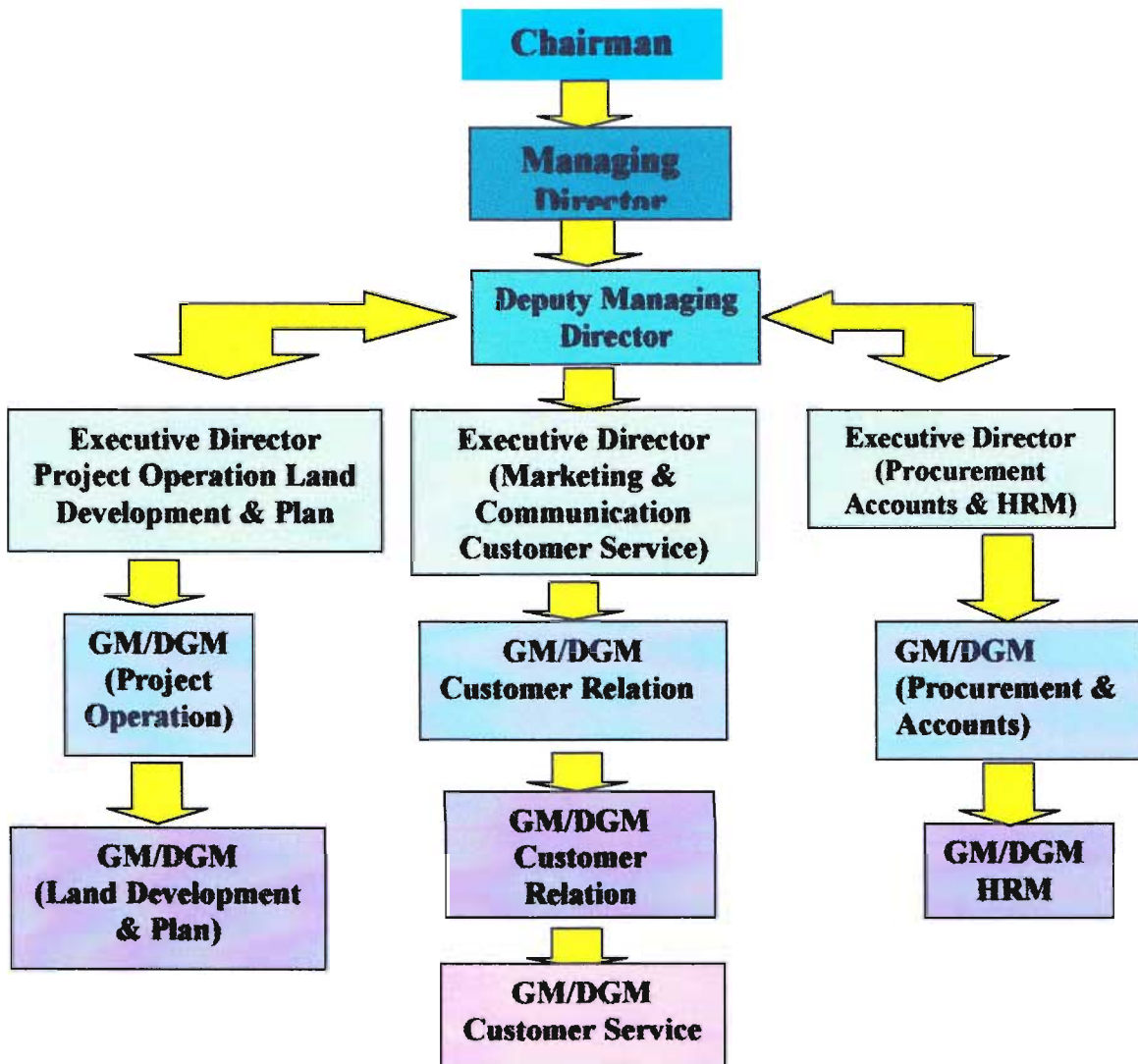
Real estate industry is a new business it will proper initiative and guideline are not to take, it may loose its renounce. The industry Owners can not create the acceptance on the consumers mind; it will loose its entity.

I may face the following threats

- Political affiliation in the industry
- Industry competitors may create problems among themselves
- If potential consumers less than the industry owners



## CORPORATE MANAGEMENT







*Part-III*  
*Features of the*  
**KEARI LIMITED**



### 3. FEATURES OF THE REAL KEARI LIMITED:

#### 3.1 Common Facilities:

- ❖ Reception lounge
- ❖ Lift
- ❖ Lift lobby and stair case
- ❖ Driver's rest room
- ❖ Guard room
- ❖ Prayer room
- ❖ Toilet

#### 3.2 Each Apartment generally contain the following things

- ❖ Foyer
- ❖ 4 Bed rooms
- ❖ Master bed with attached bath & dress room
- ❖ Children bed with attached bath & dress room
- ❖ Children bed with attached bath. & veranda
- ❖ Guest bed
- ❖ Living with veranda
- ❖ Dining space with veranda
- ❖ Family lounge with veranda
- ❖ Kitchen with store, veranda & washing space
- ❖ Maid bed with attached toilet
- ❖ Common bath



#### 3.3 Standard Features and Amenities of the Project:

##### 3.3.1 Safety Features:

- ❖ Lightening arrestor shall be provided at the top of the building for protectiveness.
- ❖ The project will be designed to withstand earthquakes up to 7.0 Richter scale.
- ❖ The project will be designed to withstand wind velocity up to 200 Km/h
- ❖ Termite control will be provided to the building.

##### 3.3.2 Common Features:

- ❖ Off white situ mosaic on reception area and star, Fu-Wang tiles in lift lace.
- ❖ Quality lift from reputed international manufacturer Stand-by, generator for
- ❖ Lift and water pump
- ❖ Two emergency lights in each apartment (Living and Master bed).
- ❖ Common space/stair lighting Security lights
- ❖ Transformer for adequate power supply



### 3.3.3 Structure of the building:

- ❖ RC.C frame structure with footing, column, beam, slab etc.
- ❖ Brick partition wall(internal wall-5", external walls-10")
- ❖ Reinforced concrete roof

### 3.4 features and amenities of apartment:

#### 3.4.1 Door:

- ❖ Teak wood for main entrance door with Door-chain, Check Viewer, Apt. # in brass & Door lock.
- ❖ Bathroom doors shall be solid timber with enamel paint
- ❖ Veneered flash door for all other doors
- ❖ Chinese door lock for all doors
- ❖

#### 3.4.2 Window:

- ❖ Sliding aluminum window frame of 4" section (BTA)
- ❖ Windows fitted with 5 mm tinted glass
- ❖ All windows with flat bar grill for safety.





### 3.4.3 Floor:

- ❖ Off white situ mosaic in the all rooms
- ❖ Grey situ mosaic in maid room

### 3.4.4 Paint:

- ❖ Plastic paint for internal wall and ceiling
- ❖ Distemper paint for side wall
- ❖ Cement paint in external wall
- ❖ Enamel paint in grill



### 3.4.5 Bathroom:

- ❖ Foreign made wall tiles for all bath rooms (as per company standard)
- ❖ BISF/RAK standard sanitary fittings & fixtures for all bath rooms.
- ❖ Mirror, soap holder, towel rail, head shower for all bathrooms
- ❖ Bath tub with accessories only in master bathroom.

### 3.4.6. Kitchen:

- ❖ Off white situ mosaic for floor and tiles up to 7 feet height for wall
- ❖ Double burner gas outlet over concrete platform with mosaic on top
- ❖ Stainless steel counter top sink (single bowl)
- ❖ One mixture for sink
- ❖ Suitably placed exhaust fan

### 3.4.7 Electrical facilities:

- ❖ Concealed all electric wiring, phone, gas and water lines
- ❖ Provision for TV antenna and telephone lines in living and master bed.
- ❖ Power point provision for window type air-conditioner in living, master bed and one bed.
- ❖ Quality local electric swatch and socket
- ❖ Electrical distribution box with circuit breakers
- ❖ Separate electric meter for each apartment.

### 3.4.8 Servant Toilet:

- ❖ BISF squatting pan, shower and one water tap with bibcock.
- ❖ Grey situ mosaic on floor and walls up to 6 feet height.

## 3.5 Other common facilities:

### 3.5.1 Gas Supply:

Gas supply pipe line with one outlet in kitchen for double burner from Titas Gas Company shall be provided.

### 3.5.2 Water Reservoir:



Under ground and roof water reservoirs for drinking water from WASA, supply with water lifting pumps and electric motors shall be provided.

### 3.5.3 Sewerage system:

The sewerage system will connect with WASA & PHE main lines.

## 3.6 INTERPRETATION OF CONSUMER SATISFACTION SURVEY

### 3.6.1 Family size of the apartment's consumer in Dhaka city:

Table-01

#### Family size of the consumer in Dhaka city.

Family Size	House owner	Ratio	Renter	Percentage
1-3	0	0	0	0
4-6	11	73.33%	2	13.34%
7-above	2	13.33%	0	0
Total	13	86.66%	2	13.34

#### Interpretation:

Table-01 presents information about the family size of House owner and Renter. Here 15 real estate consumer were selected to be surveyed. Out of 15 apartment consumer of real estates 13 are House owner and 2 are Renter. Out of 13 House owners 73.33% is 4-6 and 13.33% is 7 above family size. Out of 2 renters 13.34 % are 4-6 family size.

### 3.6.2 Nature of Occupation of head of the family

Table-02

#### Nature of Occupation of head of the family

Nature of Occupation	House owner		Renter	
	Frequency	Ration	Frequency	Ration
Govt. Service	7	46.67%	1	6.67%
Non- Govt. Service	3	20.00%	1	6.67%
Others	3	20.00%	0	0
Total	13	86.67%	2	13.34%

#### Interpretation:

Table-02 shows that 46.67% of those owners are government service holder 20% house owner are non-government service holder, and 20% of house owners are other occupation holder. Again 6.67% of house renter are government service holder and other 6.67% are non government service. No person was found in other occupation of the house renter.



### 3.6.3 Number of Apartments in Building Complex:

Table-03

#### Number of Apartments in Building Complex

Nature	Frequency	Percentage
Upto-10	1	6.67%
11-20	13	86.67%
21-30	1	6.67%
31-40	0	0
41-50	0	0
51-60	0	0
Above-60	0	0

#### Interpretation:

Table - 03 displays that 1 Building Complex has upto-10 apartment between 11 to 20 has 13 and 1 building has apartment 21 to 30 i.e. 6.67% building has upto-10 apartment 86.67% building has upto-20 apartments. 6.67% building has up to 30 apartments. In this 15 samples we show that these is no building has found in between 31-40. 41-50, 51-60 apartments.

### 3.6.4 Number of floor in Building Complex:

Table-04

#### Number of Floor in Building Complex

Nature	Frequency	Percentage
Upto-5	2	13%
6-7	11	73.33%
8-9	0	0
10-11	1	6.67%
12-above	1	6.67%

#### Interpretation:

Table-04 represents that 2 building has upto-5 floors, 11 building has 6 to 7 floors, 1 building has 10-11 floors and 1 building has above 12 floors. No building was found 8 to 9 floors. Here we found that out of 15 sample, most of the building has 6 to floors.



### 3.6.5 Apartment size of the Dweller

Table-05

#### Apartment Size of the Dweller

Apartment size	Frequency	Percentage
Upto-1000	1	6.67%
1001-1300	5	33.33%
1301-1800	5	33.33%
1801-2000	2	13.33%
2001-above	2	13.33%

#### Interpretation:

Table-05 shows that the apartment size of the building. There only one building upto-1000 squire feet, 5 apartments are between 1001-1300 squire feet, 5 apartments are between 1301-1800 squire feet, 2 apartments are 1801-2000 squire feet, 2 apartment are above 2001 squire feet. Here we found that most of the apartments are between 1001 to 1800 and 1801 to 2000.

### 3.6.6 Apartments size of the Complex:

Table-06

#### Apartments size of the Complex

Apartment size	Frequency	Percentage
Upto-1000	0	0
1001-1300	0	0
1301-1800	2	13.33%
1801-2000	0	0
2001-above	13	86.67%

#### Interpretation:

Table-06 present that out of the 15 samples or apartments, most of the apartment size of the complex is above 2001 squire feet and some apartment are between 1301 to 1800. 86.67% apartments size of the building complex above 2001, 13.33% apartment size of the building complex are between 1301 to 1800.



### 3.6.7 Reasons for selecting the apartment

Table-07

#### Apartments size of the Complex

Reasons	Number	(%)
Security	6	40.00
Suitable	2	13.34
Good environment	6	40.00
Reasonable price	1	6.67
Good-will of company	1	6.67
Good location	8	53.33
Good communication	4	26.66

#### Interpretation:

Table-7 represent why consumers choose or select this apartments. Here we found that some one told one of two reasons, someone told three of more reasons, and some one told all reasons. By calculating this reasons, we found that consumers said that they choose this apartment for security, 2 for suitable place, 6 for good environment, 1 for reasonable prices, 1 for companies goodwill, 8 for good location & 4 for good communication.

### 3.6.8 Description of the apartment:

Table-8

#### Description of the apartment:

Nature	1	2	3	4	None
Bed room	-	2	10	3	-
Bath room	-	5	5	5	-
Drawing room	13	-	2	-	-
Family Living room	15	-	-	-	-
Reading room	6	-	-	-	9
Servant room	4	-	-	-	11
Store room	8	-	-	-	7
Store room	15	-	-	-	-
Others	5	-	-	-	10

#### Interpretation:

Out of 15 consumers of apartments we found that 2 apartments we found that 2 apartments has 2 bedrooms 10 apartments has 3 bed rooms and 3 apartments has 4 bed rooms. Again 5 apartments have 3 bathrooms and 5 apartments have 4 bathrooms. Again, 13 apartments has 1 drawing rooms, 15 apartments has 1 dining room, 6 apartment has 1 family living room and 9 apartments has no family living room.





In the case of reading room we found that 4 apartments have 1 reading room and 11 apartments have no reading room. 8 apartments have 1 servant room and 7 have no servant room. In this table we found all apartments. Its 15 apartments have 1 storeroom. In the description of the apartment we found that 5 apartments has 1 others room or space and 10 apartments has no room or space.

### 3.6.9 Quality of Fittings:

Table-9

#### Quality of fittings

Nature of fittings	Local	Foreign	Both
Toilet fittings	7	3	5
Room fittings	9	3	3
Door fittings	8	5	2

#### Interpretation:

Out of 15 apartments we found that:

**Toilet fittings:** 7 apartment's toilet are made of local fittings, 3 apartment's toilet fittings are foreign and 5 apartment's toilet fittings are mixed with local and foreign.

**Room fittings:-** 9 apartment's room fittings are local, 3 apartment's room fittings are mixed with local and foreign.

**Door fittings:-** 8 apartment's door fittings are local, 5 apartment's door fittings are foreign and 2 apartment's door fittings are mixed with local and foreign.

Existence of security guard:- Here we found that all apartment has security guard.  
Intercom:- 10 apartments have intercom and 5 apartments haven't intercom.





### 3.6.10 Payment for security & other facility

Table-10

#### Payment for security & other facility

Nature of payment	Sec. & Rec	Other facility
Uplo-500	11	10
501-1000	2	1
1001-1500	2	2
1501-2000	0	0

#### Interpretation:-

This table-10 represents that 1 apartment consumer's pay for their S&R up to 500. 2 consumers pay for their S&R between 500 to 1000, and 2-consumer pay for their S&R between 1001 to 1500. Again, 10 consumers pay for their other facility' upto-500, 1 consumer pay for their other facility between 500 to 1000 and 2 consumers pay for their facility between 1001 to 1500.

### 3.6.11 Reasons of dissatisfaction Architectural design:

Table-11

#### Reasons of dissatisfaction architectural design:

Reason of dissatisfaction	Frequency	Ration (%)
Very simple	4	26.66
Not spacious	1	6.67
Incomplete	2	13.34
Very conjugated	1	6.67
Bad parking system	1	6.67
Insufficient sanitation	1	6.67

#### Interpretation :-

This table-11 presents that 26.66% consumer's dissatisfied about architectural design because of their apartments are very simple, 6.67% dissatisfied for apartments are not spacious, 13.34% dissatisfied because apartments are incomplete, 6.67% dissatisfied because very conjugated, 6.67% dissatisfied because apartment's bad parking system, 6.67% dissatisfied because insufficient sanitation.



### 3.6.12 Existence of various facilities:

Table-12

#### Existence of various facilities

Existence Facilities	Yes		No		Moderate	
	F	Ras (%)	F	R as (%)	F	R as (%)
Lift	8	53.33	7	46.67	0	0
Ventilation	9	60.00	4	26.67	2	13.33
Enough natural light	11	73.33	2	13.33	2	13.33
Enough water supply	14	93.33	0	0	1	6.67
Emergency electricity	6	40.00	9	60.00	0	0
Emergence exit	3	20.00	12	80.00	0	0

**Interpretation:** This table displays those existence facilities of facilities of 15 apartments. From this table we found that.-

**Lift:** - 53.33% apartments have given lift facilities and 46.67 % apartments have no lift in their building.

**Ventilation:** 60% apartments have sufficient ventilation, 26.67% apartments have not sufficient ventilation and 13.33% apartments have moderately ventilation.

**Enough natural light:** 73.33% apartments has enough natural light, 13.33% apartments hasn't natural light and 13.33% apartments has moderately natural light.

**Enough water supplies:** 93.33% apartments holder said that the existence facility of water supply is quite good. None of the holders said that they have no complain about water supply. But only 6.67% holders said that the existence facility of water is not so good.

**Emergency of electricity:** The most of apartments has no facility of emergency of electricity i.e. 60%, 40% apartments holder said they have existence emergency of electricity.

**Existence of emergency exit:** Here 20% apartments holder said that their apartment's has emergency exit and most of the apartment holders said that their apartment has no emergency exit i.e. 80%.



### 3.6.12 Existence of various facilities:

Table-12

#### Existence of various facilities

Existence Facilities	Yes		No		Moderate	
	F	Ras (%)	F	R as (%)	F	R as (%)
Lift	8	53.33	7	46.67	0	0
Ventilation	9	60.00	4	26.67	2	13.33
Enough natural light	11	73.33	2	13.33	2	13.33
Enough water supply	14	93.33	0	0	1	6.67
Emergency electricity	6	40.00	9	60.00	0	0
Emergence exit	3	20.00	12	80.00	0	0

**Interpretation:** This table displays those existence facilities of facilities of 15 apartments. From this table we found that.-

**Lift:** - 53.33% apartments have given lift facilities and 46.67 % apartments have no lift in their building.

**Ventilation:** 60% apartments have sufficient ventilation, 26.67% apartments have not sufficient ventilation and 13.33% apartments have moderately ventilation.

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**Enough water supplies:** 93.33% apartments holder said that the existence facility of water supply is quite good. None of the holders said that they have no complain about water supply. But only 6.67% holders said that the existence facility of water is not so good.

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**Existence of emergency exit:** Here 20% apartments holder said that their apartment's has emergency exit and most of the apartment holders said that their apartment has no emergency exit i.e. 80%.



### 3.6.13 Means of Garbage disposal:

#### Means of Garbage disposal

Table-13

#### Means of Garbage disposal

Nature	Frequency	Ratio as (%)
Common Swapper	5	33.33
Common Dustbin	9	60.00
No way	1	6.67

#### Interpretation:

This table represents that most of the apartment has common dustbin i.e. 60% and consumer's are used these dustbin. 33.33% apartments have common swappers who came to consumer's and take away dirty things. From this table we found that only 6.67% apartment has no way of garbage disposal.

### 3.6. 21 Consumer satisfaction with the

#### Builder-

Table-14

#### Consumer satisfaction with the Builder

Builders	High	Moderate	Low
Prominent Housing	-	1	
Shain Pokur Holding	-	1	2
Oriental Real Estate	2	-	1
Paradise Point	-	-	-
Arcadia Plaza	-	-	2
Aziz Co-operative	-	-	2
Asraf Real Estate	-	-	1
Amin Md. Foundation	1	-	-



**Interpretation:** (From the table-14) Here we find that from the serving 15 apartments in 8 different Real Estate Buildings where 13 consumers are apartment holders and the rest of 2 are renters. The table shows that highest number of consumer's i.e. 8 who are not satisfied their apartment builders.

2 consumers are moderately satisfied and only 3 consumers said they are highly satisfied to their apartment builders.

### 3.7 GENERAL TERMS AND CONDITIONS FOR SALE OF APARTMENT:-

#### 3.7.1 Reservation:

Application for reservation of apartments shall be made on the prescribed application form duly signed by the applicants with the 'Down Payment'. The company has the right to accept or reject any application.

#### 3.7.1 Allotment:

After receipt of the application Form and Down Payment, the applicant will be requested to confirm the reservation by making the down payment within a specific period. On receiving the down payment the company will issue an allotment letter and payment schedule. Allotment is made generally on 'First come first serve basis'. Preference however may be given to clients paying the full amount in one installment.

#### 3.7.2A Allotment transfer:

Until full payment of all installments are made and possession obtained the buyer shall not transfer and/or sell the unit allotted to a third party.

#### 3.7.2B Mode of payments:

All payments shall be made by Cross Cheque, Bank Draft, or Pay Order to related companies. Against which respective receipts will be issued. The company will not take responsibility for any cash payment made without proper receipt. Foreigners and non-resident Bangladeshis may pay in foreign exchange through Bank. Conversion into Taka will be done at prevailing Bangladesh Bank exchange rate.

#### 3.7.2.C Schedule of payment:

The buyer must strictly adhere to the installment schedule to ensure timely completion of the construction work. Delay in payments beyond the due date will make the allottee liable to pay a charge of 4% per month on the amount of payment delayed.



### **3.7.2.D Cancellation of allotment:**

Once the apartment is booked and payment is made for that apartment, cannot be cancelled. If one fails to pay the installment in time, the company reserves the right to cancel the allotment and the deposited money will be forfeited.

### **3.7.2.E Documentation charges and Government Taxes:**

The buyer shall bear all costs relating to transfer, registration, VAT. Gain tax and any other Govt. taxes.

### **3.7.2.F Incidental costs:**

Connection fees, security deposit and incidental expenses/charges relating to gas, water sewerage, power connection are not included in the price of the apartment. The buyers shall reimburse all the expenses incurred by the Company on these accounts to the company proportionate to their shares.

### **3.7.2.G Company's Right:**

The company may make minor changes in the specification, design and/or layout of the Apartment / project, should these become necessary.

### **3.7.2.H Refund:**

For any reason beyond the control of the company, Acts of God or otherwise the

Company if compelled to abandon the project, the buyer shall be refunded with all deposited money within 90 days. In such situations the buyer will not be entitled to claim any kind of compensation or interest on the money deposited.

### **3.7. 2.I Completion of the project:**

The completion period of the construction of the projects can be affected by unavoidable circumstances beyond the control of the company, like natural calamity, political disturbances, strikes, civil commotion's, non-availability of materials, non-payment of installments in time by the buyers and any other force major.

### **3.7.2.J Hand Over:**

The possession of each apartment and parking space shall be duly handed over to the allotted on completion and on full payment of installments and other charges and dues. Prior to this the possession of the apartment will remain with the company.

### **3.7.2.K Owner's Company- operative society:**

The buyer must become a member of the owner's co-operative society, which will be formed by the buyers of apartments. All common facilities will be managed by the Co-



operative society and the members will abide by the rules framed by the Co-operative in the common interest. Each allotted must pay a monthly fees/deposit o the co-operative funds as decided by the Society.

### 3.7.2 L Note:

Until full payment is made and possession obtained the buyer shall not do any extra work/modification work within the apartment complex on their own. until full payment is made and possession obtained the buyer shall not mortgage the property with Banks/Building Society.

### 3.8.1 PRICE OF THE APARTMENT:

Table - 15

#### Price of the apartment

	Frequency	Ration as (%)
Upto-10	3	23.07
10-15	3	23.07
15-20	1	7.69
20-30	3	23.07
30-avove	3	23.07

#### Interpretation:

Table - 15 shows that price of the 23.07% i.e. 3 apartments upto-20 Luc, 23.07% i.e.3 apartments is between 10 to 30 Luc, only one or 7.69% apartments between 30-35 Luc 23.07% i.e. 3 apartments is between 40 to 50 Luc and 23.07% i.e. 3 apartments is between 50 Luc to above.

### 3.8.2 Down payment of apartments:

Table-16

#### Down payment of apartments

Nature	Frequency	Ratio as (%)
½	1	7.69
1/3	3	23.07
1/4	4	30.76





1/5	1	7.69
Entire amount at a time	4	30.76

### Interpretation:

This table-16 displays that 7.69% apartment holders down payment of their apartment was 1/5 of the total price, 23.07% apartment holders down payment was price\*sft of the total price, 30.76% apartment holder's down payment of their apartment was 1/4 of the total price, 7.69% apartment holders down payment of their apartment was 1/5 of the total price and 30.76% apartment holder's payment their total price of apartments entire amount at a time.

### 3.8.3 Time between installments:

Table-17

#### Time between installment

In Months/ Year	Frequency	Ration as (%)
Upto-3 months	7	77.78
6 months	1	11.11
1 year	1	11.11
Above 1 year	0	0

### Interpretation:

From the table-17 we find that method of payment of the apartment price is installment basis. And time between installment of payment different apartments. Here we show that time between installment of payment of 7 apartments was upto-3 months, 1 was 6 months and 1 was 1 year.

### 3.8.4 Delay in Handing Over:

Table-18

#### Delay in handing over

In Months/ Year	Frequency	Ration as (%)
3 months	3	33.33
6 months	0	0
1 year	2	22.22
Above 1 year	4	44.44



### 3.8.6 Reasons of consumer dissatisfaction:

Table-19

#### Reasons of consumer dissatisfaction

Reasons of dissatisfaction	Frequency	Ratio as (%)
Poor architectural design	7	4
High price	3	1.90
Non facility for recreation	6	3.75
Multicultural dissonance	0	0
Poor quality of work	4	2.25
Late delivery	5	2.27
Fraud	2	1.75
Delay in delivery arrangement	3	1.90
Poor finishing	6	3.75
Poor arrangement of room	0	0
Very conjugated	3	1.90

#### Interpretation:

This table shows that reasons of consumers dissatisfaction of their apartment when survey consumer's dissatisfaction about their apartment, we found they haven't only one reason but they have various dissatisfaction about the apartment. For this reason we find that some apartment holder's said one more reasons of dissatisfaction. So we find that most of apartments holders i.e.





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*Part-IV*  
*Findings & Results*



**4. FINDINGS & RESULTS OF THE CONSUMER'S SATISFACTION SURVEY**

**4.1 Family Size of the consumers in Dhaka city:**

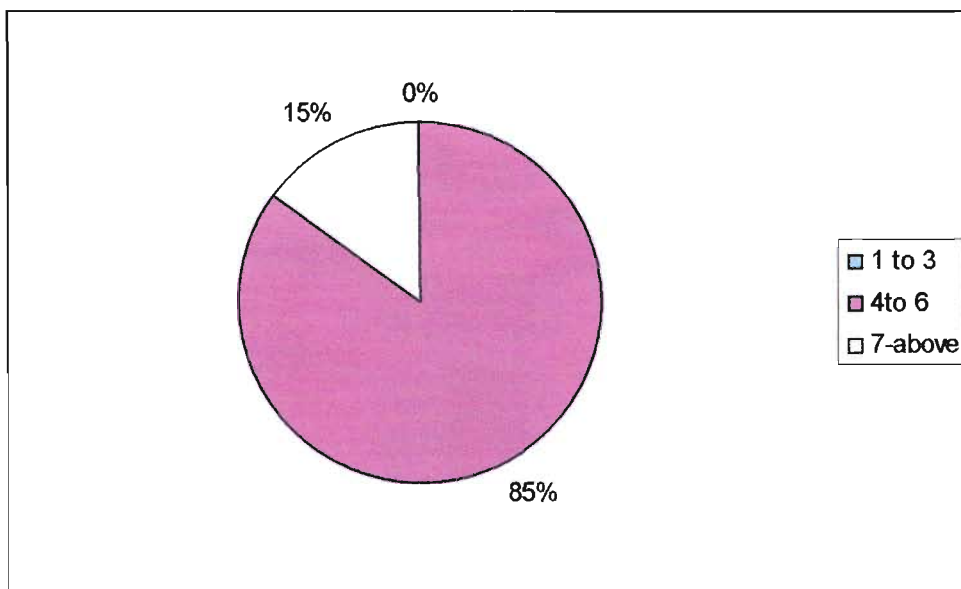
**Table-1**

**Family size of the consumers**

Family size	House owner	Ration as (%)	Renter	Ratio as (%)
1-3	0	0	0	0
4-6	11	73.33	2	13.34
7-above	2	13.33	0	0
Total	13	86.66	2	13.34

**Graph-1**

**House owner's family size of the apartment in Dhaka city**





### Finding:

Out of 13 house owner most of the house owners most of them i.e. 11 family's member are between 4 to 6 and 2 family's members are between 7 and above.

On the other hand the renter's family sizes are between 4 to 6

### Result:

From above the findings we find that most of the apartment consumer's family sizes are between 4 to 6.

## 4.2 Educational Background & occupation of head of the family:

Table-02

### Educational Background & occupation of head of the family:

Nature of Education	House owner	Renter
School	0	
S.S.C	1	
H.S.C	0	
B.Sc/B.A/B.Com	3	
M.Sc/M.A/M. Com/MBA	4	1
B.S.C. Eng	1	1
M.B.B.S	4	
Others	0	

### Findings:

Most of the house owners are Master Degree holder, Doctor and Engineer.

In the case of renters all of them are Master Degree holder.

Result: Here we find that educational background and occupation of the head of the family of house owner's are moderately and renter's are moderately and renter's are highly educated & their occupation is quite good.



### 4.3 Nature of Occupation of head of the family:

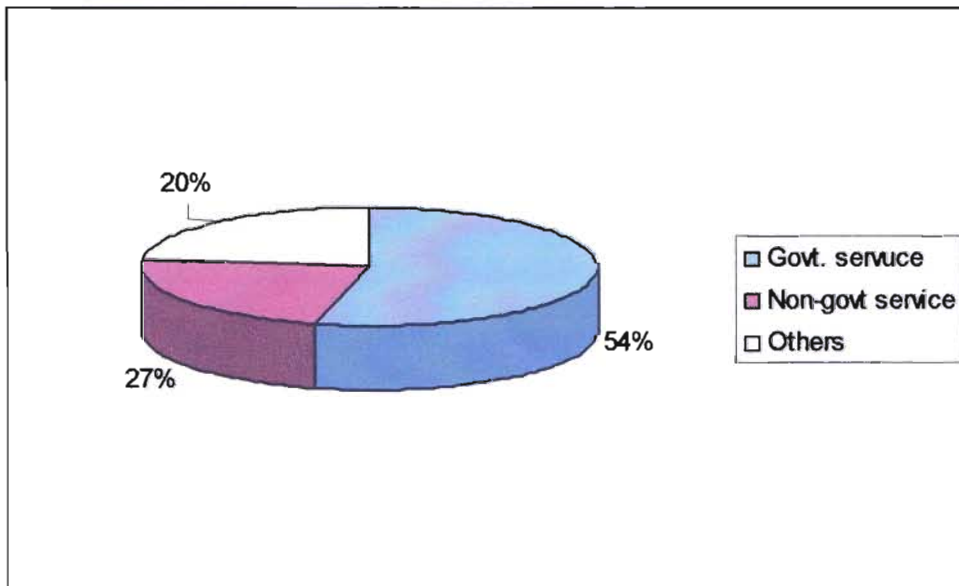
Table-03

#### Nature of Occupation of head of the family:

Nature occupation	House owner		Renter
	Frequency	Ratio	
Govt. service	7	46.67%	6.67%
Non- govt. service	3	20.00	6.67
Others	3	20.00	0
Total	13	86.67	13.34

Graph-02

#### Nature of Occupation of head of the family



From this table we can understand nature of occupation of head of the family.

Out of 13 house owners; (i) 7 family's head of the family are government service holder; (ii) 3 are non-government service holders; (iii) 3 are other qualities service holders.

Between 2 renters one of them government service holder and another head of the family is non-movement service holder.

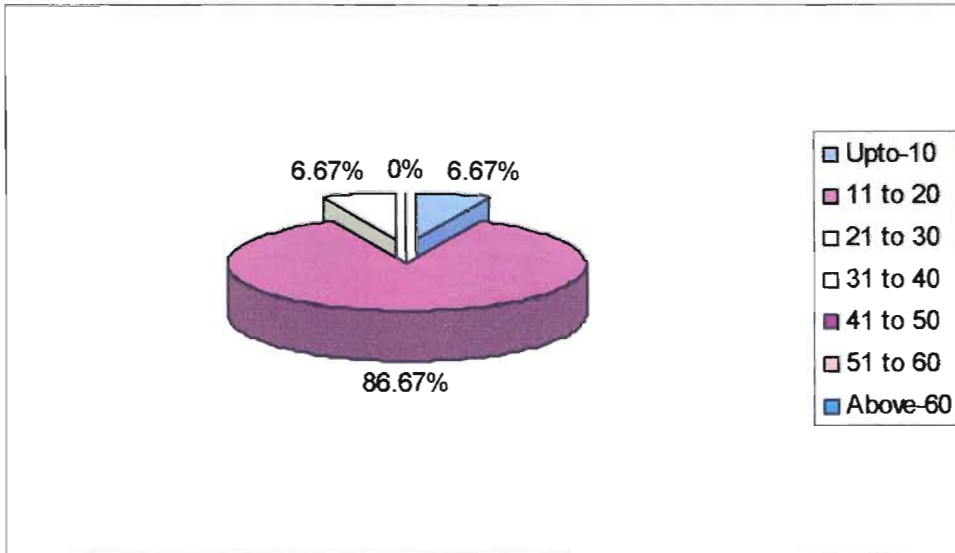
#### Result:

From this finding or discussion we can understand that most of the apartment buyer who are house owner they are government service holders.



**Graph-03**

**Nature of apartment in Building complex**



**Findings:**

Here find out the number of apartment in the building complex.

- ❖ Most of the building complex has apartments between 11 to 20.
- ❖ Only one building complex has upto-10 apartments and only one building complex has apartment between 21 to 30.

**Result:**

From this table & graph we find that most of the housing complex or apartment companies build their apartments between 11 to 20.





*Part-V*  
*Overall review of*  
*KEARI Ltd. real estate*  
*sector*





## 5. OVERALL REVIEW OF REAL ESTATE SECTOR:

### 5.1 How to purchase a flat:

It's a dream to middle class people of our country that they have an own or land in city area. House ensures the social security. People gather in Dhaka and other small city because of increasing people. According to the statistics near future the people of Dhaka City will around 1 corer and 50 lacks. So it is very difficult to lead life in city area. Apartment building is an essential modern urbanization. But it is very difficult to purchase a land, house or apartment.

5 lacks can fulfill the dream to become to owner of an apartment. However, according to area it is differed. On the basis of area wise price of apartment in Dhaka, we try to present in the following table:

**Table-1**

Area of city	Price of apartment
Kollanpur	18-25 lacs
Uttara, Kalabagan	30-40 lacs
Gulshan, Banani, Baridhara, etc	40-70 lacs

In here Real-estate Company play an important role to purchase the apartment. They can provide a form when you go to purchase a flat or land and you should fill that form. Flat design, car parking facilities, registration, flat maintenance include in this form.

When a customer goes to purchase a flat and when a customer goes to fill the form of real-estate which is provided by the company they must be careful about them. To understand about the legal side that customers can contract with a lawyer and to understand about technical side customers must be contract with the engineer. One can purchase a flat to pay full money at a time or pay money in installment.

In case of loan, client will get to the bank and other financial institutions. Some financial institutions, which provide loan for these sectors are discussed below:

#### 5.1.1 Keari Limited:

In real-estate industry, it is very known and promising company. This company provides assistance to the middle class people to purchase an apartment and land in the City area. It is engaged to build an apartment near to the Farmgate at Indira road. This project name is " KEARI DIAMOND". In this apartment, there are 25 flat in each floor. Each flats which area is 901-1448 sit. Arranged by the one master bed, two bedroom, two toilets, separate living room, dining room, kitchen and a storeroom and balcony. In here ground floor and first floor is reserved for car parking and it has four lift to carry people and others. It is started during the June of 1998 and it will be finished by the June of 2000. One can owner an apartment to pay the money as down payment or Installment. The duration of down payment is 30 days and price will be 5-8 lacs for each flat.



## A. Procedures of payment:

Purchase by down payment, client will collect a form from the company and paid 50 thousand booking money and than in this month he has to pay 20% down payment for the total cost of that flat what he chose. After then he will have to pay the total money by monthly installment at the end of the handover date. The installment system set up by the handover date. When the company handover the flat customer must pay the whole installment. This installment money can be 30 thousand to 1 lac taka.

## 5.2. PRICE-REQUISITIONS TO PURCHASE A FLAT:

When clients think to buy a flat, they have to know that each real-estate firm has a unique form and customers will fill it before payment. This form contains some conditions with in brief facilities and services, which is provided by the real estate companies. A customer should read it carefully. In this process, customers should keep in mind the following some conditions.

### 5.2.1 Functional side:

At first customers should observe the functional side of an apartment building, which is offer by the Real Estate Company or housing firms. Functional side shows how the location of apartment and rooms are. When they entire into the room, they have to mind what is the way to entering the room. Do they entire into room from Square, from dining space, or direct entire from drawing space or dining space? Then now they have to see the kitchen, birth room and servant's room. If it is ok they can buy an apartment.





### 5.2.2 Cultural Side:

According to the western style, in an apartment building kitchen and drawing room is open but privacy is maintained about the bedroom. On the other hand, in Bangladesh privacy is maintained not only about bedroom but also kitchen and drawing room. That's mean, dinning, drawing and kitchen room different.

### 5.2.3 Psychological Side:

It is very important side to purchase an apartment building or flat in Bangladesh. Some people's expectation is so high about the privacy of inside or rooms. They like individual bedroom, because he or she thinks that it is his or her world. They like to gather in a common place but not stay in a common place. For this reason, interpersonal communication level is low. But some people like to communicate with other.

### 5.2.4 Comfortable Side:

Which Hat purchase, your first expectation is comfort. Flat must be decorated and good arranged. For comfort, the following criteria must be attached in side of flat:

- Wall Almary should have in side the room.

Kitchen box should be attached in the kitchen room.

- ❖ Dressing room will be attached with the birth room door.
- ❖ Wall Almary should have in the dressing room.
- ❖ In the study room or reading room, there is bookshelf around the three sides.
- ❖ Two Verandas have to have.

### 5.2.5 Social facilities:

At last client will see social, facilities, which is provided by the apartment authority. Social facilities are Masque, Hall room, community center. Children creation facilities are very important before purchase a flat. If it is absence in flat children must be fallen into frustration. So when clients are taken decision to buy flat then you should think about this mater.

### 5,3 Build a building by purchase a land:

There is no adequate land to build a building in the Dhaka City. Land source is limited. Inconsequent, the price of land is very high. No middle class people can buy a land by his saving or income. It also mentioned that not only middle class some higher-class people could buy it by his savings. If one wants to build a building by purchase a land in lieu of purchase a Oat in Dhaka City or other city in country, one can take help from some real estate company. Estate Companies try to manage a land by providing loan in terms of easy.



### **5.3.1 KEARI LIMITED HEMAYETPUR land project:**

It is a very promising company in this sector. It is already achieved trust from people by services. It helps the people to purchase a land or plot in Dhaka or near to the city area.

#### **5.3.1 .A Location:**

Since there exists a huge demand for land plot, "KEARI LTD" has undertaken a land project at Hemayetpur at a distance of about 10km (about 20 minutes Drive) from the Parliament House.

Proposed project is surrounded by Karnatali River on the north and east. The area is pollution free having wide open agricultural land and thick vegetation (Villages) on the North and South. The Future national Mausoleum has been earmarked in the near by Dhamsona Strategic Planning Zone (SPZ) of RAJUK.

The area is still virgin. So thoughtful and modern planning with necessary allied facilities will make the project a success.

#### **5.3. 1.B Payment procedure:**

In this project, value of each khata (one Khata means 720 Square feet) land is 3,50,000 Taka. Time duration of payment is 27 months for taking a plot. The booking money for three or four khata land is 1,00,000 Taka. First and second installment money is 1,00,000 Taka. But the booking money is 1,00,000 Taka for five Khata land and first and second installment money is 2,00,000 Taka

#### **5.3.1. C Facilities:**

According to company's commitment, the company provides Gas, Water, Electricity, Telephone, Wide road, School, College, Masque, Community center. Children Park, Police Station, and shopping facilities.

#### **5.3.2 Project Planning:**

It is intended to plan the project with an area of about 2000 acres of land to be completed in 3 steps in about 15 years time. In the first step we would like to develop an area of about 250 acres of land. It is expected that the first phase of project will be completed in about five years time. Based on the experience of first phase, the social requirement, demand of the customers and the go of the business, timely actions will be taken to pursue the subsequent projects.

#### **5.3.2.a. Likely plot sizes:** 10, 7, 5, 3 and 2.5 Kathas.



### 5.3.2.b. Common Facilities:

School/Collage, Hospital, Mosque, Community centre, Play ground, Park, Water body, Market, Roads, Security Post and adequate open space.

### 5.3.2.c. Land Utilization:

As per RAJUK rule 30% - 35% land of the project will be utilized for the development of the common facilities. Rest of the land will be suitably planned for residential plots.

### 5.3.2.d. Progress of the project:

- The project has already been registered in RAJUK.
- Local land owner have already been organized.
- Land procurement has started.

### 5.3.2.e. Commitment:

In totality, a country with a population of about 16 crores, such a project with imaginative touches is likely to benefit the nation, the customers as well as the entrepreneurs. We are serious to pursue the project for intended results.

## **5.4 CONSTRUCTION PROCEDURE:**

One can start his construction work after getting permission from this City Development Authority. The specified engineer will go to the land and test the soil and give the report to the concern people. If soil is soft then the deep foundation will need other wise unnecessary. In our country, to follow the "RCC frame" or " Brick work " procedure for constructing the building. Foundation may be done so quickly by the RCC frame to use concrete. According architecture, that brickwork is applicable only for four or five floor building.

## **5.5 STEPS FOR CONSTRUCTION:**

- a) Land
- b) Architecture design or plan
- c) Approval from Capital City Development Authority
- d) Pilling



- e) Foundation or Base
- f) RCC or Brickwork
- g). Lintel/Sunshade
- h)l Roof casti
- i) Electric warring
- j) Plaster
- k) Floor finishing
- l) Birth room fittings
- m) Painting



## 5.6 IMPORTANCE AND ROLE OF REAL ESTATE BUSINESS IN NATIONAL ECONOMY:

Every person has a dream in his/ her soul to possess a beautiful house of his/her own. But it is very difficult to own a house now a day because of severe crisis of land and gradually increasing demand of housing. So, it is not possible for all to build a house purchasing land. So come the Real Estate business initiatives to fulfill the demand of residence of urban people. This statement so far includes only the importance of Real Estate business in our national life. The following points can also reveal the importance of Real Estate business specifically.

### 5.7. A 'CONTRIBUTION OF NATIONAL ECONOMY:

Real Estate business affluence our national economy by ensuring profits to the promoters and thus tax to the government.

#### 5.7.B-Real Estate solve the problem of Housing and Resident:

For the facilities of modern and better life pattern, people concentrated in urban area only with a job or merely with a business. Real Estates provide them Shelter and house for easy accommodation here in the urban area.

#### 5.7.C Securing and shifting to modern life:

Real estate business improves our life pattern by proving housing facilities in a developed area and facilitates government to assist people easily in restructure facilities and utilities needed.



#### **5.7.D Real estate solve our unemployment problem:**

Real Estate business provides employment opportunities for our unemployed people. People are directly and indirectly benefited with various employ opportunities by the Real Estate business.

#### **5.7.E Real estate reform Social life:**

Real Estate business also assists people to develop better social life providing playground, community center, park and other social recreation facilities.

Real estate business provides employment opportunities for our unemployed people. People are directly and indirectly benefited with various employer opportunities by this business. The development of the locality and extension local markets generates huge employment facilities for local unemployed people.

In Bangladesh's city life, Real Estate plays an important role by providing easy accommodation facilities with safety shelter and better life pattern.

It also uplifts the social status of civil people. We can not ignore its huge contribution in national economy, unemployment problem solving, environment protection and building a civil society. So, Real Estate is an important business contribution to the urban people as yet.

#### **5.7.F-Rationality of Selecting 'Real Estate Sectors' as an object of Investigation:**

At present the birth rate in Bangladesh has decreased but the death rate also decreased, that is why the population is increasing day by day. With increasing population housing facilities are not increasing in tandem.

It is fact that Real Estate now is a booming business. At present, in the urban area, it is no longer possible to provide accommodation facilities in according with the increasing demand of urban population. Because lands are not increasing although people are. For this, to assist all within this limited land, high rise buildings are been made for residence. This is, the increasing demand of housing and crisis of open space for constructing building, we have to go upward that is expanding housing vertically rather than horizontally. In this regard, Real Estate promoters are putting numerous contributions to light a kindle of hope among those who are land-less and homeless in urban areas.

Bangladesh 'is the poorest south Asian country. The severe crisis of land for residence and the higher purchase value of land always frustrate the middle class,

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Bangladesh -is the poorest south Asian country. The severe crisis of land for residence and the higher purchase value of land always frustrate the middle class,let alone poor people to accommodate them with residence in town area.

The real estate business promoters are facilitating their risk avoidance keep themselves free from hesitation of land purchasing deeds and activities as well as troubles of construction. To secure more safety regarding of land and restrain themselves from the various hazards of building constructions men are tending toward apartment business for both easy accommodation and quick shifting. For this, as a flourishing business, Real Estate sector claims further investigation and research for its different aspects. We also consider this a worth working to run a research program for the present deliberated topics of Real Estate.

Now, it is very important to find out how for this business is positive or negative in respect of its contribution to the society, government and the economical development, It should be investigated whether they are providing facilities to the general public of only dealing in their own interest to make profits. To cover all of the functions of Real Estate business a comprehensive research program seemed rationale and very important.

It is very necessary at present to know about the construction cost, sale price, site selection, land purchase, promotion policy of Real Estate business both for the prospective Real Estate developers and clients of apartments. For all this valuable information we took this topic as research study.





## 5.8 FUTURE STRATEGY OF REAL ESTATE SECTOR:

Most of the Real Estate companies have changed their business strategy following points are mentioned here:

1. Apartment sizes reducing, those means, Luxury and Spacious sizes from 3000 to 3200 sft now reduced 1500 to 2000 sft.
2. Most of the developers are interested to build economy that like 1000 to 1200 sft.
3. Most of the developers have founded out their target customer as retired government employees and their apartment price between 8 to 10 lacs.
4. Fitting/ fixing/ structural stability is designed also in most economic way.
4. Bank loan arrangement has taken into consideration for the customer.
6. Easy installment system also is providing for the customers.

## 5.9 POLICY FOR FACING COMPETITORS:

Now Real Estate Company in Bangladesh is facing strong competition developers generally adopt the following points:

1. Loan facilities are provided and the developer arranges all the document papers are arranged by the developer.
2. Providing less booking money and easy installment.
3. Providing discount for a particular period.
3. Providing special quality extra filling / fixtures in kitchen and toiletries.
5. Beautifying the lending in front side.
6. Apartment land taken adjacent to the Dhaka city and providing transport by the real estate / developer.

## 5.10 MARKETING SURVEY:

From the marketing survey it is come to know that:

1. In Dhaka City, the attitude of common people has changed about the Real Estate Company.



2. People are spontaneously coming to the developers for handing over their land to the developers.

3. In a survey report, it is found that there is some area in the Dhaka City which are suitable for commercial/ industry apartments.

4. From the market survey it is found that the target customers are 3 categories:

a. Higher class

b. Middle class

c. Middle- High class

**a. Higher class:** This class includes foreign income earners most of them are living European countries and some of them are Police officers, Secretaries Income Tax officers, Govt. retired officers, higher rank Army officers.

**b. Middle - High class:** This group includes business man, retired middle level to top level officers,

Police officers, and the foreign money earners in the Malaysia / Singapore and Middle East countries.

**c. Middle class:** This group includes middle level govt. semi- govt. officers, businessman, non-commissioned army personnel etc.

Market survey also shows the trends of customers in the society - No. of customers are increase which is shown below:

Year	No. of customer in percentage
1980	8%
1985	12.5%
1990	21.00%
1995	25.00%
2000	34.50%

### 5.11 WHEN ONE WILL GET HOUSE LOAN:

There are few people in Bangladesh who are able to buy a flat or build a building in his own plot in any town of the country. They who have ability are not willing to invest their capital, which is huge in this sector for long. No one “wants to take the risk without having extra money. So they need loan, it is to be mentioned that someone takes house loan to avoid the complexities of taxes, in Bangladesh, mainly two institutions supply loans to build houses and buy flats. They are .



- ❖ House Building Finance Corporation (HBFC) and
- ❖ Delta Brace Housing Finance Corporation (DBH)

The first one is government and another is public.

### 5.12. House Building Finance Corporation (HBFC):

This Institution situated in its own large luxurious building at Purana Polton of Dhaka has been giving loans for house building and buying flats. But the process of taking loan from this Institution is very complex. From different sources it is got that the Institution gives maximum 2 million-Taka loan against the plot which has a fifteen feet wide road beside it and maximum 1.5 million Taka against the plot which has a road less wide than fifteen feet. But in the developed area like Gulshan, Banani, Baridhara, Uttara the loan amount is maximum 2.5 million Taka. The size of the plot should be 5.500 square feet along with, the fixed width of the road before it.

It gives maximum 1.3 million and minimum .9 million Taka for buying flats. Up to 2 million loan the rate of interest is 15% (interest + capital) that is monthly installment is 1183 taka per lakh. Upto 1.5 million the rate is 13% that is monthly installment is 1103 Taka per lakh. But time and installment of retaliation of loan's money will be decided by laws of the Corporation and on advancement of the construction work. In case of loan from the corporation they have to collect an application form from the office and have to submit 2 Taka per thousand along with the application. Moreover, they have to submit their main ownership document. a mortgage free certificate of twelve years, SA and CAS account book, tax receipt, site plan, route map drawn in hand, two copies approved design, two copies attested photo graphs and other papers and documents. When you have done so you can get the loan after an investigation.

#### 5.12.2 Delta Brace Housing Finance Corporation (DBH):

In the private sector of giving house-building loan, this institution is much ahead. Though the rate of interest of this Institution is more than " House Building Finance Corporation", many people take loan from here because they get it easily, amount is more and the date line of retaliation is longer. This Institution supplies loans for building one's own building, buying apartment, enlarging house, rebuilding building or flat, housing plot and buying offices or chambers of the professionals. On the basis of retaliation of loan, it gives 70% loan of the buying cost or 80% loan of the building cost. Maximum amount of unique loan is 20 lakh. Maximum times limitation of loan retaliation of DBH is fifteen years. But this limitation is decided on negotiation in consideration of the debtors' retirement age and some other certain things. Upto two lakh the rate of interest is 15.25% and over two lakh the rate is 15.75%

At 15.15% rate, monthly installment is Tk.1443 per lakh and at 15.75% rats the installment is Tk. 1478 per lakh for fifteen years. Moreover the loan can be taken in term .of 5/7/20 and 12 years.

To take loan from the Corporation, they have to collect an application form and pay 0.8% taka as fees. In case of an employee, one has to submit his/her appointment letter, present salary etc. In case of businessman have to submit paper of income tax, details of profit and loss audit by a chartered account to the authority<sup>1</sup>. After submitting application the



applicant is informed about it. Paid money is returned unless the application is granted. If his effort is approved the debtor gets his loan within maximum twenty days.

### 5.12.3 IDLC of Bangladesh Limited:

This Institution starts to give loan in house building sector since 1997. 50% of the total price of apartment or maximum 5 million Taka is supplied from here. The time of repayment is considered to sixty years age of the debtor. The maximum limitation time of retaliation of this corporation is fifteen years. The application is to submit in the ascertained form of IDLC with Tk. 3000 as fees. As security one can submit his / her flat against the loan which one have taken. The interest rate of this company is 17.5%. According to application, the authority selects the person whom they think to be worthy and gives the loan within three months. It is notable that the company does not give any loan for buying land property.

### 5.13 Housing; what's about the lower middle class?

Whenever the context comes about housing it is certain that's a matter of the rich. The indigent only dream of beautiful house.

"Bangladesh House Building Finance Corporation" is the only Institution which supplies loan for housing. From our achieving independence till today this Institution has allotted two thousand and seven hundred eight crore and forty- two lakh taka. And it has distributed two thousand, three hundred, sixty crore and forty-six lakh taka. One thousand and five hundred crore taka of loan has been already supply in lakh.

Dhaka Metropolitan area only. Most of recipients are highly rich or middle class. People of lower middle class or indigent don't enjoy the loan facility. Every government has made commitment about their rehabilitation but did not fulfill their commitment. The condition of the people of small income is the same still today. Rather their condition is under going. To get loan or buy flat is still a long preserved desire of their mind. The indigent people even never think so. To live beside a road or rail line huddling together is their fate they think. After ascent on the throne the present government announced that they would solve the housing problem of the indigent or man of small income. To solve the problem of the people of small income Ex. Prime Minister Sheikh Hasina declared to take steps in "Hire Purchase System". It was a realistic proclamation. According to this system one can be an owner of a flat retaliating monthly rent after a certain period. Her majesty also said that from now the Institutions of lending of money in housing building would give priority to the indigent or people of small income. Some definite discussions are taken in this respect.

#### For example:

- 1 .It will not be appropriate to allot 5 Katta of land per family in the sub town, which build in future.
2. 50% of the total plots will be allotted three cattahs per family.
3. 30% flat of the multi-story building in this area must be allotted among the lower middle class people in basis of" Hire Purchase".



*Part-VI*  
*Problem &*  
*Recommendation*



## 6. PROBLEM & RECOMMENDATION

### 6.1 Problem faced by the consumers:

Though consumers are interested to buy the apartments and the demand of the apartments are increasing day by day yet consumers have to face problems from the apartment builders. It is not possible to solve problems, if one does not identify those problem correctly. Every problems may have several supplementary solution. So to enlist problems and identify those is a major task.

The major problems have been identified as follows:

- ❖ Lack of proper co-operation from the real estate developers.
- ❖ Most of the apartment builders do not keep their commitment. In such case they do not communicate with the consumers.
- ❖ Most of the apartment clients do not get committed facilities from the developers
- ❖ Most of the cased the apartment builders do not complete their apartment in time.
- ❖ Most of the times the apartment builder so not hand over apartments in due time.
- ❖ For safety purpose emergency exit »s a necessity does not have that provision.
- ❖ Some of the apartment complex lacks reception facilities. Facilities for children's recreation are not enough to meet the need.
- ❖ Some of the apartment complex Sack's adequate water supply facilities, ventilation, natural light etc.
- ❖ Most of the apartment complex do not have lift and Intercom provision.
- ❖ Sometime builders do not act according to their word, such as not giving of the pre-said standard of door fittings, toilet fittings, room fittings and other accessories.
- ❖ In the case of installment payment the procedure is complicated rather than simple.
- ❖ The parting system and facilities is not adequate in most of the apartments.
- ❖ Apartment builders waste and kills time in the case of transferring ownership of the apartments to the clients.

### 6.2 RECOMMENDATIONS:

The apartment or housing company should deep on good report with the consumer even after handing over the apartments. It will increase the goodwill of the company which in turn will compel which in turn will compel other company's to do the same.

- ❖ Law should be formulated to comp's the apartment company's to give necessary service to the clients. It will every consumer rights.
- ❖ Before buying an apartment buyer should examine all the stated facilities to be provided by the housing company.
- ❖ Before signing contract buyer should see whether the apartment is properly built.
- ❖ Housing over the ownership of the apartment should be according to the low and within the pre-fixed stipulated time
- ❖ Apartment complexes should have emergency exit facilities for security reason.
- ❖ Apartment should have reception facilities.
- ❖ Adequate recreational facilities for the children should be ensured.



- ❖ Adequate water supply facilities ventilation", and flow of natural light should be ensured.
- ❖ Multistoried apartments should have lift facilities.
- ❖ Apartment companies should be honest to their commitments. They should provide the standard fittings as committed.
- ❖ Payment procedure should be simplified in case of installment to make i.e. easy for many.
- ❖ Apartment complexes should have adequate parking facilities for the owner as well as the for quests who will visit there,
- ❖ There must be a pre-determined stipulated time for handing over the ownership of the apartments and this process should be done within a suitable framework of law.



# *Part-VII*

# *Conclusion*





## 7. Conclusion

### 7.1 Conclusion

The real estate business now is a booming business in the economic development. It goodwill and familiarity is known to all the people of the society, its acceptability is increasing day by day. Recently many people are becoming interested in this industry- for the higher profit margin.

In this study we find that, the consumers are more interested about apartments housing as well as plot day by day and demand of apartment housing are increasing rapidly.

This study also reveals that the sales price of apartment are so high that only then upper class can purchase real estate but it is even behind the capabilities of i .e poor people. The government should also take initiatives to provide facilities to poor people with providing apartment facilities at a cheap rate and assisting private companies by providing loan and other incentives in easy ways,

This study also disclosed that in a number of cases the apartment builder do not follow the standard rules and regulations, which will be

fatal in near future for developers as well as for apartment buyers. So, the consumers of the apartment face different problems such as, apartment builders delayed to hand over the apartment to the consumer, the apartment builder haven't kept the commitment etc. Most of the consumers were reluctant to inform us the means those problems.

Real Estate Business changes the skyline of Dhaka City and other cities of Bangladesh, It also introduces the Islamic art in the apartment housing, it is trying to solve the housing problem according to the demand.

Finally, we can say that if the consumer are satisfied to the apartment builder's performance so the real estate developers should continue their function more honestly and sincerely. So it is certain that the prospect of apartment housing business is hopeful.



*Part-VIII*  
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