

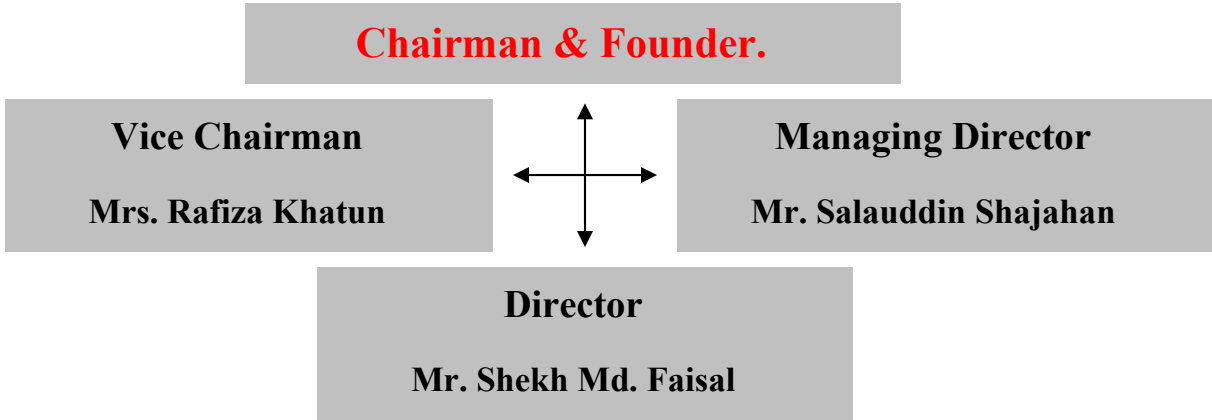
# EXECUTIVE SUMMARY

OF

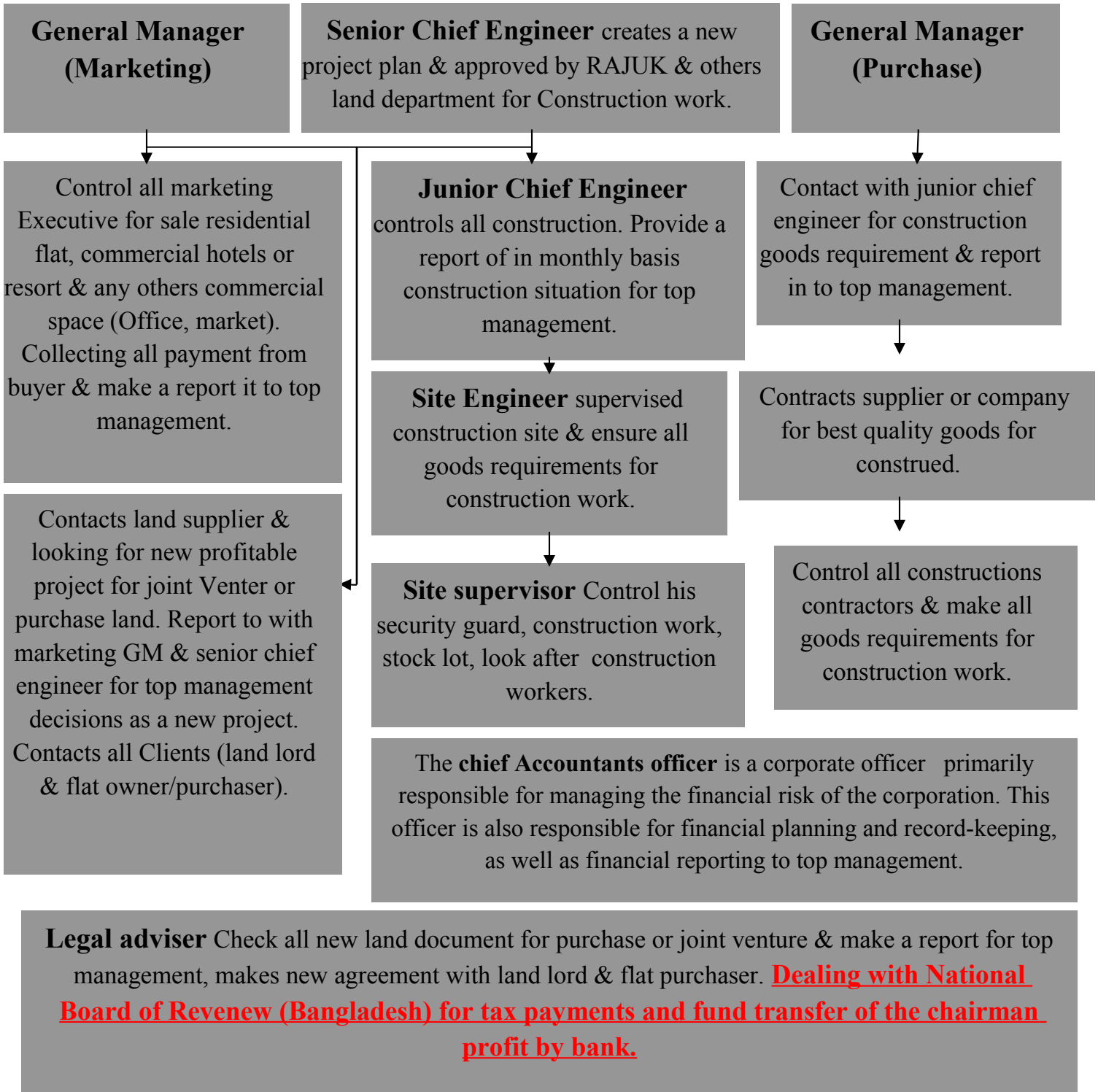
*3G BUILDING TECHNOLOGY LTD.*

Company Registration Number #  
**C-83967/10.**

# Top Management



# Operation Management



# Top Management

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➤ **Chairman:**

➤ **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. Se. Engineer from Daffodil International University of Electronics & Telecommunication Engineer.

## Operation Management

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➤ **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 Gird:** 2 Retired people of Army / defense (lower position).
- **Security Gird:** 2 of 1 Project. (Minimum 10th classes passed.)
- **Office Cleaner:** 2 People. (Minimum 5th classes passed)

## **Our Services/Products**

The company will be dealing in the property for Apartment, Plot and Commercial Space & at Dhaka, Chittagong, Sylhet, Khulna, Rajshahi, Barishal, & Coxbazer. We purchase land level to plot for housing and than sale Housing is one of the basic needs of human being. Bangladesh faces a major housing problem. We provide the best facilities through the logistics support of our own land or flat/apartment. We often helps to the client for loan from House Building, DBH and any others bank on to purchase the land or flat/apartment. Housing Finance market developing at a fast pace, albeit from a very small initial scale. Legal, institutional and regulatory framework not in line with the potential market development and the creditworthy demand for housing. Market-based housing finance frees public resources spent in the housing or saving sector with little social efficiency. Complement market resources for larges scale finance system towards lower-income household.

## **Market Environment**

Housing is heterogeneous and prices hard to measure. Housing markets have traditionally been quantity clearing markets. Housing market performance depends on credit markets and monetary policy: market concentrated mostly in Dhaka city (80-90%) other regions have less demand annual demand for new housing (at least 300000 units) far exceed the formal sector. number of urban dwelling is around 4.0 million units population estimated at 30 million which is around 20% of the total population economic factors compel rural population to migrate to the urban center for employment, living. Requirement of housing in urban area vary from 550000 units to 300000 annually for the next twenty years. Rural housing requirement for new houses is of 3.5 million annually if a two percent of housed formation is assumed. We focus on small apartments for the middle income group. Clients usually deal with real estate companies based on their reputation of professionalism and quality of services rendered in the past. This reputation is difficult to obtain by new firms unless its personnel bring it with them from previous companies, such as ours. Price and scope are also important reasons for acceptance, especially if the company is small.

# **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, community information, moving consultation, etc.

## **Objectives**

The three year goals for 3G BUILDING TECHNOLOGY LTD (3GBTL) are the following:

- Achieve break-even by year two.
- Establish minimum 95% customer satisfaction rate to establish long-term relationships with our clients and create word-of-mouth marketing.

## **Industry**

Not many people consider investing their hard-earned money in Bangladeshi real estate but it is something worth considering. Not only are properties in Bangladesh very good value for money when converted from the local currency, but there are a number of homes in all shapes and sizes available. If you prefer to start from scratch, you will find that construction is affordable too. Real estate in Bangladesh is not everyone's cup of tea, but it can be a real adventure for those who are willing to give it a try.

There are usually a fair number of properties that are available for purchase on the Internet and even more in the local newspapers. Most foreigners can purchase a fairly large, luxuriant home without scraping their pockets clean. This is one of the main advantages of purchasing real estate in Bangladesh – it is really affordable! Before deciding whether or not to purchase such a property, you will likely need to ask yourself what it will be used for. Will you rent it out at relatively low rates and use the proceeds to enjoy the odd vacation in Bangladesh? Or will you use it simply as a holiday home – a Place where you can get away from the stresses related to modern living? Yet another option is that of purchasing a property that you intend to make your home at some stage. It would be very difficult for a realtor to sell a foreigner on the idea of purchasing real estate in Bangladesh. It is really a choice you need to make for yourself. Why not consider this option when next you look at investing in real estate beyond your borders? You never know what bargains you might find!

# **Marketing And Sales Strategy**

Our client is leading Local Group of Companies in Bangladesh want to recruit a Executive Director - Marketing & Sales. The Main Role is: Identify customer, industry, and competitor activities: industry and market opportunity reports, market share analysis, customer satisfaction/loyalty surveys, and create a scorecard to measure Market Intelligence Plan quantitative and qualitative market research to identify new services, and benchmark against competition. Develop strategic marketing programs to grow the business and implement marketing mix strategy Develop and ensure the implementation of appropriate strategy to manage and enhance market share. Plan and develop innovative marketing campaigns that generate excitement and increase sale. Identify key prospect segments and recommend cross sale strategies. Meet and exceed revenue goals by intelligently managing the sales team, prospecting initiatives and building sales pipeline Develop sales strategies and build effective relationships with Design, Construction, Brand, CSD and other cross- teams Contribute new ideas, approaches, or techniques for sales, while keeping up-to-date on relevant industry trends, technologies, and competitive product offerings Recommend changes in products, Value Added Features, and policy by evaluating results and competitive developments Prepare, implement and compile data for the strategic sales plan, monthly reports, annual goals, sales and marketing budget, forecasts and other reports as directed/required Establish performance goals for all sales department employees, and monitors performance on a continual basis. Excellent sales and negotiation skills Good business sense The ability to motivate and lead a team Excellent communication and `people skills` Good planning and organizational skills.

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*3G BUILDING TECHNOLOGY LTD.*

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