

Business Plan Of

3G BUILDING TECHNOLOGY LTD.

Third generation living solution for those people who love to live with luxury and harmony.

• **Executive Summary**

3G BUILDING TECHNOLOGY LTD (3GBTL) is a real estate company that will offer exciting, good looking and quality apartments. 3GBTL's units will balance safety, cutting edge features, and a positive atmosphere for all the clients. These units will be provided with unmatched levels of customer service and attention.

• **Strategy**

3GBTL will initially focus their efforts on joint venture (with land lord & developers) and developing existing properties. Each unit will be hard wired with Internet access, state-of-the-art amenities will be installed, and safety measures will be implemented ensuring a cutting edge, safe environment. This course of action will be initially pursued as a way to efficiently utilize capital and establish a reputation within the community. Future projects may include custom build outs.

• **Management Team.**

3GBTL will be led by, Mr. Salauddin Shajahan, Mr. Shekh Md. Faisal & Mrs. Rafiza Khatun. Mrs. Rafiza Khatun is Ex Senior Principal Officer of Rupali Bank Ltd. She passed from Dhaka University in Math. Mr. Salauddin Shajahan is working as State manager land of Renaissance Group. Ex Director of Venus design & developments Ltd. Ex Executive Director of Bhondhon Builders Ltd. Senior Principal Officer of Rupali Bank Ltd. He passed from Dhaka University in Management. Mr. Shekh Md. Faisal is Ex Executive Director of One Homes Ltd. Ex Executive Director of Friends Builders Ltd. Ex Perchance Director of Ratul Real Estate Company Ltd. Ex Marketing Admen of Amicus Properties Ltd. He passed in Daffodil International University of Electronics & Telecommunication Engineer.

• **Mission**

3GBTL Real Estate aim to provides high-quality, comfortable units in Dhaka, Coxbazer other areas of Bangladesh. 3GBTL's apartment units offer state-of-the-art living conditions reflective of the rapid advancements in technology and a growing need for quality housing. Our company is dedicated to a hassle free

living environment in which our clients can enjoy all of the benefits of safe, attractive, and inviting units. Our primary objective is to maintain the highest level of customer satisfaction.

• **Keys to Success**

3GTBLs keys to long-term survivability and profitability are as follows:

- ❖ Establish and maintain close contacts with residential real estate listing services, and all other service organizations that 3GBTL (3G BUILDING TECHNOLOGY LTD) uses.

- ❖ Keeping close contact with clients and establishing a well functioning long-term relationship with them to generate repeat business and obtain a top notch reputation.

- ❖ Establish a comprehensive service experience for our client that includes consultation, appraisal, sale preparation, moving consultation, etc.

• **Company Summary**

3GBTL Real Estate is an enterprise that is involved in numerous aspects of the industry. Primary aim is the development of high-quality, lower cost living apartments for Med level income professionals along with luxurious hotel, resort in coxbazer order to inspire the tourism sector in Bangladesh and intense aim to provide strong customer service.

• **Company Ownership**

3GBTL Real Estate will be created as a Limited Liability Corporation. It will be owned by its principal Mrs. Rafiza Khatun, Mr. Salauddin Shajahan & Mr. Shekh Md. Faisal. Mrs. Rafiza Khatun is the acting vice chair man 15% shares in the company. Mr. Salauddin Shajahan is the acting Managing Director 20% shares and Mr. Shekh Md. Faisal is the acting Director 15% shares. The other 50% is held by investors.

• **Services**

3GBTL offers on-site security guards who patrol the grounds during evenings, nights, and early mornings. We also offer an one year repair service. Water reserves (if any problem by Bangladesh water supply center then our project

water reserve's can reserved minimis 2 months), Security system, Fair station, Each unit will contain an emergency panic alert that will automatically go through to the manager and the local police department, Internal telephone service (PABX), Community center for flat association's member, Departmental store in project. (Minimum 40 Katha land project), Library (For student & Old Person), Children play ground. (Minimum 40 Katha land project) & other all facility wants to need by a family.

• Marketing

Bangladesh real estate sector is number one rising sector in Bangladesh. Real estate Market of Bangladesh is almost saturated by the seven thundered of real estate Company which is around Dhaka, Chittagong, Sylhet and some district of Bangladesh. There about 1,783 Real Estate companies in market with the yearly turnover \$19,614,573,831.90 currently this business is going up.

No	Year	Amount	Percentage	Percentage Growth
01	2005	\$210,963,110.00	43%	
02	2006	\$489,993,692.00	49%	56.94%
03	2007	\$987,098,910.00	51%	50.36%
04	2008	\$1,900,281,971.60	48%	48.05%
05	2009	\$3,895,981,837.22	53%	51.22%
06	2010	\$7,321,495,801.79	61%	38.32%
07	2011	\$11,871,516,977.00	60%	65.22%
08	2012	\$19,614,573,831.9		

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• Market Growth

The market for high quality, reasonably priced apartment units has been growing at a rate of 11.9% since 1996. The real estate market is experiencing rapid employment growth that is fueling demand for apartments, but not many new units are emerging. Not only is 3GBTL pioneering this particular niche of

affordable quality living, but it is capitalizing on the strength of the current economic growth in Dhaka. Growth rate in 2011 was 60%.

- **Major location in terms of sale**

Major location in Dhaka (Commercial area).

01	Motijheel commercial area	34%
02	Gulshan commercial area	14.2%
03	Moghbazer commercial area	3.8%
04	Panthopath commercial area	3.2 %
05	Farmget commercial area	4.1%
06	Tejgoan commercial area	11.8%
07	Uttara commercial area	10.7%
08	Khilgoan commercial area	1.5%
09	Others commercial area	16.7

Major location in Dhaka (Residential Area)

01	Old Dhaka residential area	7.1%
02	Polton residential area	3.3%
03	Santinagar residential area	4.2%
04	Khilgoan residential area	8.9%
05	Mogbazer residential area	6.9%
06	Tejgoan residential area	2.3%
07	Bonani residential area	5.1%
08	Mirpur residential area	5.7%
09	Gulshan residential area	6.47%

10	Dhanmondi residential area	8.3%
11	Mohakhali residential area	9.8%
12	Baridhara residential area	4.3%
13	Bosondhara residential area	4.1%
14	Others residential area	23.53%

Now-a-days 3GBTL projects are running in Moghbazer, Uttora, Khilgoan, Coxbazer & other places.

- 1) **Moghbazer** is a Thana of Dhaka District in the Division of Dhaka, Bangladesh. It is

large area in the centre of Dhaka, the capital of Bangladesh. This is an important area of Dhaka city as prime minister's office is near by Moghbazer. It is bounded by Mohakhali to the north, Old Airport Road to the east and Malibag to the south and Dhanmondi to the west. It consists of several localities, near Tejgaon Industrial Area, Kawran Bazar, Nakhalpara, Shaheen Bag, Arjat Para, East Rajabazar, West Rajabazar, Tejturi Bazar & Tejkunipara.

Other real estate company Project

- **Project cost per square feet \$25 average &**
- **Sell per square feet \$88 average.**

Our companies Moghbazer Project

- **Project cost per square feet \$22 &**
- **Sell per square feet \$85.**

So we think our company project sell must be first.

2) **Uttara** is a Thana of Dhaka, the capital of Bangladesh. The name derives from the Bengali word "ut'tar" meaning "north". It lies on the road to Gazipur, and adjoins Shahjalal International Airport. Uttara is primarily planned square grid residential suburb, geographically elevated from southern Dhaka saving it from floods, and is divided into several "sectors". The residents are generally from an (higher-middle-class) or middle-class background, who favor its distance from the congestion and pollution of Dhaka city. Indeed, well into the 1990s, Uttara retained its quiet, leafy suburban character. In recent years, with the increasing influx of people moving in from the city, Uttara has evolved into a bustling town, similar to other areas of Dhaka such as Gulshan, Mohakhali, Banani, Mirpur, Mohammadpur or Dhanmondi. The suburb is well-served by a proliferation of shopping complexes, shops, and schools & colleges.

Others real estate company Project

- **Project cost \$20 per square feet average &**
- **Sell \$65 per square feet average**

But our company Project

- **Project cost \$18.5 per square feet average &**
- **Sell \$58 per square feet average.**

For all that reasons every people want to buy our project.

3) **Khilgoan** thana of Dhaka, another the capital of Bangladesh. This is the important aria of Dhaka. Khilgoan near by Motijheel commercial aria, Golshan, Bonani, Dhanmondi, Moghbazer. There have many commercial office, schools, colleges, markets & ETC. Total Dhaka city live people 500,000 then khilgoan thana stay 187,500 people. This area is living cost so easy & place are so good.

Others real estate company Project

- **Project cost \$29 per square feet average &**
- **Sell \$70 per square feet average**

But our company Project

- **Project cost \$25 per square feet average &**

- **Sell \$65 per square feet average.**

For that reasons every people are want to buy our project.

- 4) **Cox's Bazar** is a town, a fishing port and district headquarters in Bangladesh. It is known for its wide sandy beach which is the world's longest natural sandy sea beach. It is an unbroken 125 km sandy sea beach with a gentle slope. It is located 150 km south of Chittagong. Cox's Bazar is also known by the name "Panowa", the literal translation of which means "yellow flower". Its other old name was "Palongkee". The modern Cox's Bazar derives its name from Captain Cox (died 1799), an officer serving in British India. In the 18th century, an officer of British East India Company, Captain Hiram Cox was appointed as the Superintendent of Palongkee outpost after Warren Hastings became the Governor of Bengal. Captain Cox was specially mobilised to deal with a century long conflict between Arakan refugees and local Rakhains. The Captain was a compassionate soul and the plight of the people touched his heart. He embarked upon the mammoth task of rehabilitating refugees in the area, and made significant progress. A premature death took Captain Cox in 1799 before he could finish his work. But the work he had done earned him a place in the hearts of the locals and to commemorate his role in rehabilitation work a market was established and named after him as Cox's Bazaar ("Cox's Market"). Although Cox's Bazar is one of the most visited tourist destinations in Bangladesh, it has yet to become a major international tourist destination, due to lack of publicity. Cox's Bazar is connected by road and air with Chittagong.

Others real estate company Project

- **Project cost \$140 per square feet average &**
- **Sell \$450 per square feet average**

But our company Project

- **Project cost \$132 per square feet average &**
- **Sell \$425 per square feet average.**

For that reasons every people are want to buy our project.

- 5) We have also land in **Sreepur**. In future we will make lot of housing plot for medle class people. You must be known Dhaka is the capital city of Bangladesh. In future Dhaka city need so many housing plot for that reasons

we bought some land for housing plot. We make that place children play ground, school, college, some commercials area for bank, market & a lot of housing plot. If any bodies want to anything you must be collect from 3GBTL housing society. Nobody can't go to take any product for out site the housing society. We want to make a satellite town at Dhaka Maymansing highway

• **Competitive Comparison**

3GBTL's competitive advantage is as follows:

- ❖ We offer a higher level of quality in our units than the average unit. This allows for those residents who do not want their living situations to inhibit their comfort or enjoyment.
- ❖ Our marketing and advertising costs will be low due to simple marketing strategies. However, the owner's expertise in visual layout and communications will help create a unique and aesthetic product for the customer.

• **Technology**

3GBTL means third generation living solution for those people who love to live with luxury and harmony. 3GBTL real estate will have the most up-to-date technology provided both to the customers and to the subcontractors and other clients. High quality produces. We will try to protect earth quack protection. Best quality Lift, Generator, Substation & others.

• **Market Analysis Summary**

3GBTL Real Estate's main consumer base will be primarily students at the University of Oregon who will benefit from the apartment's unparalleled level of quality, location, and technological amenities. We will also be marketing to local area professionals and recent graduates, along with faculty and staff at the University. These customers will be looking for safe, high-quality environments that can foster the type of atmosphere needed for scholastic and professional success. It was mentioned earlier that the real estate sector in Bangladesh is yet to penetrate all the city areas. So when one talks about the real estate markets in

Bangladesh it's a good start to talk about the real estates markets that are already in presence or expected to be in presence in those city areas. The following sections describe the real estate activities in six divisional cities in Bangladesh.

• **Target Market Segment Strategy**

We believe that our unparalleled level of quality and technological amenities put 3GBTL into a niche of its own. This will be the focal point of all our marketing and advertising efforts. These segments are also easily reached through local newspapers and publications, as well frequent open house displays.

It is essential for 3GBTL patrons to understand that their needs are our priority.

• **Market Trends**

This industry is constantly evolving and leaving many inflexible companies stagnant. One of the major trends is the need to adapt to technological advancements as well as maintaining the overall appearance and condition of the complexes.

Another important trend is adapting to higher density housing in smaller areas due to urban growth boundaries, etc. 3GBTL is dedicated to following these trends while maintaining the level of comfortable livability that sets us apart from our competitors.

• **Market Needs**

Each of our targets needs the quality, convenience, service, safety, comfort and technological amenities that can only be found at our living complexes.

- The middle class segment needs a quiet safe atmosphere that fosters a quality learning environment.
- The customers segment needs a living environment that separates them from the noisy, dirty inconvenience of average apartment living. Most customers are on their way to home ownership or movement to a larger city, so they need housing that will let them feel like they are getting the quality that they need.

• **Customers:**

Customers are on the remaining side i.e. demand side of the market. Customers' preferences, affordability, income range, tastes etc. influence the demand and supply of the real estate products in the market. The main aim of the customers is to buy houses with the highest possible quality at a given budget. How customers can influence the market is somehow limited to the different aspects like available substitutes, emergency etc.

- **Architects:**

These are the professionals who transfer lots of imaginations in reality for both developers and customers. They play a crucial role in designing and construction phases of houses. To get permission from the government authority to construct buildings, firms have to submit the design done by architects. The aim of architects is to secure job and earn money from designing and consultancy. The influence of architects is limited by their goodwill, experiences, success stories, educational background etc. More and more architects are being produced in the country and they enter in the job market. But the major problem is the work field for them is limited to the situations where the laws are strict. Therefore one might argue that architects are not the critical factor in case of real estate business in Bangladesh.

- **Engineers:**

Those employers who will implement the designs of architects.

- **Financial Intermediaries:**

This group includes mainly banks. But there're some other sources also. For example, pension funds, insurance companies, individual savers etc. Though almost all banks have some offers for the customers in case of real estate buying, there are some specialized banks for the financing of real estate products. But it's claimed that the offers from other banks are not lucrative as they don't finance the big purchase and the offers from the specialized banks are pretty much expensive due to the high interest of the banks. Central bank also plays a crucial role here. It controls the ups and downs of interest rate in the market and therefore due to the negative price elasticity, demand for the real estate products goes down.

One of the major concerns in finance is the accessibility of mass population in house financing services provided by the banks or other institutions. In Bangladesh this is really a big problem because Banks put some difficult conditions on lending such as property as Mortgage Credit risk of borrowers is high because of the low income level.

• **Government & Government Units:**

Government is the ultimate role player in any kind of business in Bangladesh through laws and

Regulations Though government interference is considered as an unfair event in terms of free market economy concept, some markets require government hand for the proper functioning. Real estate business in Bangladesh is one like that. However, in this sector there is not yet any regulatory framework. Therefore builders do whatever they find good for them. It continued for

The long time and now all are in a mess. Though government is willing to fix the problems, it's pretty difficult and in some cases they are too late to react. For example, due to the random construction the traffic system of Dhaka city has been broken down since the last couples of years. Initially government was not careful. Now though they are caring for it, fixing the

Whole issue is beyond their means due to high level of costs. In addition to government there are various units of government who plays crucial role in the real estate business.

- Ministry of Housing: This is the ministry responsible for the proper housing policy design in order to ensure this fundamental right of people across the whole country. But housing for all is still a dream for the ministry. The ministry works with other ministries like Ministry of local governance to improve the housing conditions of the rural people.
- City corporations: They provide the permission for the construction activities
- Tax authority: They can influence through tax quota determination
- RAJUK: RAJUK is the sole authority to pass a building's design and construction permission.

- **Strategy and Implementation Summary**

Our target customer is usually looking for higher end living facilities that foster a safe, enjoyable, and convenient environment. They are technology savvy and have a desire to have access to the technological amenities that we provide.

- **Management Summary**

The initial management team depends on the founders themselves, with back-up assistance from the property management department of 3GBTL Real Estate. As we continue to grow, we will establish satellite offices in all of our living developments. It will also be necessary to take on additional help in the marketing and R & D sectors as growth continues.

- **Organizational Structure**

3GBTL Real Estate depends on an organized division of responsibilities in order to run an efficient, diversified enterprise. Main decisions and responsibilities will be divided between the four top partners. They will focus on maintaining high quality and a cohesive business entity. Top division managers will be given specific responsibilities such as marketing, finance, strategic management, or research and development.

- **Management Team**

3GBTL Real Estate is completely departmentalized. The main departments are finance, marketing, management, and research and development. Chair man, Mrs. Rafiza Khatun is the acting vice chair man, Mr. Salauddin Shajahan is the acting Managing Director, Mr. Shekh Md. Faisal is the Director. The company will make all decisions in accordance with the company mission. Employees are delegated tasks based upon their specialty.

Every six months, the four top partners will assess the results of these tasks, and the personality of the employee involved, to determine promotion /or salary issues.

• Financial Plan

We want to finance growth mainly through the “Turn over” the whole year, Real estate sector need more liquid money, and our bank and other “Investing company” often We recognize that this means we will have to grow more slowly than we might like.

The most important factor in our case is collection days. We can't push our clients hard on collection days. Therefore, we need to develop a permanent system of receivables financing, using one of the established financial companies in that business.

Bangladesh is a developing country. And the real estate sector is fast growing. In this sector our banks invest to develop the land of purchase the ready made flat. So we are offering one's the best dwelling palace and banks are ready to invest on.

The Review of the financial position of 3 GTBL

Land Area	Location	Expect Turn over \$	Expected Profit (\$)
20 Katha	Cox's Bazar	16,638,570.00	4,683,570.00
5.5 Katha	Uttara	495,900.00	169,200.00
6 Katha	Moghbazar	850,000.00	240,000.00
6 Katha	Khilgoan	700,000.00	262,500.00
5 Khata	Old Dhaka	497,250.00	114,750.00
Total		19,181,720.00	5,470,020.00

The Turn over will be \$ 19,181,720.00; and the profit will be stands for \$ 5,470,020.00 This financial data will help us for new investment. Thus the 3 GTBL financial positions will strong for re investing and on going process.

- **Human resource**

Top Management

- **Vice Chairman:** Mrs. Rafiza Khatun. Ex Senior Principal Officer of Rupali Bank Ltd. She was passed from Dhaka University in Math.
- **Managing Director:** Mr. Salauddin Shajahan. Working as State manager land of Renaissance Group. Ex Director of Venus design & developments Ltd. Ex Executive Director of Bhondhon Builders Ltd. Senior Principal Officer of Rupali Bank Ltd. He was passed in Dhaka University in Management.
- **Director:** Mr. Shekh Md. Faisal. Ex Executive Director of One Homes Ltd. Ex Executive Director of Friends Builders Ltd. Ex Director of Ratul Real Estate Company Ltd. Ex Marketing Administration of Amicus Properties Ltd. He was passed in B. Sc. Engineer from Daffodil International University of Electronics & Telecommunication Engineer.

Operation Management

- **General Manager (Purchase):** Mr. A. B. M Zakariya. Working as general manager of The Daly Prothom Alo. Ex General Manager of Ratul Group. Ex Manager of the Daly Vorer Kagoz. He was passed from J U of Management.
- **General Manager (Marketing):** Mr. Mirza Eleus. Ex Asst. manager (Admin) of One Homes Ltd. Ex. marketing officer admin of Artisan Homes. Ex senior marketing officer of Amicus Properties Ltd. Ex junior marketing officer Rahim Real Estate Ltd. He was passed in Ragendro University College of Faridpur in Marketing.
- **Senior Chief Engineer:** Mr. Shekh Abdul Jalil. Ex senior chief engineer of Hatil Group. Ex senior chief engineer of Dhaka Real Estate Ltd. Ex junior chief engineer of Ratul Real Estate Ltd. Ex junior chief engineer of Amicus

Properties Ltd. Ex junior chief engineer of SARA Properties Ltd. He was passed in BSC Civil Engineer of BUET.

- **Junior Chief Engineer:** Mr. Md Sayful Islam. Ex chef engineer of Artisan Homes Ltd. Ex senior site engineer of BNS Properties. He was passed in Civil Engineer of Pabna Politecnikal Institute.
- **Chief Accountant officer:** Mrs. Kaniz Fatema. Ex senior accountant of Amecus Properties Ltd. She was passed in Govt. Titumir College in Management.
- **Legal Adviser:** Advocate Manik Roy. Senior lower of Bangladesh Supreme Court. He was passed in LL.B & M.S.S of Dhaka University.
- **Junior Accountant:** Minimum Hon's complete in any university of Bangladesh.
- **Site Engineer:** 2 Project 1 site engineer (Minimum diploma engineer passed).
- **Site Supervisor:** 2 Project 1 site supervisors. (Minimum 12th classes passed & with 1 years experience in any Real estate company)
- **Receptionist:** Minimum Degree complete in any university of Bangladesh. Expert for reception & smart.
- **Office Peon:** 2 people (Minimum 10th classes passed, smart, innocent).
- **Office Security Guard:** 2 Retired people of Army / defense (lower position).
- **Security Guard:** 2 of 1 Project (Minimum 10th classes passed).
- **Office Cleaner:** 2 People (Minimum 5th classes passed).

All Construction contactors

- **Civil contractor:** Mr. Anisuzzaman with his team, Mr Abdul Hamid with his team, Mr. Abdul Basar with his team & Mr. Hiriz Miya with his team.

- **Rod contractor:** Mr. Alamin with his team, Mr Abdul Kuddos with his team & Mr. Johir Islam with his team.
- **Plumber contractor:** Mr. Delowar Hosain with his team, Mr. Josim Miya with his team & Mr. Manik Miya with his team.
- **Carpenters contractor:** Mr. Mondol Roy with his team, Mr. Eusof Miya with his team & Mr. Badol Miya with his team.
- **Painter contractor:** Mr. Md. Josim with his team, Mr. Kuddos with his team & Mr. Atiqur Rahaman with his team.
- **Electrick contractor:** Mr. Md. Mizan with his team, Mr. Abdur Rashid with his team & Mr. Badol Hossain with his team.
- **Tiles contractor:** Mr. Joshim Molla with his team, Mr. Samim Hossain with his team & Mr. Md. Mizan with his team.
- **Thi contractor:** Mr. Samim Miya with his team, Mr. Md. Rahaman with his team.
- **Gril contractor:** Mr. Md Faruk with His team, Mr. Mohabbot Ali with his team & Mr. Amir Hossain with his team.