



Daffodil
International
University

“An evaluation of customer satisfaction in real estate business of Bangladesh: a study on landing address ltd”.

Submitted to:

Farhana Noor

Assistant Professor

Business Administration Department

Faculty of Business & Entrepreneurship

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Prepared By:

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ID: 201-11-991

Major in Marketing

Department of Business Administration

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Date of Submission:

Letter of Transmittal

To

Farhana Noor

Business administration department

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship report

Respected Ma'am,

I am pleased to submit my internship title “An evaluation of customer satisfaction in real estate business of Bangladesh: a study on landing address ltd” is my internship report. has been completed. I'm extremely grateful to present the report to you. The study, which covered the period **from 1st September 2023 to 30 November 2023**, is complete. I did everything possible to put this report together and did my best to gather pertinent and enlightening data. Working on this subject has been a wonderful experience for me. I highly appreciate your guidance and consistent cooperation and hope the report will be completed as per your expectation

Sincerely Yours,

Sabbir Hossain

ID: 201-11-991

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Acknowledgment

As i complete this internship report, I would like to thank those hose support and guidance helped me shape my studies and overall experience. Above all, I express my sincere gratitude to my dedicated supervisor Farhana Noor Ma'am, for her guidance, constructive feedback, and unwavering support. during the internship period. Their insights and encouragement have been invaluable in navigating the challenges and opportunities presented on this Journey.

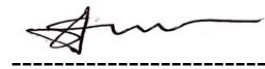
Without the requisite particle knowledge, and the support of numerous books, papers, websites, and primary material, this internship report might not have been finished. My practical understanding of company culture was improved.

Finally, I appreciate the guidance of my academic institution and the Bachelor of Business Administration department in facilitating and supporting this internship, providing a foundation for the integration of theoretical knowledge with practical experience.

Declaration

I am pleased to submit my internship title “An Evaluation of Customer Satisfaction in Real Estate Business of Bangladesh: A Study on Landing Address Ltd.” was specifically created by me following the end of a three-month internship program at Landing Address Ltd

I further attest that the study was conducted exclusively for my academic obligations, with no ulterior motives. It can't be used to the enemy of the company's advantage.



Sabbir Hossain

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Major in Marketing

Business Administration Department

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Certificate of Approval

This is to notify that Sabbir Hossain ID#201-11-991, is a regular student of Marketing major from BBA program at Daffodil International University, has successfully complete the internship at Landing address ltd. and report title is “An evaluation of customer satisfaction in real estate business of Bangladesh: a study on landing address ltd” the report seem authentic.

I wish her the very best in her future initiatives.



Farhana Noor

Assistant Professor

Business Administration Department

Faculty of Business & Entrepreneurship

Daffodil International University

Executive Summary

The way that practical knowledge operates is complicated, and is put into practice varies significantly from academic information. Practical knowledge is crucial in supporting academic knowledge. An internship program is a fantastic way to demonstrate the relevance of academic knowledge to real-world situations. For this reason, the Department of Business Administration has introduced an internship program designed to provide B.B.A. students with real-world experience.

The company was established in 2017, Landing Address Ltd.'s objective was to give clients the best real estate services possible. Landing Address Ltd.'s journey started with a straightforward concept: to establish a real estate firm that prioritizes meeting customers' requirements. Its goal was to establish a business that puts the interests of its clients first by offering individualized solutions specially designed to fulfill their requirements.

There were various methods used to gather information and data. Fifty clients in all were questioned. Learn more from individuals who have been employed by this company for an extended period of time. Direct interaction with Landing Address Ltd. representatives, in-person client interactions, desk work, and perusing the company website.

In summary, this report's introduction to Landing Address Ltd. can be summarized as follows. The previously mentioned details encompass the financial institution's beliefs, vision, goal, and business strategy, in addition to its historical history. Subsequently, the subject of assessing the quality of services provided by Landing Address Ltd. using the questionnaire model, together with my associated obligations, presents itself. The synopsis displays the many services Landing Address Ltd. offers.

Finding the issue with customer satisfaction and client happiness requires this information, which is extremely important.

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Chapter 1

Introduction

1.1 Introduction

In the real estate industry, unlike manufacturing and some service sectors, selling goods and services is not the only thing that goes on; long-term contracts and a wider range of service relationships are involved, along with the "selling" of one's reputation to potential buyers and customers themselves. The real estate sector prioritizes client retention over tenant acquisition since it might yield positive results when concentrating on the demands of present clients. Customers have grown more demanding when it comes to the services they receive, just as the real estate sector has come to understand how important they are.

One of Bangladesh's top private real state Landing Address Ltd was founded 2017 and its objective was to give clients the best real estate services possible. Landing Address Ltd started its journey by following real state law in Bangladesh.

Landing Address Ltd. is enthusiastic about what its do and is proud of the connections it has made with partners and clients. Its success is a direct result of dedication to quality, and are honored to have developed a reputation for offering outstanding customer service and meeting the expectations of the customers.

Landing Address Ltd. is looking forward to growing and adding more services to its offerings so that customers can have better options with many facilities it will be easy for the customers to choose according to customer's perceptions.

1.2 Context of the study

Through the BBA, internship program, I can apply my academic knowledge to real-world situations while developing fundamental soft skills like problem-solving, leadership, teamwork, and flexibility.

I had the opportunity to work with Landing Address Ltd. My supervisor, Farhana Noor Ma'am, gave me advice all the way through composing the report. I got the information via working with Landing Address Ltd. I also obtain information from their diverse clients. I obtained some data from their website. During my internship, I was able to expand my skills and gain more self-assurance in the job.

1.3 Scope of the Study

Without the customer, Real Estate Companies couldn't run their business and if customers stop giving their time, their money, or if they stop buying then the company will be destroyed. So, that's why the satisfaction of a single customer does matter. That's why it is mandatory to understand the customer service and satisfaction of any real estate business.

Giving best Service quality than other companies, and giving top-notch service to the customers differentiates a company from rivals. Through these things, the company maintains its relationship with its customers. As every company gives the same service and products at that time customers' feedback customers experience matter a lot to it to present itself as more effective than any other company.

The report covers:

- ❖ Customer Satisfaction of **Landing Address Ltd.**
- ❖ Services offered by the **Landing Address Ltd.**

1.4 Objectives of the Study

Broad Objective:

- **The broad objective of the study is to evaluate customer satisfaction in Real Estate Business of Bangladesh: A study on Landing Address Ltd.**

Specific Objective:

1. To determine the customer perceived demand from real estate.
2. To understand the influence of service quality on customer satisfaction.
3. Based on the findings of the problem, some recommendations should be made.

1.5 Methodology of Study

To carry out analyses that have been provided by the report, the study made use of both primary and secondary data. Employees of **Landing Address Ltd** and clients who have used the company's services were the first to provide information on general operations and customer satisfaction. Numerous sources, such as websites, annual reports, relevant periodicals, and so on, were used to collect Secondary facts.

Primary Data:

- ✓ Data was collected from customers of **Landing Address Ltd**.
- ✓ In-person discussions with clients.
- ✓ Observation during the internship tenure.

Secondary Data:

- **Landing Address Ltd. annual report 2020-2022**
- **Landing Address Ltd 2020 Investment Handbook.**
- **Online sources: Landing Address Ltd website.**
- **Articles, various books and magazines related to the subject of this report..**

Population of the study:

Customers of **Landing Address Ltd.** are targeted for this study.

1.5.1 Size

For conducting the research sample size was 50.

1.5.2 Techniques of sampling

To total the ponder comfort inspecting strategies or frameworks have been utilized, which may be a sort of non-probability testing.

1.5.3 Data collection method

Questionnaire Survey: A questionnaire survey is used to collect data from a specific population or sample in the form of opinions, behaviors, attitudes, and information. A systematic and open-ended questionnaire for **Landing Address Ltd** customers was prepared for this report.

1.6 Limitations of the Study

The following restrictions arose when the research was conducted:

- The main limitation of the research was insufficient data, which restricted the capacity to do the necessary analysis for the study.
- Not getting enough time to cover all the activities.
- Since almost 90% of clients are business owners, it might be challenging to receive a response from them because of their hectic schedules.
- Managing some information for this study is challenging as every firm protects the privacy of its internal data.

Chapter 2

Organization Overview

2.1 History of Landing Address Ltd

The story of us at Landing Address Ltd. is one of quality, passion, and devotion. It was established in 2017, Landing Address Ltd.'s objective was to give clients the best real estate services possible. Landing Address Ltd.'s journey started with a straightforward concept: to establish a real estate firm that prioritizes meeting the requirements of customers. Its goal was to establish a business that puts the interests of its clients first by offering individualized solutions specially designed to fulfill their requirements.

Since then, It has put in countless hours to become the top real estate firm in the business. Landing Address Ltd. is enthusiastic about what do and is proud of the connections it has made with partners and clients. Its success is a direct result of our dedication to quality, and it is honored to have developed a reputation for offering outstanding customer service and exceeding clients' expectations with outcomes. Management is enthusiastic about Landing Address Ltd.'s future and is looking forward to growing and adding more services to its offerings. Its dedication to clients never wavers, and it'll keep working hard to make sure every customer it serves gets the finest results possible.

2.2 Vision

The vision of Landing Address Ltd. Is:

1. To become a top real estate firm that leads the sector in quality and standards.
2. The goal is to become the go-to source for real estate services for everyone looking to purchase or sell a home and to be known for its professionalism, knowledge, and commitment to customers.
3. Landing Address Ltd. is dedicated to innovation and constant progress, making use of the newest trends and technology to give clients the finest results.
4. Helping clients reach their real estate objectives and create better futures for themselves.

2.3 Mission

The mission of Landing Address Ltd. is:

1. To provide exceptional real estate services to clients, with a focus on customer satisfaction, integrity, and professionalism.
2. Landing Address Ltd. is committed to building strong relationships with clients and partners,
3. To provide personalized solutions that meet their unique needs and exceed their expectations.
4. Its goal is to be the most trusted and respected real estate company in the industry, delivering results that help our clients achieve their goals and build its future.

2.4 Code of Conduct

Landing Address Ltd. is committed to maintaining the greatest levels of ethics, professionalism, and client care. A Code of Standards is a collection of values that directs its operations and aids in making sure it's providing the greatest results for our customers. Among these requirements are:

Professionalism: From dealings with partners and clients to company operations and procedures, It's dedicated to upholding the greatest standards of professionalism in all that it does. Landing Address Ltd. thinks it's important to always operate with integrity, honesty, and openness.

Customer service: Landing Address Ltd.'s commitment is to deliver outstanding customer service, prioritizing our clients' requirements at all times. Landing Address Ltd. makes an effort to comprehend the particular wants and objectives of each of its clients in order to offer tailored solutions that satisfy their demands.

Open and honest communication is something we really believe in, and we inform our partners and clients at every stage. We pledge to give timely answers to questions and concerns as well as consistent updates on the status of real estate transactions.

Knowledge and experience: To give its clients the finest results possible, Landing Address Ltd. makes use of its vast industry knowledge and experience. Landing Address Ltd. staff of experts keeps abreast of the most recent advancements and trends in the field, guaranteeing that they are constantly knowledgeable and prepared to provide outcomes.

Respect and secrecy: Landing Address Ltd. is committed to treating its partners and clients with dignity and discretion, preserving their privacy, and making sure that any sensitive data is kept safe.

Accountability: Landing Address Ltd. is dedicated to keeping its word and accepting accountability for its choices and actions. Landing Address Ltd. is committed to maintaining the greatest levels of professionalism and ethics at all times, as well as being accountable to our partners and clients.

2.5 Services of Landing Address Ltd.

Landing Address Ltd has three services:

- 1) Buildings develop
- 2) Apartments Buying and selling
- 3) Interior Design.

Landing Address Ltd is a Building developer company in Bangladesh. Landing Address Ltd developed some of the projects. It makes contracts for selling ready or non-ready flats or offices within 6-12 months with some developer companies like DOREEN Development Ltd, The Purba Ltd, Somerset Properties Ltd, Edison Real Estate Ltd, Seraj Properties Ltd, etc. Their main focus is on developing buildings, selling apartments & doing interior. Landing Address Ltd sells flats, and offices according to the needs of customers at low cost. Customers can buy ready flats or unfurnished flats apartments or offices according to their choice. If customers want to decorate their flat or house as per their wish, Landing Address also provides them that opportunity. Landing Address Ltd designs gorgeous & elegant interiors with skilled & professional interior designers at very low cost. Nowadays Landing address ltd. gains customer's trust with their awesome services that's why customers are now prioritizing the landing address among their preferable choices.

Landing Address Ltd focuses on growing their company to develop more projects. Now they focus on buying and selling apartments with interior design.

Chapter 3

Discussion and Analysis

3.1 Some issues in Real estate sector

1. Over value of land

Year	Mirpur	Uttara	Banani
2019	30,00,000–90,00,000 Per Katha	60,00,000-160,00,000 Per katha	100,00,000-300,00,000 Per katha
2020	100,00,000-110,00,000 Per Katha	170,00,000-190,00,000 Per katha	350,00,000-400,00,000 Per katha
2021	130,00,000–140,00,000 Per Katha	210,00,000-290,00,000 Per katha	430,00,000-480,00,000 Per katha
2022	155,00,000–170,00,000 Per Katha	320,00,000-380,00,000 Per katha	500,00,000-550,00,000 Per katha
2023	180,00,000–200,00,000 Per Katha	400,00,00-450,00,000 Per katha	600,00,000-680,00,000 Per katha

2. High Value of Construction Materials.

Year	Brick	Rod	Sand	Cement
2019	1000 Unit-7800-13000	Ton 60,000-68,000	Per CFT 18-40tk	Per bag 470-900tk
2020	1000 Unit-8800-14500	Ton 65000-74,000	Per CFT 20-43.5tk	Per bag 480-930tk
2021	1000 Unit-10500- 16000	Ton 70,000-83,000	Per CFT 23-45tk	Per bag 490-950tk
2022	1000 Unit-11300-17500	Ton 78,000-90,000	Per CFT 25-47.5tk	Per bag 500-960tk
2023	1000 Unit-13100-18000	Ton 88,000-102,000	Per CFT 27-55	Per bag 510- 990tk

3. High Apartment Price:

Year	Mirpur	Uttara	Banani
2019	3,700-7,000 per ft	6,500-9,500 per ft	11,000-18,000 per ft
2020	4,000-8,000 per ft	6,800-10,300 per ft	12,000-19,500 per ft
2021	4,300-9,000 per ft	7000-11,500 per ft	13,500-20,500 per ft
2022	4,500-10,200 per ft	7,500-12,200per ft	14,000-22,000 per ft
2023	4,800-11,000 per ft	8000-13,500 per ft	14,800-23,500 per ft

4. High House Rent.

Year	Lower Income Group	Middle Income Group	High Income Group
2019	8,500-13,500	12,500-22,500	25,000-60,000
2020	15000-17,500	25,000-28,500	70,000-85,000
2021	18000-23,500	30,000-35,000	90,000-1,00,000
2022	25,000-30,000	36,000-38,000	1,10,000-1,20,000
2023	30500-33,500	40,000-50,000	1,25,000-1,35,000

5. House Loan Interest Rate.

- Pubali Bank PLC: 9.50%
- Lanka Bangla Finance: 10.50%
- Standard Chartered Bank: 8.50%
- Midland Bank: 8.90%

- IPDC Finance Limited: 9.99%
- City Bank Limited: 8.00%
- Eastern Bank Ltd: 8.50%

3.1.2 Customer Services of the Real Estate Business:

A. Handling Customer Complaints-

- In case of Hand over date Expansion Company tries to reduce this kind of problem even company try to do hand over the project within time. If any customer face pricing issues company try to reduce the price to earn a minimum profit from the customer. Project location is a big issue for customer sometimes customers think the location will be best but when customer arrive in the location, customer feels this is not a suitable location for his family in that issue company offer them other location regarding customer demand. Some customer doesn't like Apartment design and interior design so company design the whole apartment as per customer demand. In case fittings issues company send some expert and skilled people to fix all kind of fittings issues so that customer feel premium and safe.
- B. Utility connection-** Now a days Titas doesn't allow to serve new gas line in new building that why company create a small room on the underground of building of LPG Gas. The electricity connection supplied through Desco and Water supplied by WASA.
- C. Project handover-**Company handover the project in expected time but sometimes it depends on how the big is this. For example, if the project is commercial or residential building then company take time complete all the procedures.
- D. Registration-** In case of registration company do a deed with customer that they will hand over the apartment with all the papers collected from Rajuk that's why company collect all the papers of customer with proven document and goes to Rajuk for registration. Company collects paper from various customer who are willing to buy apartment from company because when company gives many customer papers to Rajuk, Rajuk did all the works together and company can handover many project's to customers and customers feel safe and customer feel happy as they got their apartment on time.

3.2 Data Analysis of the Survey

Various factors were highlighted in the survey's analysis section. These answers are compiled to show the customer's sentiments regarding the company as a whole as well as their perceptions of a variety of other issues. 50 people who are primarily clients of Landing Address Ltd. were questioned as part of the survey. The results of each question were shown, and the majority of questions were direct or close-ended.

Graphical representations and clarification are displayed for each response:

Statement no 1:

1.Count of Age

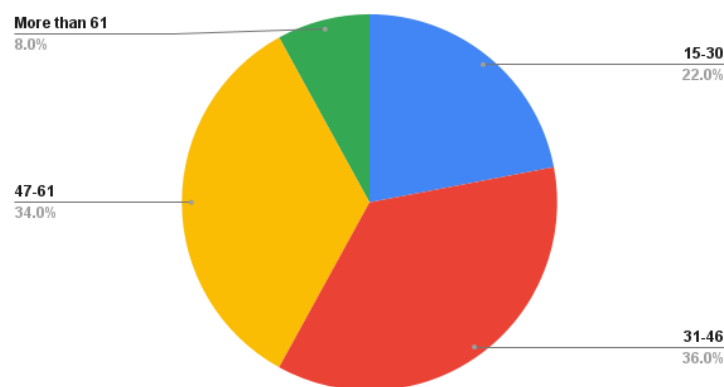


Figure: Age

The pie chart shows that the majority of respondents 36.0% are between 31-46 years. About 34.0% of the respondents are 47-61 years old, 22.0% of the respondents are 15-30 years old and 8.0% are more than 61.

2. Count of Occupation

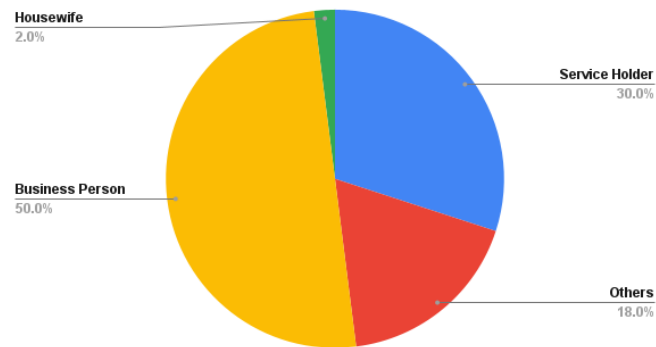


Figure: Occupation

The pie chart shows that the majority of respondents 50.0% are business person. About 30.0% of the respondents are service holders, 2.0% are housewives and 18.0% of the respondents are doing other types of responsibility.

3. Count of Gender

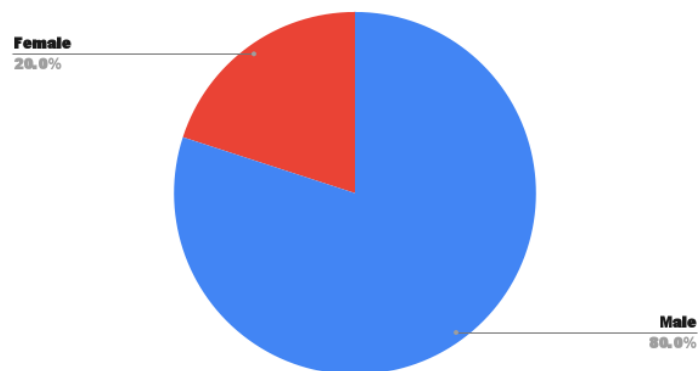


Figure: Gender

The pie chart shows that the majority of respondents 80.0% are male. About 20.0% of the respondents are female.

4. Count of Marital Status

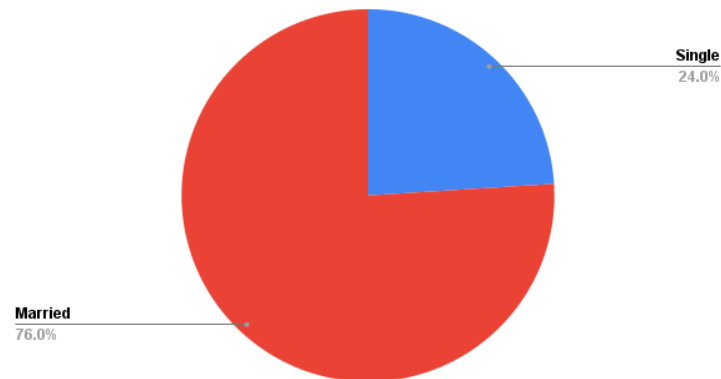


Figure: Martial status

Pie chart shows that the majority of respondents 76.0% are married. About 24.0% of the respondents are single.

5. The ventures of family improvement ltd. Are endorsed by RAJUK

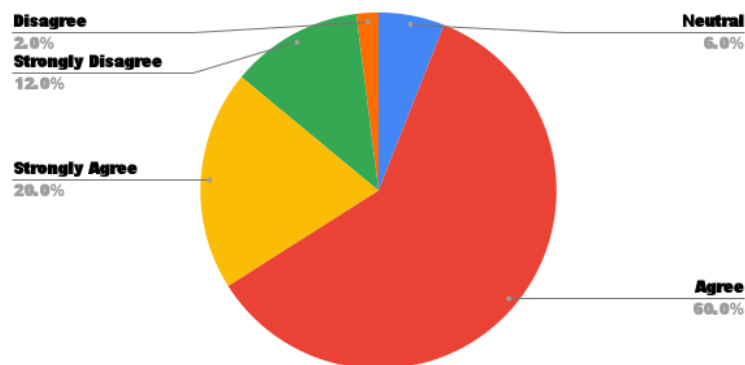


Figure: Project approved

The pie chart shows that the majority of these surveyed 60.0% chose to “agree” in this case, 20.0% chose to strongly agree and 6.0% are neutral which results give a positive vibe towards customer satisfaction. Only 12.0% of respondents strongly disagreed with the statement and 2.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

6. Different sizes of land are available

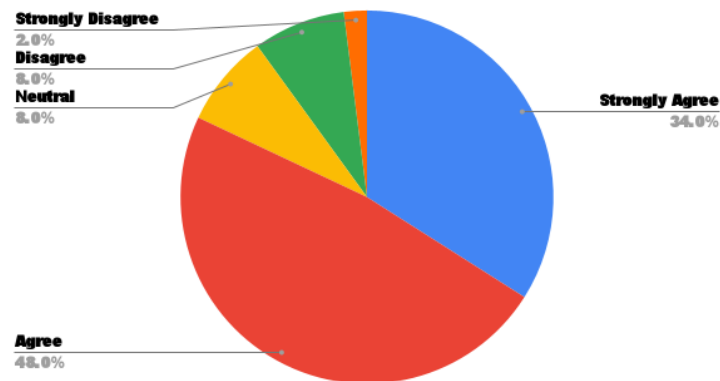


Figure: Land Size

The pie chart shows that the majority of these surveyed 48.0% chose to “agree” in this case, 34.0% chose to strongly agree and 8.0% are neutral which results give a positive vibe towards customer satisfaction. Only 8.0% of respondents disagreed with the statement and 2.0% of respondents chose to strongly disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

7. The price of the land is reasonable

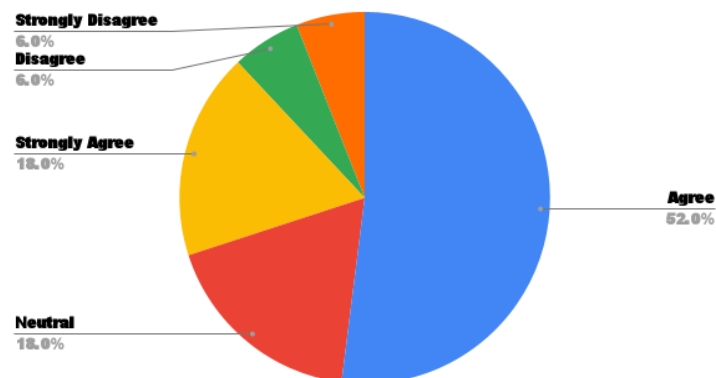


Figure: Land price

The pie chart shows that the majority of these surveyed 52.0% chose to “agree” in this case, 18.0% chose to strongly agree and 18.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and

6.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

8. Enlistment is appropriately done after full installment

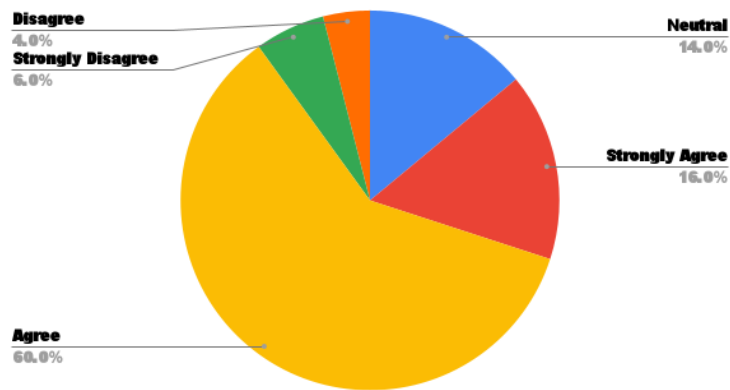


Figure: Registration

The pie chart shows that the majority of these surveyed 60.0% chose to “agree” in this case, 16.0% chose to strongly agree and 14.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 4.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

9. The location of the landing address Ltd. free of flood area.

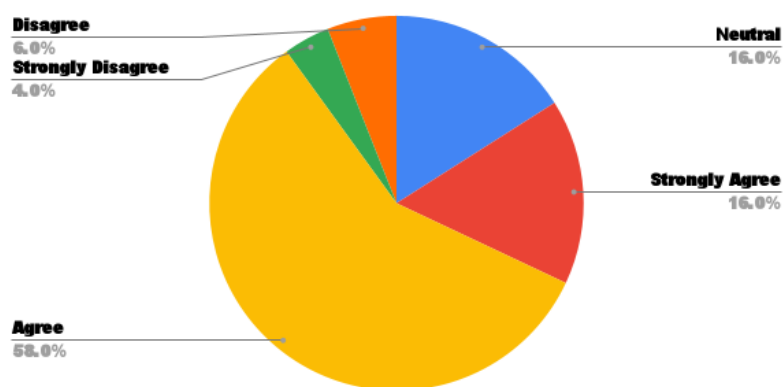


Figure: Location

The pie chart shows that the majority of these surveyed 58.0% chose to “agree” in this case, 16.0% chose to strongly agree and 16.0% are neutral which results give a positive vibe towards

customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 6.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

10. A number of installations are good enough.

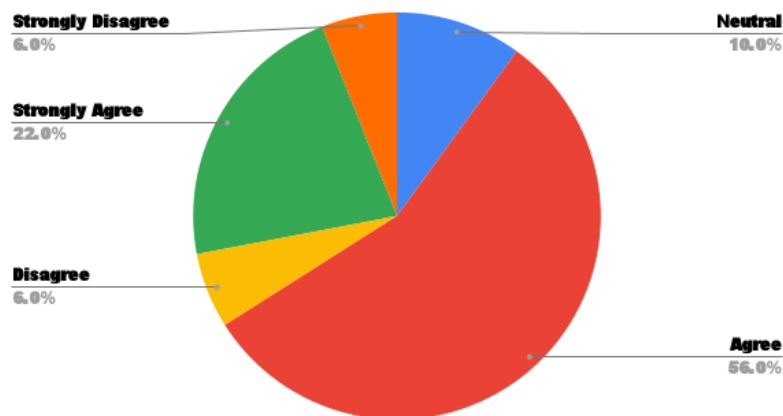


Figure: Installations

The pie chart shows that the majority of these surveyed 56.0% chose to “agree” in this case, 22.0% chose to strongly agree and 10.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 6.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

11. Commercial bank and clinic are found close to your extend.

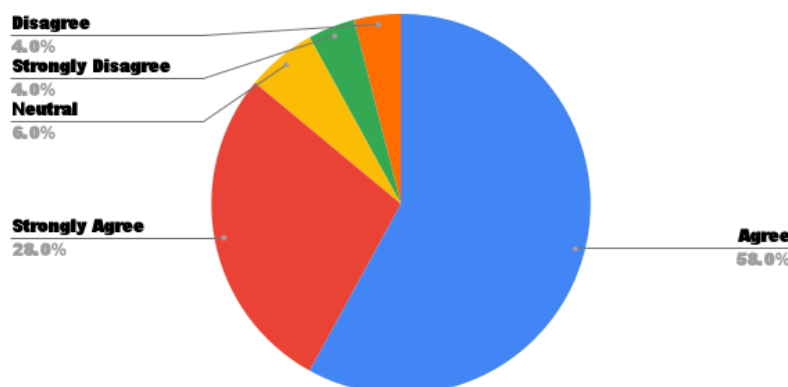


Figure: Location of clinic and bank

The pie chart shows that the majority of these surveyed 58.0% chose to “agree” in this case, 28.0% chose to strongly agree and 6.0% are neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 4.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

12. How old Green saves 35% of arrive for biological adjust.

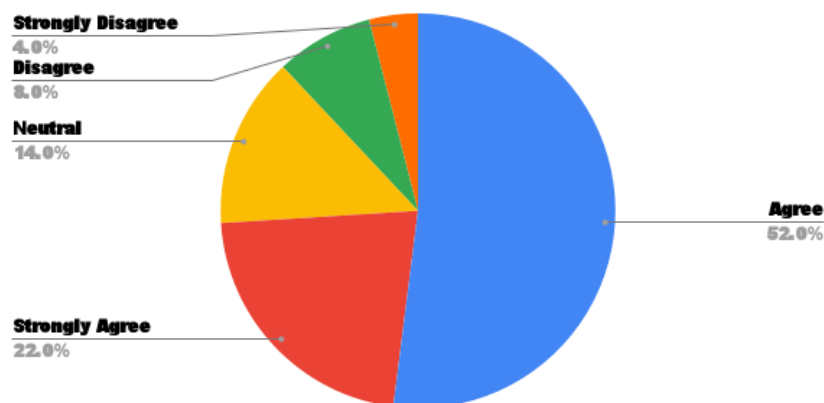


Figure: Ecological balance

The pie chart shows that the majority of these surveyed 52.0% chose to “agree” in this case, 22.0% chose to strongly agree and 14.0% are neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 8.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

13. The area of your plot is Plan by proficient city organizers, designers and naturalists.

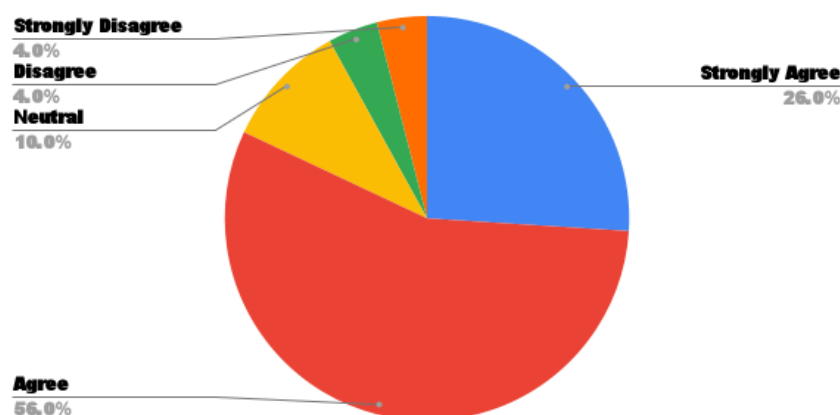


Figure: Location Design

The pie chart shows that the majority of these surveyed 56.0% chose to “agree” in this case, 26.0% chose to strongly agree and 10.0% are neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 4.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

14. Your project holds strong administration and security facilities.

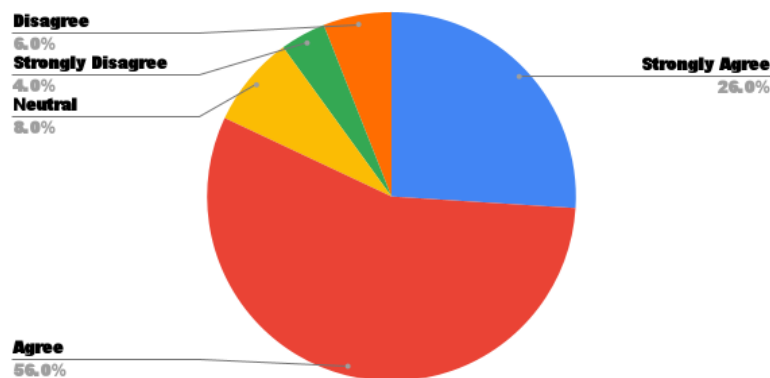


Figure: Facilities

The pie chart shows that the majority of these surveyed 56.0% chose to “agree” in this case, 26.0% chose to strongly agree and 08.0% are neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 4.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

15. The location has an eco-friendly environment.

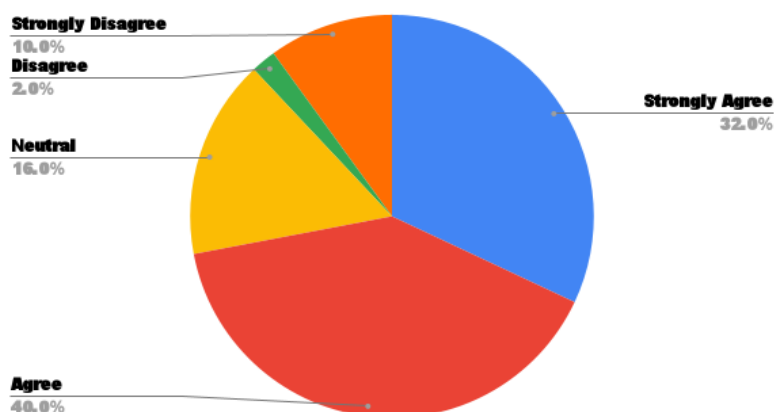


Figure: Location

The pie chart shows that the majority of these surveyed 40.0% chose to “agree” in this case, 32.0% chose to strongly agree and 16.0% are neutral which results give a positive vibe towards customer satisfaction. Only 10.0% of respondents strongly disagreed with the statement and 2.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

16. The project’s design attracts you.

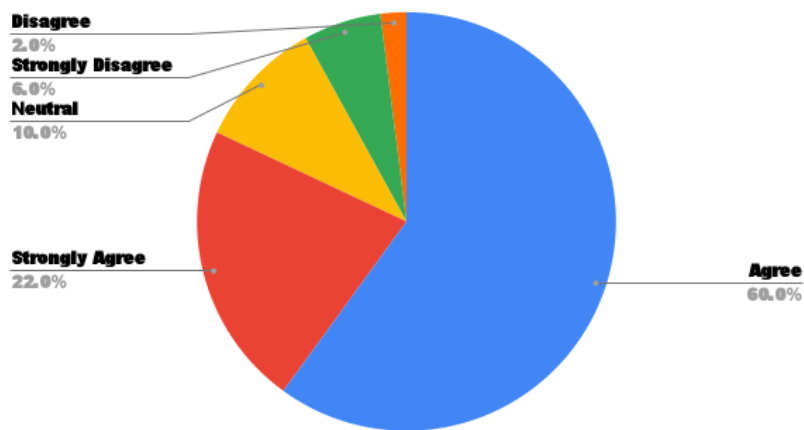


Figure: Project design

The pie chart shows that the majority of these surveyed 60.0% chose to “agree” in this case, 22.0% chose to strongly agree and 10.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 2.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree then it is clear that most of the customers agree with that and they are satisfied.

17. Power, gas and water associations are accessible on location as committed.

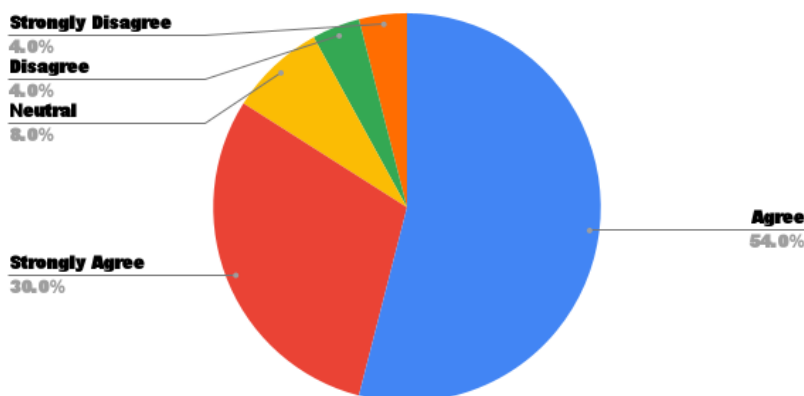


Figure: Utility

The pie chart shows that the majority of these surveyed 54.0% chose to “agree” in this case, 30.0% chose to strongly agree and 8.0% are neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 4.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

18. Always to provide better service to its customers.

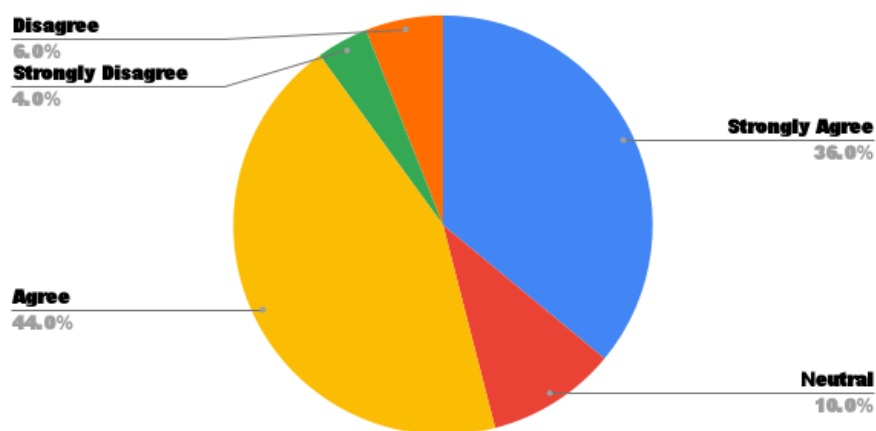


Figure: Customer service

The pie chart shows that the majority of these surveyed 44.0% chose to “agree” in this case, 36.0% chose to strongly agree and 10.0% were neutral which results give a positive vibe towards customer satisfaction. Only 4.0% of respondents strongly disagreed with the statement and 6.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Chapter 4

Problems and recommendation

4.1 Some problems in Real Estate Business:

- Day by day the land value is increasing by year and area which are becomes out of the standard range.
- The price of Construction materials like brick, sand, cement, and rods increasing day by day without any logical reason.
- The price of apartments are becoming high.
- Because of high house rent Low-income groups and middle-income groups live in a ordinary home.
- House Loan Interest Rates are so high that's why low-income group, middle-income group people can't afford them.
- Because of the wrong presentation sometimes clients get confused about the case of the location of the flat.
- Sometimes customers don't give proper documents or sometimes customer gives false papers in case of registration.
- More than 80% client don't need to concur that the cost or crude materials is expanding by everyday that's why the cost extend of flat is expanding day by day.
- Customer face electricity connection problem in new apartment because it is a time-consuming matter to set all the electricity work done hurry.
- More than 65% of customer's age between 55-60 that's why it is very tough to manage this kind of client.

4.2 Recommendations

The recommendations section has to make a few points about how **Landing Address Ltd** should act quickly to avoid losing its market share and significant income.

- Need to maintain a standard land value so that any group of people can buy land.
- The price of Construction Materials like brick, sand, cement, and rods has to decrease otherwise if one person has money to build a house or buy land it will not be possible for the reason of the increasing price of construction materials.
- In this city, every person has the right to have an apartment because this is a part of basic needs so that's why Apartment Prices should be reduced.
- House rent should be reduced otherwise, it will be difficult for low-income groups and middle-income groups to maintain expenses.
- The interest rate should be decreased, sometimes for that reason, a man could lose everything a man has. This is very dangerous for Low-income groups and middle-income groups that's the reason behind interest rates have to decrease.
- The company needs to be concerned in case of presentation of the location of the flat.
- Company needs to be concerned in the case of paper given by the customer in the time of registration.
- Government needs to take care of raw materials price and should take step to reduce it.
- Company need to give handover date after completing all the electricity set up.
- In case of customers, who's age between 55-60 company should make a proper and easy guideline to make sure that these clients understand its service.

4.3 Conclusion

Landing Address Ltd. has revolutionized the real estate industry in our nation by bringing new ideas to the field. In just eight years, it has effectively and significantly affected Bangladesh's economy. Their ability to lend money to many types of entrepreneurs is made possible by their daily profit development, which is essential for microbuses, international commerce, and other undertakings.

The business provides assets in addition to first-rate services to its clientele. With eight years under its belt, Landing Address Ltd has built a solid reputation. Landing Address Ltd will put in more effort to stay ahead of the uncertain and rapidly evolving domestic business landscape. To address the obstacles posed by the current global economic situation, Landing Address Ltd must enhance its production.

To maintain one's dominant position both domestically and internationally. They offer excellent service, which is why they have gotten a lot of great comments. Customers of Landing Address Ltd are generally satisfied with the company's services, according to the survey's results. Several areas may be enhanced to enhance the overall client experience.

Appendix.

Dear Participants,

My Name is Sabbir Hossain, I am a student at Daffodil International University I am conducting research titled “**An Evaluation of customer satisfaction in Real Estate Business of Bangladesh: A study on Landing Address Ltd.**” and the current questionnaire is designed for data collection purposes. You are kindly invited to participate in this research study by completing the attached questionnaire.

Your participation is voluntary, and if you do not want to participate, please discard the questionnaire. However, I appreciate your help in filling in this questionnaire. It will take approximately only 10 minutes to complete. Please note that the questionnaire questions have no right or wrong answer.

Thank you for your cooperation, and for any queries or further information about this study, please do not hesitate to contact me.

Kind Regards,

Sabbir Hossain

Business Administration Department

Faculty of Business & Administration

Questions:

1. General Question :

Your Name: (Optional)

Email:

2. Information About Yourself:

1.	Age(years)	15-30	31-46	47-61	More than 61
2.	Occupation	Service Holder	Housewife	Business Person	Others
3.	Gender	Male	Female	Others	
4.	Marital Status	Single	Married		

3. The questionnaire survey:

Serial No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5.	The ventures of family improvement ltd. Are endorsed by RAJUK	5	4	3	2	1

6.	Different sizes of land are available.	5	4	3	2	1
7.	The price of the land is reasonable.	5	4	3	2	1
8.	Enlistment is appropriately done after full installment	5	4	3	2	1
9.	The location of the Landing Address Ltd project is of flood area.	5	4	3	2	1
10.	A number of installations are good enough.	5	4	3	2	1
11.	Commercial bank & Hospital are located near to your project.	5	4	3	2	1
12.	Household Green City reserves 35% of land for ecological balance.	5	4	3	2	1
13.	The location of your plot is designed by professional city Planners, architects & environmentalists.	5	4	3	2	1

14.	Your project holds strong administration & security facilities.	5	4	3	2	1
15.	The location has an eco-friendly environment.	5	4	3	2	1
16.	The project's design attracts you.	5	4	3	2	1
17.	Electricity, gas & water connections are available on-site as committed.	5	4	3	2	1
18.	Always tries to provide better services to its customers.	5	4	3	2	1

References

- ✓ Palm, P. (2016). 'Measuring Customer Satisfaction: A Study of the Swedish Commercial Real Estate Industry'. *Diva Portal*.
- ✓ <https://www.landingaddressltd.com/>
- ✓ **Landing Address Ltd** annual report