

**An Analysis of the Agent Marketing Strategies of Bosila Builders Limited.**  
**Mohammadpur Dhaka-1207**

Supervisor: Nazmun Nur Eva  
University of Liberal Arts Bangladesh(ULAB)

An Internship Proposal Submitted in Partial Fulfillment  
Of the Requirements for the Degree Bachelors of Business Administration

By  
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Submitted in Partial Fulfillment of the Requirements for the Degree Bachelor of  
Business Administration



## Internship/Project Report Approval Form

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### INTERNSHIP/PROJECT INFORMATION

Internship

Organization: Bosila Builders Limited

Internship /Project Report Topic An Analysis of the Agent Marketing Strategies of Bosila Builders Limited.

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Term (Tick one):      ☐ Spring 2025      ☐ Summer 2025      ☐ Fall 2025

### SUPERVISOR APPROVAL

(Tick One)

☐ Approved      ☐ Not Approved      ☐ Partial Re-write      ☐ Full Re-write

Remarks (For Not Approved): \_\_\_\_\_

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Name :SHADAT HOSSAIN TUSHER .

ULAB ID #\_\_193011200

Signature \_\_\_\_\_

Date \_\_\_\_\_

# LETTER OF TRANSMITTAL

Date: 9.11.25

Nazmun Nur Eva

Senior Faculty

School of Business

University of Liberal Arts Bangladesh (ULAB)

**Subject:** Submission of Internship Report on “An Analysis of the Agent Marketing Strategies of Bosila Builders Limited”

**Dear Ma’am,**

With due respect, I would like to inform you that I have completed my Internship Report based on my internship experience at Bosila Builders Limited. The report titled An Analysis of the Agent Marketing Strategies of Bosila Builders Limited has been prepared as a partial fulfillment of the internship requirement of my undergraduate program, Bachelor of Business Administration (BBA), at the University of Liberal Arts Bangladesh (ULAB).

In this report, I have tried my best to combine the theoretical knowledge gained from my BBA courses, particularly in Marketing, with practical insights and real-life experience gathered during my internship. The study mainly focuses on understanding how agent-based marketing strategies are applied in the real estate sector and how these strategies contribute to business performance.

I sincerely hope that this report meets the required academic standards and fulfills your expectations. I will be grateful for any valuable feedback or suggestions from you, as they will help me improve my understanding further.

Sincerely,

SHADAT HOSSAIN TUSHER

ID: 193011200

Bachelor of Business Administration (BBA); Major: Marketing

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University of Liberal Arts Bangladesh (ULAB)

### **Acknowledgement**

It is a deep delight of mine to thank everyone who assisted and helped me during my internship and contributed to my successful completion of this internship report. Primarily, I am very grateful to Allah, the Almighty, that I had patience, strength and purpose to accomplish this difficult task within the timeframe I had. The University of Liberal Arts Bangladesh (ULAB) has given me the chance to do my internship as a course towards the Bachelor of Business Administration (BBA) course. I would also like to take this opportunity to express my gratitude to my academic supervisor, Nazmun Nur Eva, Senior Faculty, School of Business, who guided me, gave me valuable suggestions and encouragement in the process of writing this report. Her comments and encouragement ensured that I got to know what was required of me academically and how to make my work better. I would also wish to show my heartfelt gratitude to Bosila Builders Limited that has enabled me to carry out my internship with the organization. I would particularly like to thank my organizational supervisor and other officials who guided me, cooperated and supported me during my internship period. Their practical teachings and on-the-job knowledge allowed me to have a clear concept of the activities that an agent marketer goes through and how marketing works in the real estate business. It is my pleasure to acknowledge all the employees and agents of Bosila Builders Limited who volunteered to share their experiences and give the required information to conduct this study. Their collaboration was relevant towards the effective completion of this report. Lastly, I would like to say that I would never have attained my current status without the support, encouragement, and motivation that my family and friends have provided me over the course of my internship and studies. This report would not have been done without their contribution.

## Table of Contents

|                                                                         |    |
|-------------------------------------------------------------------------|----|
| LETTER OF TRANSMITTAL .....                                             | iv |
| Part - A .....                                                          | 1  |
| Chapter ; 1 ( Internship Experience ) .....                             | 1  |
| 1.1. Motivation to Do Internship.....                                   | 1  |
| <b>1.2. Internship Search Process</b> .....                             | 1  |
| 1.3. Interview Experience .....                                         | 1  |
| <b>1.4. Brief About the Internship Organization</b> .....               | 2  |
| Chapter : 2 ( About Internship ) .....                                  | 3  |
| <b>2.1. Job Position and Responsibility</b> .....                       | 3  |
| <b>2.2. Your Takeaway from this Position</b> .....                      | 3  |
| <b>2.3. Relate your Educational Learning to Internship Roles</b> .....  | 4  |
| Chapter :3 (Self Reflection) .....                                      | 6  |
| 3.1. Likes and Dislikes About My Workplace.....                         | 6  |
| 3.2. How Could You Do Better and How They Could Utilize You Better..... | 6  |
| 3.3. How They Can Improve Experience for Future Interns.....            | 7  |
| Chapter : 4.....                                                        | 8  |
| 4.1. Personal Development Plan .....                                    | 8  |
| <b>Short-Term Goals</b> .....                                           | 8  |
| Long-Term Goals (3–5 years).....                                        | 8  |
| professional.....                                                       | 8  |
| 4.2. Skills That You Are Willing to Learn in Future .....               | 8  |
| <b>Technical Skills</b> .....                                           | 8  |
| <b>Soft Skills</b> .....                                                | 9  |
| Part : B.....                                                           | 10 |
| Executive Summary.....                                                  | 10 |
| Chapter : 1 (Introduction ) .....                                       | 10 |
| 1.1    Research Title:.....                                             | 10 |
| 1.2 Background of the Study .....                                       | 10 |
| 1.3 Problem Statement .....                                             | 11 |
| 1.4 Research Question and Objectives.....                               | 11 |
| 1.5 Potential Contributions of the Study .....                          | 12 |
| 2.1 Types of Research.....                                              | 13 |

|                                                                                                                                                                                                       |            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 2.2 Research Design.....                                                                                                                                                                              | 13         |
| 2.3APPROPRIATE METHODS FOR SAMPLING , DATA COLLECTION , AND ANALYSIS .....                                                                                                                            | 13         |
| Primary Data .....                                                                                                                                                                                    | 13         |
| Secondary Data .....                                                                                                                                                                                  | 15         |
| <b>Chapter : 3 (Findings and Discussion ) .....</b>                                                                                                                                                   | <b>16</b>  |
| 3.1Findings from Survey .....                                                                                                                                                                         | 17         |
| Chart 1: The way customers initially heard about Bosila Builders Limited. This pie chart indicates the percentage of customers who visited Bosila Builders using the various marketing channels. .... | 18         |
| Agent referral – 50% 2. Social media – 20% 3. Advertisement – 10% 4. Friends/Family – 20% That is a clear indication that customer attraction is still the most effective through the agents.....     | 18         |
| <b>Interpretation</b> .....                                                                                                                                                                           | <b>20</b>  |
| 3.1 Findings from Manager Interviews.....                                                                                                                                                             | 20         |
| 3.2 Findings from Agent Interviews .....                                                                                                                                                              | 20         |
| 3.3 Findings from Customer Survey (30 Responses).....                                                                                                                                                 | 21         |
| 3.4 Key Themes Identified.....                                                                                                                                                                        | 21         |
| Theme 1: Trust-Based Selling.....                                                                                                                                                                     | 21         |
| Theme 2: Ineffective Digital Marketing. ....                                                                                                                                                          | 21         |
| 3.5 Analysis of Findings .....                                                                                                                                                                        | 22         |
| 3.6Summary of Findings.....                                                                                                                                                                           | 22         |
| Chapter : 4 ( Recommendations ) .....                                                                                                                                                                 | 23         |
| Chapter : 5 (Conclusion).....                                                                                                                                                                         | 24         |
| Section 2: Likert Scale / Short Answer Questions .....                                                                                                                                                | 27         |
| <b>Appendix.....</b>                                                                                                                                                                                  | <b>vii</b> |

## **Part - A**

### **Chapter; 1 (Internship Experience)**

#### **1.1. Motivation to Do Internship**

The real estate industry is one that I have always found interesting since I believe that the learning can never stop in this sector. The primary reason why I chose to undertake an internship with Bosila Builders Limited was to have hands-on experience and to learn the operation of marketing and sales operations in a professional setting.

By participating in this internship I was hoping that I would be able to work on my communication and marketing abilities, understand how to handle clients and have a more of an understanding of the overall business process. I also felt motivated by the fact that the office is not so distant and therefore it was easy to balance my daily schedule with internship report. I have acquired much knowledge about the operations of the company in a short period, and this experience has only reinforced my belief in my future career as a real estate marketer.

#### **1.2. Internship Search Process**

Prior to my engagement in Bosila Builders Limited, I was on an active hunt to seek internship opportunities in other companies. I needed to acquire some practical experience in the real life and enrich my practical knowledge, so I sent my CV to various organizations and participated in a couple of interviews. I also went on to seek internship postings in other Facebook groups and attempted to establish contact with some individuals who would assist me in the process.

Lastly, I received the chance to work in Bosila Builders Limited through the referral of my elder brother. I applied directly to the company as I knew them, and was called in to have an interview. This turned out to be my first interview experience in general, and I was highly enthusiastic about beginning my internship in a well known real estate firm. On balance, the search provided me with the conception of the nature of the opportunities of offering internships and the role that the connection and networking may play in developing a career.

#### **1.3. Interview Experience**

The first interview experience, which is the interview I had at Bosila Builders Limited, was very difficult at the start as I was very nervous. The environment was however friendly and relaxed since the company already recognizes my older brother, who has a good relationship with the company. The interviewers were polite and made me feel relaxed and hence, better than making me nervous.

They would question me on the reasons why I decided to do my internship at this company and would like to know a little about my personality whether I am an introvert or an extrovert. I informed them that I had also applied in other firms, but I had chosen Bosila Builders since it is in my neighbourhood and the learning environment would be excellent. On the whole, it was a successful experience and taught me to be confident and have a clear understanding of the way professional interview works.

#### **1.4. Brief About the Internship Organization**

Bosila Builders Limited is a medium sized and yet reputable and emerging real estate company in Dhaka. The firm primarily deals with commercial buildings construction, land development and sales of apartments. It has been able to establish a strong and reliable reputation with the customers by building several successful projects in the areas such it has developed over the years such as Mohammadpur, Kaderabad Housing, Dhaka Uddan, Chandima Housing and Bosila.

The organization has a chairman, Haji Iqbal Hossain, and his elder son, the Managing Director, takes care of the general operations and accounting of the company. The company further has fully committed departments e.g. Human Resources, Marketing and Sales, and Accounts and Finance.

The company management is relatively straightforward with the Chairman on the top followed by the Managing Director who oversees all the key departments. All the departments will be under a head or in-charge who will report to the Managing Director. My internship in the Marketing and Sales Department is associated with the promotion of company projects, the attraction of new customers, and the sustainability of the customer relationship.

Bosila Builders Limited Organizational Structure.

The Bosila Builders Limited has a simple hierarchy in its organization structure, which leads to smooth communication within the company and proper management. The scheme may be shown in the following way:

Chairman

Managing Director

HR Dept.   Marketing &   Accounts &

Sales Dept.   Finance Dept.

#### **Description:**

- a. The top position in the company is the Chairman, Haji Iqbal Hossain, who offers a general strategic direction to the company.
- b. The day to day operations, financial performance and all departments are controlled by the Managing Director (his elder son) MD Tanvir Hossain Nyeem.
- c. The HR Department is involved in recruitment, employee welfare and administration assistance.
- d. The Marketing and Sales Department is aimed at advertising real estates, contacting clients, and selling the property.

## **Chapter : 2 ( About Internship )**

### **2.1. Job Position and Responsibility**

As a Sales and Marketing Intern, I was employed in the Bosila Builders Limited during my internship. My position was primarily devoted to the control of the presence of the company on the Internet and assisting marketing processes. Social media management was one of my critical roles, and I was to manage the company face page posting the company content, checking the interaction, and responding to the messages left by clients. Another area in which I assisted was in writing brief promotional captions, as well as choosing appropriate designs or templates to be used in social media posts.

Other than that, I had to engage in event organization and visiting clients, where I helped to communicate with the potential customers and know what they needed. Other things that I learned are email marketing and some bare exposure to SEO and web update, and that led me to comprehend how the digital tools are used in marketing real estate.

The general experience with this role was beneficial. The work was really interesting as it provided me with an opportunity to use creativity and communication, and I understood that I have much more to learn in this sphere.

### **2.2. Your Takeaway from this Position**

When I had to engage in a six-week internship at Bosila Builders Limited, I was quite surprised to learn much precious practical knowledge and professional insights that I could have experienced in a real estate marketing position. I became very communicative and team player. I could communicate with the clients directly, i.e., demonstrate them apartments, answer their questions, and describe the done projects by the company. The lessons of these live sessions made me understand that I can talk to the client in a clear, professional, and convincing way and continue to listen to his/her demand. I also got to learn the balancing aspects between achieving the companies targets and customer satisfaction. Another major learning of mine was collaboration. I networked with the marketing and sales team and attended their meetings weekly where we brainstormed on how to attract new customers, boost sales, and retain customers. These classes have demonstrated to me how a team can collaborate and make decisions to achieve an objective. I was also used to assist in tasks of the sales team, observing how experienced professionals cope with problems. Being a viewer and participant in this has enabled me to realize the importance of teamwork, planning, and effective communication in achieving real outcomes. The section that was a real stretch to my analytical muscles was market research and data analysis. During the entire internship, I followed the customer preferences and purchasing patterns very carefully observing how factors such as location, flat size and price affected the selection. An example is that I observed that the apartments of Bosila with 3 bedrooms were very much demanded although they were of lower cost compared to the 4 bedroom apartments in Kaderabat and Chandima Housing which were worth more money. This tendency made me observe the correlation between demand, pricing and customer priorities. Instead of depending on a spreadsheet to store and process the data, I focused on the figures,

sorted, visualized, and interpreted all the numbers using Microsoft Excel, and this sharpened me in terms of my data skills and provided an understanding of how data-based insights can guide the marketing strategy and business decisions. Other than the technical aspects, I also got to know a lot about digital marketing tools and their functionality. I had an opportunity to administer social media accounts, design content templates, and select design ideas in promo postings. I found this section very interesting since it combined both creativity with strategy. The page management, responding to the online customer inquiries and watching the interest helped me understand the ways of ensuring that the company has expressed what it is all about and maintains an appropriate online atmosphere.

Overall, it was a game changer of an internship. It provided me with a practical experience of the work of actual marketing and sales, increased my teamwork and communication abilities, and enhanced my analytical thinking through research. I also received practical experience in digital marketing, software as well as project coordination. The skills will be my gold in my future job, as it will help me enhance my confidence and prepare me to make an effective impact in any work-related environment.

### **2.3. Relate your Educational Learning to Internship Roles**

The internship enabled me to apply the concepts of marketing in my classes to the experience. I was able to witness the 4Ps, which include product, price, place, and promotion, during my time in Sales and Marketing Department. The observation of the team weighing up the features of the product and the customer needs and then presenting apartments was a real-life view of how the mix is implemented. I also analyzed pricing where demand is determined by the size of the flat, the location and the price. By emphasizing the special aspects of the property and pushing the promotions through the social media and email, I was able to experience the integration of the 4Ps on the ground. The other significant manner in which I applied my educational background was via market search. I was proactive in monitoring customer preference, demand patterns and market activity of competitors. As a case in point, I found that the demand of 3-bedroom units in Bosila was high even at lower price whereas 4-bedroom units in Kaderabat and Chandima Housing attracted more people at higher prices. The Excel helped me to systematize and examine the data to identify those trends, which would help the team make decisions regarding the focus in promotion and target customers. This practical training also reinforced my skills of being able to apply theory to practice. Persuasion and communication style I acquired in classes and project were golden within the internship. Talking to the clients which involved instructing them on how to visit the apartments, clarify their doubts and take them through the purchasing process needed proper talking and persuasive skills. Lesson topics on persuasive communication also gave me an opportunity to clarify the property benefits and prices to make the clients feel understood and secure. Further on, the inclusion of weekly team discussions helped me to practice a concise and clear conversation when proposing the marketing and client-reach ideas. Finally, my understanding of segmentation, targeting, and positioning also came in handy during the internship. I was able to observe how the marketing strategy of the company was determined by identifying various groups of customers, depending on their preferences, budget, and location. As an example, the target audience of a Bosila 3-bedroom unit will be different than Kaderabat 4-bedroom. Through segmentation of them and matching the properties with their expectations I had personal experience of how STP tailors strategies to certain segments. The use of STP within

a practical environment created a gap between the theory of lectures and practice that enhanced my customer-focused marketing intuition.

In general, my internship experience gave me the opportunity to relate my academic knowledge and practice in a professional setting. My theories such as 4Ps, market research, communication, persuasion and STP were not merely a buzzword in my text books but actual items that I would apply in marketing and sale projects being carried out in the company. After integrating the theory of the classroom activity and practical work, my skills have become stronger, my confidence boosted, and I am now prepared to do whatever is next in the marketing and real estate industry.

## **Chapter :3 (Self Reflection)**

### **3.1. Likes and Dislikes About My Workplace**

This has been a great first time experience because I have never worked in a professional corporate setting before and working at Bosila Builders Limited was exciting and educative as well. The workplace environment was also conducive and friendly, which was one of the things that I liked most. Given that I became the youngest team member, my colleagues were very attentive and respectful like my younger brother. My colleagues and supervisors were also happy to guide me every time I committed mistakes. Instead of condemning me, they took time to demonstrate on how I can do better and gave me valuable ideas to do the work more efficiently. This learning environment made me develop confidence and inspired me to do better every day. The team building and communication at the company was also spectacular. Although I was not very close to the Managing Director, it was free and friendly communication with my colleagues. The office was collaborative whereby ideas and opinions were easily shared. This experience allowed me to realize that collaboration is a crucial tool to achieve shared objectives and live in peace within the professional environment. One more important factor that I enjoyed was learning and development. These skills are marketing and communication and they were developed during my internship. Initially, I was very nervous talking to new clients, but with constant practice and being exposed to them, I got a lot more confident. I also got to understand how to find the customer needs, deal with the inquiries in the most appropriate way, and establish good relations with the customers. These experiences have further enhanced my skills of persuasive and professional communication that will be quite useful to my future profession. I also had practical experience with digital marketing instruments. The primary duties of my job involved the administration of Facebook page of the company, client correspondence, advertising, and email communication. These assignments provided me with some hands-on experience of how social media can be utilized to promote a brand and also participate with a customer. The working shifts were between 10:00 a.m. and 7:00 p.m., which seemed rather demanding at the beginning. This being my first full time employment, balance could be achieved between office work and report writing was not easy. Nevertheless, I got used to the routine and improved my time-management skills with time. With regards to hates or obstacles, I believe that marketing strategy of the company can be refined. The company has a strong dependence on agents as its sales pattern and its online marketing operation is very low. Their promotion can be rendered more attractive to their potential clients with the help of an official site and modern methods of promotion, 3D visualization of under-construction buildings. Altogether, the internship experience with Bosila Builders Limited was a great and rich one. The cordial work environment, encouraging co-workers, and learning facilities assisted me to develop both personally and professionally. These few challenges were still valuable lessons, which helped me to reinforce my perception of the business world as a whole and move on to get better.

### **3.2. How Could You Do Better and How They Could Utilize You Better**

During the time spent at Bosila Builders Limited, I acquired numerous precious experiences and received a lot of knowledge about the real estate business. Simultaneously, I was able to identify certain areas in which I could have done better and in which the company could have led me better. On my part, I believe I would have taken time and done more to communicate with clients. Having talked to more customers, I would have learned more about their needs and expectations. It would have also served to reinforce my professional communication skills and create more confidence that I would have in dealing with new people. I used to feel nervous when speaking with clients, however, I noticed that I am able to improve only through constant practice. As I would have participated more in client discussions, I would have learned quicker and brought more to the sales operations of the company. In the perspective

of the company, I believe that the company could have utilized better my skills and interest in technology. Indicatively, had I been given a go-ahead to do more of the social media marketing, that is, promote more on Facebook or design online marketing campaigns, I would have contributed to securing more customers. I also presented some ideas on how to enhance digital marketing by using new tools and images, but they were not put in practice. The management could have provided interns like me with more space to implement creative thoughts, which would yield better results to the company. Besides, the organization might also provide training, mentorship activities, or frequent feedback to interns. Those would assist us in learning and to learn more about those areas that we should improve. Even basic training sessions based on marketing tricks or communicating with the customer would prepare interns better and more competent. I believe that both parties could have improved. I might have been more active and sure in communication and the company might have oriented and engaged me in actual undertakings. Despite these minor problems, I gained the knowledge that it is necessary to continue learning, be active, and open to new experiences.

### 3.3. How They Can Improve Experience for Future Interns

My time with Bosila Builders Limited in the internship did not get much guidance when I began with the company. The company has informed me that all I have to do is sit with other interns and learn watching what they were doing. First it was quite baffling, as this was not the kind of work I have ever engaged in. I was left to work out various things independently, and at times I had no idea whether I was doing all the right things or not. It would have been beneficial if there was some kind of short training at the start of it. A short orientation session would have helped to clear up what I was supposed to be doing and would have got me more comfortable to work. At the initial stages, my thoughts were always unclear as to what to do and how to do it. Everything was new since it was my first-time office experience. I needed to be dependent on observation and inquisitions. It would have helped make my work easier with a brief introduction of how the company does its marketing process, sales and the style of communication used. I received fresh ideas and thoughts and I did not know how to express them appropriately since I feared that my suggestions will not receive acceptance. Correct orientation and communication since the first day would help subsequent interns be more relaxed and confident. I personally was pleased with the presence of a senior mentor, Awolat uncle, who was very kind and hearted. He behaved towards me as though I was his own son, and told me much about the job. The mentor was a great change as I could rely on someone to seek his or her help or advice. I believe that the company should retain this system and ensure all the interns have a mentor or a kind of a buddy in whom they can closely follow. It simplifies the process of learning and reduces its stressfulness. Initially, the working hours (10:00 a.m. to 7:00 p.m.) used to seem very long and I even contracted an illness at some point. However, I became accustomed to it later, and a more convenient schedule would allow future interns to organize their academic and workload in a healthier manner. However, I also noticed that the more time I spent at work, the more I would learn and acquire experience. Lastly, I reckon that the company can reinforce the internship program by organizing trainings, frequent feedbacks, and mini-workshops. These would assist the interns to know about their progress and facilitate their performance. Provided that Bosila Builders would incorporate these little details, the future interns are bound to enjoy a better, effective and easy learning experience.

## **Chapter : 4**

### **4.1. Personal Development Plan**

#### **Short-Term Goals**

I will primarily engage in honing certain skills that would help me become a more effective marketing specialist. As part of my internship at Bosila Builders Limited, I was able to acquire the practical skills of social media promotion on social media such as Facebook and Instagram. I was taught on how to make posts, organize the content and reply to clients based on their inquiries via emails. These assignments enabled me to learn the role of digital marketing in terms of seeking new clients. Another way I used Microsoft excel was data saving, reporting and simple analysis, and this has enhanced my capacity to organize marketing data in the most appropriate manner. I also developed my communication skills in terms of communicating with a client and knowing his or her needs, exchanging ideas with them in an effective and professional manner. Further in order to continue my growth, I will continue to participate in social media promotion, data analysis and report creation. Through the improvement of these skills, I will be in a position to make more contributions to the team, respond to the queries of clients with a lot of confidence and help in the planning of effective marketing campaigns.

#### **Long-Term Goals (3–5 years)**

My long-term goals are to be a Marketing Manager, and I ought to achieve this by making the company grow and profitable. I would like to spearhead flat sales campaigns and other promotional events based on the acquired skills and experience. It is also my goal that I will also be able to manage a marketing team; directing the members of the team and making sure that its marketing strategies are being implemented effectively. The other objective is to create a powerful professional network in the real estate industry, where an effective client relationship can facilitate facilitation of sales and the long-term interaction. Finally my long term vision should be joining my technical skills with the practical experience and leadership qualities to spearhead effective marketing programs, increase client satisfaction and establish myself as an effective and competent marketing professional.

### **4.2. Skills That You Are Willing to Learn in Future**

#### **Technical Skills**

Technical Skills I am, however, looking forward to enhancing my technical skills in the future to establish myself as a better marketing professional. I would like to acquire higher education in the field of social media marketing and content creation and understand how to create interesting materials, organize campaigns, and efficiently contact potential buyers in such social networks as Facebook or Instagram. I also strive to develop my MS Excel competency, such as, better data analysis, report creation, and meaningful visualization of marketing data. Another major objective is working on the competence in the field of digital marketing campaigns, planning, performance, and evaluation of online promotions. Using these technical skills in work on the concrete internship projects and practical tasks, I am eager to get some practical experience so that I will be able to work with any marketing team and make my effective contribution. I also would like to learn new marketing tools and technologies, including email marketing services, simple strategies of search engines, and analytics software like Google Analytics, which will enable me to learn customer behavior, monitor the success of the campaign, and make a decision based on the data in the future.

### Soft Skills

I am aware that good soft skills are important. I want to enrich my skills in communication, such as when it comes to dealing with clients, using professional presentations, expressing ideas in an effective and convincing manner. Communicating with the clients, getting to know their needs and establishing professional relationships are part and parcel of being a good marketer. I would also like to enhance my skills in teamwork and collaboration: I need to learn how to work effectively with my colleagues and

Partners, share ideas and take part in a group project. Moreover, I want to develop my leadership skills further; I would like to acquire practice in team management, junior supervision, initiative, and effective decision-making skills.

Lastly, I will develop more exposure by involving myself into real life projects, workshops and attending training programs, which will enable me to apply these skills in a work environment. This combination of hard skills and soft-skilled enhancement will prepare me to face an intricate marketing issue, manage the campaign effectively, and, eventually, become a competent, assured specialist in real-estate business or the marketing sector in general.

## **Part : B**

### **Executive Summary**

This research proposal is a research proposal assigned to my internship with Bosila Builders Limited. My primary objective is to examine the agent-based marketing practices adopted by the company, and to determine the effectiveness of the latter in driving its sales and consumer satisfaction. Since the primary geographic location targeted by Bosila Builders is Mohammadpur, I will conduct the research in that locality and collect more relevant and precise information. The study will involve the use of both primary and secondary data. I will take primary data by using structured questionnaire that is guided to the agents and customers with sample size of 30 respondents (selected through convenience sampling). Secondary data will be based on the company papers, reports and web-resources. I will use the data in Microsoft excel to analyze the data using descriptive statistics and graphs. In this research, the internship period will be 1 October 2025 to 31 December 2025. Based on my first impressions, agent marketing has a number of

### **Chapter : 1 (Introduction )**

1.1 Research Title: An Analysis of the Agent Marketing Strategies of Bosila Builders Limited.

#### 1.2 Background of the Study

Majority of the companies in the real-estate industry of Bangladesh heavily rely on the agents to transact the sales and communication with the clients. This dependence is informed by the fact that potential buyers are usually time consuming, tedious and need personal face-to-face counterparts. Agents assist in connecting companies with the customers in a shorter time by their networks and direct communication abilities. The same is the case with Bosila Builders Limited. Although it has worked there for many years, its online advertising remains poor and it does not receive many online customers. The company, therefore, depends largely on agents who rely on their personal network to make sales. The agents are commission-based agents. Although such a strategy significantly increases the reach to potential markets, it is fraught with problems, including excessive use of personal networks, poor follow-up of the customers, and increase in the final prices because of commission returns. The real-estate market in Dhaka is very competitive, and customers prefer to work with well-known companies and agent-based marketing is one of the ways of gaining such trust. There are direct talks with the buyers who explain about the project and get them through buying choices. This is personal touch which can be to the advantage in a market place where consumers are wary and require to be confident that the information they receive before making investments is reliable. Another responsibility of the agents to Bosila Builders Limited is the sales follow-up, frequent communication with the clients and local promotion within the Mohammadpur region. Nevertheless, focusing solely on agent network can hinder the future expansion and brand presence of the company. In that way, winning the interest of how Bosila Builders can enhance its marketing strategy by assessing the performance of its existing agent-based system will be the primary point behind carrying out this study. The aim is to enable the organization to build upon its brand value, gain more awareness by customers and develop a more systematic and efficient marketing system in the future.

### 1.3 Problem Statement

Bosila Builders Limited has used agent-based marketing to capture the interest of the customers and increase sales of the flats. Although this was useful in keeping personal communication and customer satisfaction, it can no longer work in the highly competitive real-estate market in Dhaka. The company is now starting its digital marketing but its internet activities are also weak and thus restricts the reach of the customers to the brand and also to sales. One of the key issues is that Bosila Builders spends very little money on promotion online when compared to other real-estate companies in Dhaka. This negatively affects the capability of the company to establish a robust online network and interact on a regular basis with the prospective buyers. In the absence of a revised marketing infrastructure, the company can be in grave danger of stunted future growth; the brand name will not be able to compete with those companies that already implement intensive digital strategies to create an advantage and develop customer networks. Even though the agent system is an effective means of selling by use of trust, referrals, and payment flexibility, use of agents alone makes the commission more expensive and might increase the price to the end-users. The company is also not presented with effective data on the effectiveness of agent marketing, successful strategies, and required improvements. Therefore, there is a research gap on the contemporary marketing environment, areas of weaknesses and how the combination of the agent-based and the digital marketing can impact customer reach, sales performance and brand value in the long term of Bosila Builders Limited.

### 1.4 Research Question and Objectives.

The main marketing channel that Bosila Builders Limited will rely on in accessing the customers, particularly in Mohammadpur area, is agent-based marketing, which makes use of the competitive real estate market in Dhaka. The role of the agents assist the company by identifying the potential buyers, keeping the process of communication in place, making visits to site and assisting to close the deal. They are also critical in establishing trust based on personal interaction and referrals which usually brings about quick sales. Nevertheless, agent marketing too has its issues especially with commission expenses charging it back to the customer. The practices of digital marketing are relatively low, and social media promotion, online interaction, and communication with customers can be enhanced.

The following research question is used in this study:

- 1) In order to address this question the research will answer:
- 2) Know how the agents recognize and target potential buyers to the company.
- 3) Study the value of follow-up, personal trust and negotiation in the sales process.
- 4) Explore the effect agent activities play in site visit and closing of final deals.
- 5) Determine the issues of commission, price and constrained digital marketing.
- 6) Propose how to enhance digital strategies, as well as, agent marketing in order to access more customers.

The research objective and gives a clear guideline as to

1. To find out how agent marketing works in Bosila Builders Limited and how it helps to improve sales.

#### 1.5 Potential Contributions of the Study

There are a number of places where this research can be of value. First, it offers feasible information to Bosila Builders Limited on how successful the agent marketing is on the real estate market. A single company will not be able to target all customers, which is why the application of agents is necessary to generate leads and close sales without a predetermined amount of payment every month. The system is flexible in terms of costs to the company as the agents will only get a commission only after selling a flat. Nevertheless, the analysis of the existing approach will assist Bosila Builders in knowing how to find a more optimal solution between agent commission and customer price.

Second, the research mentions the ability of digital marketing to facilitate long run branding. With the current competitive real estate market in Dhaka, numerous thriving firms have resorted to online platforms to get in touch with their customers, share updates about their projects, and earn trust. In the case of Bosila Builders, enhancement of digital marketing can spread the brand awareness to the level where whenever one considers buying a flat in Mohammadpur the name of a company such as Bosila Builders Limited is used intuitively. The establishment of effective internet presence via the use of Facebook groups, community interactions, video posts on live work updates, as well as frequent promotional posts can create customer networking platforms other than the usual agent communication.

Third, this study would be able to provide effective selling measures that could contribute to better customer attraction and maintenance. The one example is a special payment system of 1% monthly which is applied to under-construction buildings and does not pressurize the buyers and simplifies the process of purchasing. This additional interface of trust and transparency is in the form of having the opportunity to communicate with the company chairman directly. The long-term relationships, as well as customer doubt, may be boosted by demonstrating real-time updates and progress reports to the customers.

Lastly, the research could have an academic value in finding a trust-based model of agent marketing to real estate. The model is based on individual communication, outreach, referral, negotiations, and local acquaintance. The explanations of the development of trust in the interaction of agents and in the context of digital marketing may allow researchers in the future to study hybrid marketing measures and customer behavior regarding housing markets. Thus, the results obtained in the current research will not just assist the Bosila Builders Limited in refining its marketing strategy but can also be used as the source of references by other real estate companies in Dhaka that decide to better integrate agent-based sales and digital sales.

## Chapter : 2 ( Methodology )

### 2.1 Types of Research

In this study, a descriptive method would be employed to consider Bosila Builders Limited agent based marketing strategies. Structured survey questionnaire to the agents and customers in the Mohammadpur area is used to gather the information. The primary aim is to comprehend how agents will play their role in drawing in customers, boosting their sales and instilling trust and what the challenges they encounter in the marketing process is.

The survey will be aimed at collecting sincere and impartial answers without external intervention and evaluating the agent performance and customer satisfaction respectively. The primary data will be agent and customer data and secondary data will be that of the company in terms of reports and documentation as well as online resources to provide complete analysis. This will enable to give practical advice on enhancing the marketing strategies, brand value, and future development of Bosila Builders Limited.

### 2.2 Research Design

The study deploys a quantitative method to examine the agent-based marketing in bosila Builders Limited. To determine the effects of agent activities on customer attraction, sales aspects, trust building, and overall satisfaction, numerical data is gathered by use of structured questionnaires among agents and customers. This design will make it possible to provide measurable assessment of the efficiency of agent marketing, detect the major obstacles, and give data-driven information on how to enhance the performance of the agents and the marketing approaches of the company.

### 2.3 APPROPRIATE METHODS FOR SAMPLING , DATA COLLECTION , AND ANALYSIS

#### Primary Data

This research will be based on the primary data and will be gathered to obtain first-hand information on the agent-based marketing strategies of Bosila Builders Limited and how they contribute to attracting customers, creating sales, and offering trust in the long-term perspectives. The research is aimed towards exploring the performance of agents, their contact with customers, and the total influence of the agents upon the sale development of the company. Primary data collection plays a vital role because it gives a chance to evaluate the marketing process in all its accuracies and constraints in real-time and find real and feasible improvements.

#### *1. Type of Data Required*

The types of data that will be aimed at by the research will be as follows:

- A .Detailed data on the activity of agents, such as the process of identifying potential buyers and reaching them through making follow-ups and constant communication.
- B .Sales information including sold flats by individual agent, sales performance trends and monthly or annual selling, as well.
- C .Understandings of marketing tactics used by the agents as well as the marketing department, the strategies to attract customers and turn the leads into the sales.

D .Customer satisfaction and trust data, in terms of the impact of personal communication with agents on their decision making.

E .data on reward and incentive, recognition or gifts of the best performing agents, in order to assess the motivational strategies.

## *2. Sources*

To have a comprehensive picture of the marketing process, primary data will be obtained with a number of primary stakeholders:

A .Agents: To get on-site information regarding daily selling operations, communicating with customers, visiting their location, and methods of making sales.

B .Sales Manager: To receive general sales information, performance reports, and information on how to assess the work of agents.

C .Marketing Team: This will entail knowing the alignment of digital with agent based marketing strategy and how the initiatives will help agents access potential buyers.

D .Company Records: The official sales data/agent commission data will be used to validate and confirm findings of survey and interview and provide past performance information.

E .Customers: Customers can also be provided with feedback to determine customer satisfaction with agent services and the overall experience of making a purchase.

## *3. Method of Data Collection*

To collect in-depth primary data, several different methods will be used:

A .Techniques Structured questionnaires The questionnaires will be handed out to the agents and customers to collect quantitative information on agent performance, customer satisfaction and sales performance.

B .Interviews: Semi-structured interviews will be carried out with the agents, sales manager, and marketing personnel to gain qualitative data through which the deeper insight into agent strategies, challenges, and operations practices could be made.

C .Direct Observation: The observations of the agents, which will be made during their visits to customers, visits to the site and communication interactions, will assist in capturing the real practices, communication styles, and problem-solving strategies. It will also enable measuring the effectiveness of the agent in establishing trust and making sales.

## *4. Use of Data*

The main data that is going to be gathered will be used in a number of ways:

A .To analyze the work of the agents in a systematic way, it is necessary to find strong and weak aspects of sales and communication with customers.

B .To examine the usefulness of agent-based marketing approaches, the effectiveness of agents in attracting, communicating and retaining customers.

C .To determine the customer response, such as, satisfaction, trust, and perception towards the services of Bosila Builders.

D .To determine the effect of incentive schemes, e.g. gifts or recognition to the best performing agents, and its effect on motivation and productivity.

E .In a bid to offer viable suggestions on how to enhance both agent-based and online marketing tactics, add value to brands, and boost sales productivity as well as customer networking.

This study will offer a holistic and practical perspective of the functions of agents in the marketing plan at Bosila Builders Limited by integrating quantitative findings as a result of the survey and the qualitative interpretation of the interview and direct observations. It will showcase the best practices, identify the obstacles, and propose the changes that can directly influence the sales performance and brand development over time.

### Secondary Data

The secondary data is critical in supplementing primary data and giving a wider perspective of the agent-based marketing plans and customer interaction practices of Bosila Builders Limited. Secondary data enables the current research to be placed within the broader trends and best practices of the real estate industry by examining previous research, industry reports and historical documents. It also gives the benchmarks against which the marketing strategies in the company can be compared.

#### *1. Type of Data Required*

The secondary data that will be gathered in the research will include the following data types:

A .Agent Marketing Strategies: Data on the way real estate businesses engage agents in a bid to secure potential customers, sustain the relationship with customers, and generate a higher sales volume.

B .Customer Engagement and Satisfaction: The research and the reports about the influence of interaction with the agent, referrals, and personal communication on the levels of customer trust and customer loyalty.

C .Digital Marketing Practices: The insights into how the digital tools, social media, and the online campaigns help to support the traditional agent-based marketing.

D .Books and Manuals: Experience of books and manuals on the subject of marketing real estate, sales methods, how to manage an agent and customer relationship strategies that work.

E .Industry Reports: The existing trends, challenges, and successful cases of other real estate firms.

#### *2. Sources of Data*

The secondary data shall be obtained by various sources that are considered credible and they will include:

A .Online Sources: Blogs, and websites that offer useful information, examples and case studies that pertain to agent and digital marketing.

B .Company Records: Past reports on sales, records on performance of agents and documents on marketing that can give the background to the current strategy of Bosila Builders.

### *3. Method of Data Collection*

In order to gather the necessary secondary data, the following techniques will be employed:

A .Online Source Analysis: To gain knowledge of existing trends and realities of agent marketing application, scavenge the internet through blogs and industry sites.

B .Reading Books and Manuals: Reading out of textbooks and professional manuals.

### *4. Purpose*

The data gathered in the form of secondary data will have several functions:

A .Context Creation: To corroborate the findings made after primary data analysis with the trends and best practices in the industry.

B .Validating Results: To bounce information obtained with agents, customers and company records to determine accuracy and reliability.

C .Determining Opportunities: To determine where Bosila Builders can work to enhance agent-based and digital marketing strategies.

D .Supporting Recommendations: To come up with practical recommendation to improve the sales performance, brand value, customer satisfaction, and a long-term growth.

This research will provide a global perspective of agent marketing tactics, effectiveness, and how Bosila Builders Limited can improve its general marketing practice to be competitive in the Dhaka real estate market.

### Chapter: 3 (Findings and Discussion)

In this chapter, the researcher has identified the main findings of the research on the basis of the primary data gathered on the agents, customers and the sales and marketing team of Bosila Builders Limited. The results concentrate on the work of the agents, the follow-up of the customer, sales performance, and customer satisfaction. The findings are then discussed by correlating them with the research objectives and the literature on the same.

A total of 30 valid responses were obtained by using structured questionnaires, where the agents and customers were included in a study to achieve a realistic study, and insights of the sales manager and the marketing team were taken by interviewing.

#### 3.1 Findings from Survey

#### How Customers First Heard About Bosila Builders

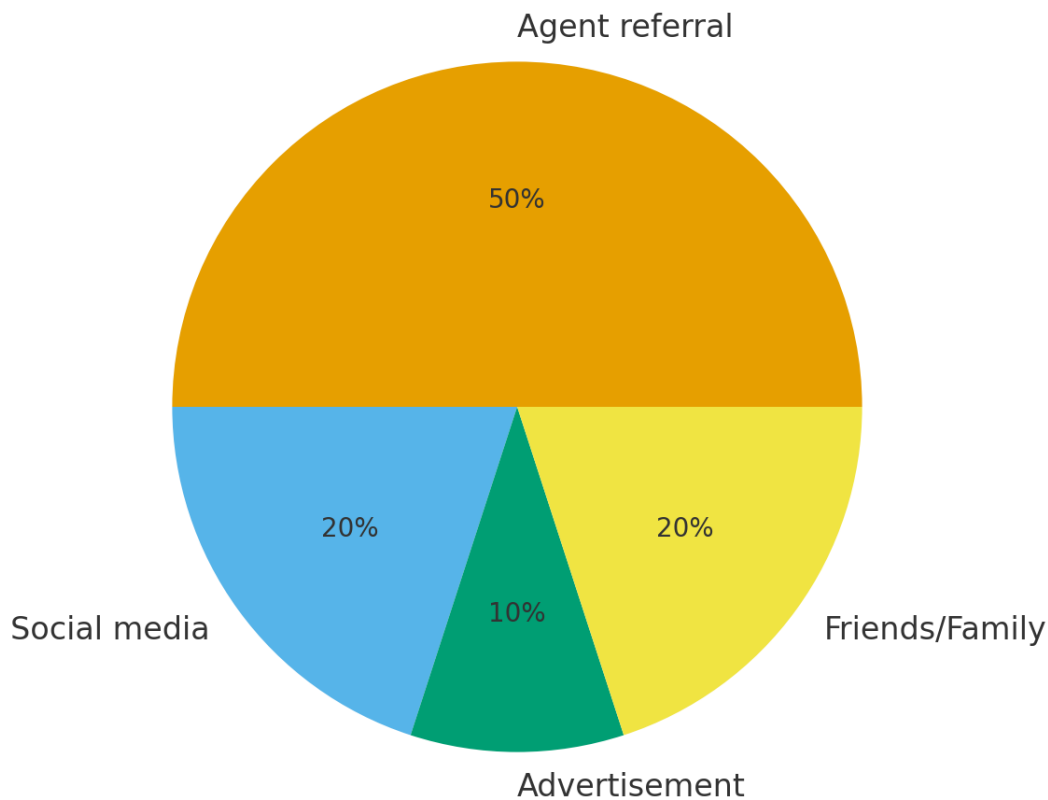
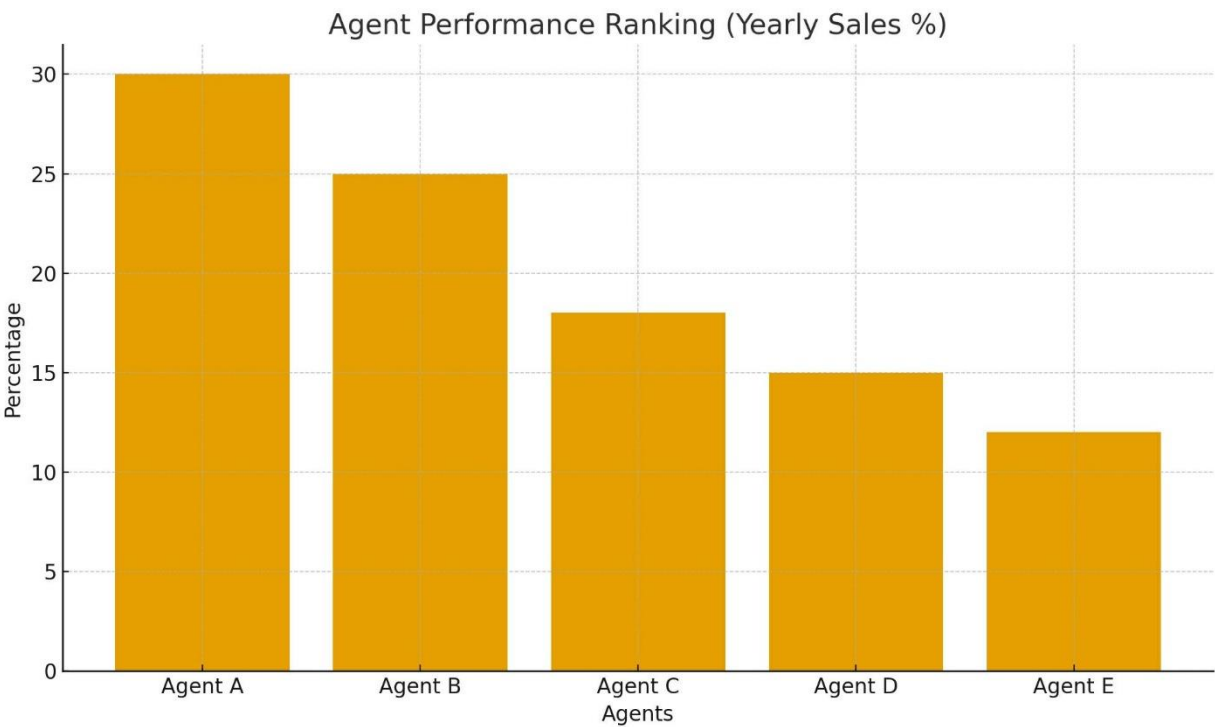


Chart 1: The way customers initially heard about Bosila Builders Limited. This pie chart indicates the percentage of customers who visited Bosila Builders using the various marketing channels.

Agent referral – 50% 2. Social media – 20% 3. Advertisement – 10% 4. Friends/Family – 20% That is a clear indication that customer attraction is still the most effective through the agents.



Ranking is shown by percentage of total yearly sales done by agents.

| Agent Name Percentage of Yearly Sales |     |
|---------------------------------------|-----|
| Agent A                               | 30% |
| Agent B                               | 25% |
| Agent C                               | 18% |
| Agent D                               | 15% |

Agent Name Percentage of Yearly Sales

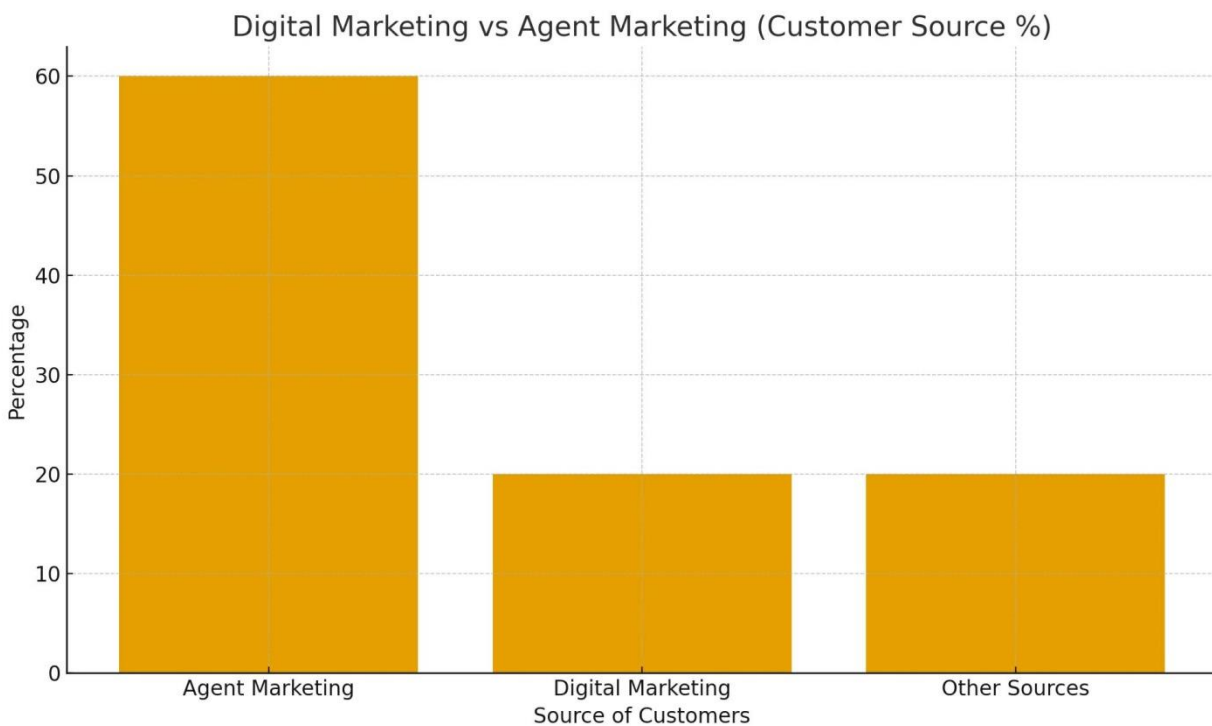
Agent E 12%

#### Interpretation

1. The best agent is Agent A who has 30 percent of the total sales, that is, it is the agent who is able to turn most of the leads into actual purchasers.
2. B is also a good agent with 25 percent of annual sales.
3. The company also tends to reward best performing agents by giving them bonuses, and gifts at the end of the year. The ranking of performance indicates clearly that the sales of Bosila Builders are largely dependent on a small part of the top agents.

To stay competitive, the company offers incentives to agents who make a higher number of sales per year and this serves as a motivating factor.

**Chart 3 Digital Marketing vs Agent Marketing (Customer Source Comparison)**



Data based on 30 survey responses

| Source of Customer | Percentage |
|--------------------|------------|
|--------------------|------------|

|                 |     |
|-----------------|-----|
| Agent Marketing | 60% |
|-----------------|-----|

| Source of Customer | Percentage |
|--------------------|------------|
|--------------------|------------|

|                   |     |
|-------------------|-----|
| Digital Marketing | 20% |
|-------------------|-----|

Other Sources (friends, reference, walk-in) 20%

#### Interpretation

1. The primary force is agent marketing which continues to attract 60% of new customers.
2. The digital marketing is poor, which only provides one-fifth of the customers.
3. This demonstrates poor online coverage and necessity to enhance social media campaigns, visibility of websites and online promotions. The comparison indicates that the Bosila Builders Limited continues to depend on the agent-based marketing.

Digital marketing processes are still resistant and bring a minimal percentage of total customers. The company will need to spend money on online advertisements, social media campaigning, and customer engagement strategies in order to increase brand visibility

#### 3.1 Findings from Manager Interviews

The interview conducted amongst managers showed that most managers tend to undergo stress and pressure by organizational stakeholders, managers, and employees who would rather that managers do the best possible job.

The sales manager of Bosila Builders provided the following information about agent-based marketing:

- A. The significance of agent marketing in providing customer leads is significant in the sense that majority of customers are referred or linked to each other via personal networking.
- B. Digital marketing is poor and has very low budget which means customers will not be reached beyond the immediate location.
- C. Customer follow up and persuading customers to visit the office or the project site are normally carried out by the agents.
- D. The rates given to the agents by the company are higher than most other local real estate companies, and this encourages them to operate.
- E. Among those is the fact that a commission rate may at times add cost to the project and agents are seeking additional perks where the sales are high.
- F. The manager further explained that there are agents who do very well annually and the company presents the best agents with gifts and awards.

#### 3.2 Findings from Agent Interviews

The personal experience related to the selling process was told by agents:

- A. The majority of customers are local, through personal relations, and through referrals.

- B. Agents assist in establishment of trust since customers like to discuss with someone they are acquainted with prior to purchasing a flat.
- C. Usual tasks consist of customer follow-ups, making calls, presenting project developments and scheduling office visits.
- D. According to the agents, one of the major challenges arises in cases where flat prices rise and either the customers become confused or take too long before making their decision.
- E. The agents feel that online marketing (Facebook groups, advertisements, and community pages) can enable them to attract more customers yet the company does not spend adequate funds on promotion online.
- F. Other agents would like project-based commission systems since they can only receive payment when a deal is closed.

### 3.3 Findings from Customer Survey (30 Responses)

AC level of customer satisfaction with communication and support of the agents:

- A. Highly Satisfied: 40%
- B. Moderately Satisfied: 35%
- C. Dissatisfied: 25%

According to the answers, customers are very satisfied with communication with agents, and follow-ups, but some customers have indicated problems with prices and taking a long time to get the information about the project.

### 3.4 Key Themes Identified

#### Theme 1: Trust-Based Selling

Customers want to use agents as they are:

- A. There is direct communication among the agents.
- B. Provide personal follow-up
- C. Make customers assured of projects authenticity.

#### Theme 2: Ineffective Digital Marketing.

- A. Digital ads are limited
- B. Flat-selling groups have very few posts.
- C. The lack of a well-operating Facebook community system and buyer network system.

Agents are of the opinion that digital marketing would help attract more out-of-area customers in the event of being enhanced.

### 3.5 Analysis of Findings

A. There is a direct relationship between sales and agent performance.

The agents have the role of taking customers to the office, setting meetings and assist them in clinching deals. More rewards and make more sales are issued to better performers.

B. Digital marketing has potential which is not exploited.

The company can enhance funds in social media advertisements, flat-selling units, and posts on project updates and by doing so, the firm will be able to market the brand and appeal to a larger population beyond Mohammadpur.

4. The name of commission is a motivator to the productivity of agents.

Brokers will have increased motivation in the selling task as a result of increased commissions. This is among the reasons why agents will choose Bosila Builders in preference to other businesses.

5. Customer attraction is made possible by payment system.

The 1% monthly installment policy makes customers feel at ease and inspired to purchase, and purchasing flat is easy by the middle-income consumers.

6. Customers are satisfied through communication.

Clients are also pleased when they can directly address the management and when they get updates of the projects and when they keep a check on the construction process.

### 3.6 Summary of Findings

The results make it clear that agent marketing is a significant factor that is used to attract customers at Bosila Builders Limited. Majority of the clients are achieved through local contacts, referrals and personal communication. Agents are able to facilitate trust and steer customers through in sales that facilitates a more relaxed purchasing process.

It was also determined that digital marketing efforts are still ineffective and they do not access many potential buyers. The enhanced online advertising, presence in the social media and frequent updates about the project in question would contribute to the enhancement of the brand visibility and contact with the customers.

The 1% monthly payment system is another significant finding since it proves to be a very effective sales strategy. This payment flexibility will increase the ease and attractiveness of purchasing to the middle-income customers, and this was part of boosting the success in customer interest and conversions.

In general, the findings indicated that Bosila Builders would be able to better develop in the future, focused on enhancing online marketing, educating agents, and integrating online and offline tactics to better serve the customers and demonstrate higher sales outcomes.

According to what I discovered in this study, there are some aspects that Bosila Builders Limited can improve to enhance their marketing. I believe that we should not only strengthen the agent side of the matter but also drive more on digital marketing so that they could capture more customers and increase future sales.

## **Chapter: 4 (Recommendations)**

On the findings of this research, Bosila Builders Limited needs to enhance its marketing operations to be able to reach more customers and make more sales. The company already employs agent marketing and certain Facebook promotion, however, these activity should be better structured. The frequent Facebook advertisement, publishing the projects updates, flat handover videos, and customer reviews will enable in attracting customers who post flats queries on the internet and particularly at the Mohammadpur region. The existing system of 2 percent agent commission is useful and it should be maintained. To encourage the agents further, the company can reward, give bonuses and recognition to good performance. The agents will also be trained on communication and follow-up skills which will enable them to serve the customers in a more professional manner. The other great strength of Bosila Builders is the payment system of 1% monthly. This proposal must be evident in all adverts such that the customers can be certain of how to pay and are not afraid to purchase a flat. Another area that Bosila Builders needs to develop is having a simple customer follow up system rather than relying solely on agents. Storing customer data in Excel or simple programs and calling or updating them either with WhatsApp regularly will enhance communication and add the possibility of a sale. Combining both digital marketing and agent marketing will yield a better outcome than when either of the two is applied. Lastly, the company can concentrate more on local promotion, i.e., banners, flyers and attending property fair. Through such activities, the brand awareness will be raised in the locality. In sum, the Bosila Builders Limited can enhance its marketing system and become more competitive by enhancing its digital marketing, supporting agents, the 1 percent payment offer, and proper customer follow-up.

## **Chapter :5 (Conclusion)**

As the study indicates clearly, agent-based marketing is still the fundamental strength of Bosila Builders Limited, particularly in terms of communicating with the customers, building credibility, and directly making sales. The present 2 percent commission and appealing incentives such as bonuses and tours and the easy 1-percent monthly plan of payment have been useful in attracting buyers in retaining long-term relationships. But, it is also evident that depending on agents is not sufficient in these cut-throat real-estate market conditions.

Even though there are some agents who have recently included Facebook advertising in their digital marketing, their online marketing actions remain relatively small and not focused. To achieve sustainable growth, Bosila Builders ought to combine the traditional agent marketing methods and the contemporary digital marketing. The more intensive use of the online channel, the enhancement of the quality of the content, and the focus on catering to particular groups of customers with the recent digital campaigns will increase brand awareness and reach significantly.

Bosila Builders is already well established in agent marketing, yet additional diversification and increased use of data will determine its success later. The company would resolve to increase sales performance by increasing training to the agents, increasing online marketing, and focusing on various acquisition mediums in the next years so that it gets a stronger position in the market.

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  2. *“Eastern Housing Limited: Marketing Strategies of a Real Estate Company in Bangladesh”* (Vision, 2017) .
  3. *“Measuring Customers’ Satisfaction towards the Real Estate Company in Bangladesh: A study on a Real Estate Company in Dhaka City”* (Journal of Primeasia, 2018)
  4. Guidance for building strong online presence and social media marketing for real estate firms in Bangladesh .
- Highlights modern digital marketing tactics that real estate agents use globally .

## **Appendix**

### **1. How did you first hear about Bosila Builders Limited?**

- a) Agent referral
- b) Online / Social media
- c) Advertisement (Print / TV / Banner)
- d) Friends / Family

### **2. How often do agents contact you regarding Bosila Builders projects?**

- a) Every day
- b) Once a week
- c) Once a month
- d) Rarely
- e) Never

### **3. How would you rate the professionalism and knowledge of agents?**

- a) Excellent
- b) Good
- c) Average
- d) Poor
- e) Very Poor

### **4. How influential are agents in your decision to consider or buy a flat?**

- a) Very Influential
- b) Influential
- c) Neutral
- d) Less Influential
- e) Not Influential

### **5. What motivates you most to buy a flat from Bosila Builders Limited?**

- a) Trusted agent recommendation
- b) Affordable price / Payment plan (e.g., 1% monthly installment)
- c) Location / Project design
- d) Company reputation / Brand value

## Section 2: Likert Scale / Short Answer Questions

**Objective Link:** Evaluate agent performance, customer trust, and sales impact

**6. How effective are agents in providing accurate and complete information about flats?**

- Very Effective / Effective / Neutral / Ineffective / Very Ineffective

**7. How important is personal communication with agents in building your trust?**

- Very Important / Important / Neutral / Less Important / Not Important

**8. Have you faced any challenges when dealing with agents? If yes, please specify.**

**9. How often do you check online platforms (Facebook, website, groups) for Bosila Builders projects?**

- Daily / Weekly / Monthly / Rarely / Never

## Internship Part B.docx

### ORIGINALITY REPORT

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|------------------|------------------|--------------|----------------|
| <b>2</b> %       | <b>2</b> %       | <b>0</b> %   | <b>1</b> %     |
| SIMILARITY INDEX | INTERNET SOURCES | PUBLICATIONS | STUDENT PAPERS |

### PRIMARY SOURCES

|          |                                                                        |                |
|----------|------------------------------------------------------------------------|----------------|
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| <b>2</b> | <b>writingexpositoryessays612.blogspot.com</b><br>Internet Source      | <b>&lt;1</b> % |
| <b>3</b> | <b>Submitted to Rutgers University, New Brunswick</b><br>Student Paper | <b>&lt;1</b> % |
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| <b>8</b> | <b>doi.org</b><br>Internet Source                                      | <b>&lt;1</b> % |

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**Part : B**

## Executive Summary

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## Chapter : 1 (Introduction )

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### 1.2 The Legend of the White Horse

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## INTERNSHIP PROPOSAL FORM

|                                |                                                                           |
|--------------------------------|---------------------------------------------------------------------------|
| Name:                          | Shadat Hossain Tusher                                                     |
| ID:                            | 1930110200                                                                |
| Department:                    | Bachelor of Business Administration                                       |
| Supervisor's<br>Name(Faculty): | Nazmun Nur Eva                                                            |
| Organization Name:             | Bosila Builders Limited                                                   |
| Internship Title:              | An Analysis of the Agent Marketing Strategies of Bosila Builders Limited. |

**Student's signature &date  
&date**

**Supervisor's signature**