

Effectiveness of Digital Marketing in Generating Real Estate Leads: A Study on Reon Group

Internship Organization

Reon Group

Prepared by

Tasfin Jahan Yousa

ID: 222011118

Supervised by

Pervez Mahmud, PhD

Senior Lecturer

School of Business

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



Date: 19.04.2026

Internship Report Approval Form

Name: Tasfin Jahan Yousa

ID No. 222011118

Major: Marketing

Year: 2026

Mobile Phone: 01716754421

Email: tasfin.jahan.bba@ulab.edu.bd

INTERNSHIP INFORMATION

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SUPERVISOR APPROVAL

(Tick One)

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

Remarks (For Not Approved): _____

Signature:



Name: Pervez Mahmud, PhD

Title: Senior Lecturer

E-mail: pervez.mahmud@ulab.edu.bd

Phone: +880 1716-514753

Date: 19.04.2026

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Name: Tasfin Jahan Yousa

Student ID: 222011118

Signature: Tasfin

Date: 19.04.2026

Letter of Transmittal

April, 2026

Pervez Mahmud, PhD

Senior Lecturer

University of Liberal Arts Bangladesh (ULAB)

Mohammadpur, Dhaka – 1207

Subject: Submission of Internship report on “Effectiveness of Digital Marketing in Generating Real Estate Leads: A Study on Reon Group”

Dear Sir,

I would like to inform you that I have completed my project. The project report titled “Effectiveness of Digital Marketing in Generating Real Estate Leads: A Study on Reon Group” has been prepared for the fulfillment of the requirements for a Bachelor of Business Administration (BBA) in University of Liberal Arts Bangladesh (ULAB).

In this report, I have tried my best to compile the concepts I have learned throughout my Bachelor of Business Administration program, along with practical, real-world experience gathered during my internship at Reon Group. I sincerely hope it meets the required standard and finds your acknowledgement. I look forward to receiving your valuable feedback.

Sincerely,

Tasfin Jahan Yousa

ID: 222011118

BBA Program

ULAB School of Business

University of Liberal Arts Bangladesh (ULAB)

Acknowledgement

This internship and report have been both challenging and rewarding, and I am sincerely grateful to everyone who supported me throughout this journey. I begin by thanking Almighty God for granting me the strength, patience, and clarity of mind to complete this work within the given time.

I would like to express my sincere appreciation to my academic supervisor, Dr. Pervez Mahmud, Senior Lecturer at the ULAB School of Business, for his valuable guidance, constructive feedback, and continuous support. His insights greatly contributed to improving the quality of my work and my development as a researcher. I am also thankful to my organizational supervisor, Md. Hossen Ali, Manager at Reon Group, for his mentorship and practical guidance, which helped me gain a realistic understanding of real estate marketing and professional practices.

I would also like to acknowledge the marketing and sales team at Reon Group for their cooperation and for creating a welcoming and supportive work environment. Finally, I am deeply grateful to my family and close friends for their constant encouragement, trust, and support, which have been a source of strength throughout my academic journey.

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PART- A

Chapter 1: Internship Preparation

1.1. Motivation and what I expect to learn from this internship

The University of Liberal Arts Bangladesh BBA Marketing program took place in the course of the four years that gave me a good theoretical base in consumer behavior, strategy and brand communication. Nevertheless, one question had to be asked: how does it work in practice? This was my major motivation in this internship because I needed to bridge theory and reality.

The reason I joined the real estate industry is because of its high pace of digital transformation. The industry, which was previously dependent on the power of word of mouth, now heads to digital platforms, social networks, and the generation of leads through data. My goals included understanding the manner in which digital campaigns are implemented in real life, how clients go through the sales funnel, and how a company such as Reon Group can turn online interest into sales.

In addition to technical abilities, I hoped that I would gain professional discipline including proper time management, teamwork, good handling of feedback and the confidence of having real-life experience. This internship was taken seriously because I was curious and determined to learn.

1.2. Internship search process

To get the right internship, I started my search early since the market is competitive. I went to two organisations for interviews, but sadly they did not work out. I then started looking for jobs on social media, LinkedIn and online employment boards. I found out about an internship opportunity at Reon Group while doing this search. I applied for the job instantly by sending my resume to the company.

1.3. Internship interview experience

After my application, I was called to an interview. I was ready by reading the local real estate business and thinking of how digital marketing can be used in selling the property. The actual interview was a confident experience. The mood was professional and friendly and the

discussion was interesting. We talked about my education, understanding of digital tools and the application of online channels in the generation of leads in the real estate sector. It was also a good sign when I was requested to give personal views, which shows that the company appreciates my contributions. The meeting helped to understand my future role and the dynamics of the team.

1.4. About the organization



Reon Group is a Bangladeshi conglomerate that is highly involved in real estate development. Among its major constituents, there are: Reon Group (residential development and marketing), Reon Properties Ltd. (property management), tourism, interior design and other business. Reon Group focuses on the building of multi-story residential complexes in Dhaka and aims at the segmentation based on the architectural quality, the location of the complexes and the client focused approach. Most importantly, the company has a digital first marketing strategy, which it actively uses on such platforms as Facebook and Instagram to conduct specific campaigns, build brand awareness and communicate with clients. This is a technology based system of coming up with qualified leads, which was the primary focus of my internship.

1.4.1. Mission

To provide the best client oriented residential solutions through a combination of modern architecture, excellent locations and professional services and maintain the utmost levels of integrity and quality of the projects.

1.4.2. Vision

To be one of the most reliable real estate brands in Bangladesh through constantly and consistently creating value through its developments, adopting technology and online marketing and establishing long term relationships with clients, as a result of reliability and transparency.

1.4.3. Commitments

My three personal commitments during this internship included being professional in every task I undertook, actively seeking and utilizing feedback and ensuring that all the client and company information was treated with utmost confidentiality. These guidelines assisted me in my day to day activities and aided me to make valuable contributions to the marketing team.

1.4.4. Core Management Structure

Reon Group is designed to have top level management, marketing/sales executives and operating staff (engineers, site managers). As an intern in the marketing department, I was able to watch the integration of these functions in order to come up with common business objectives.

Chapter 2: About The Internship

2.1. Activities of the Department

I was put in the Marketing and Management team, the department that propels the digital presence of Reon Group, handles the leads in real estate, and enables the pipeline of sales. This group was at the cross of strategy and implementation- the best location to learn how academic theory will translate into business results. The day to day tasks consisted of social media account management, paid ad campaign, lead follow up coordination, project content creation, campaign data analysis and competitor research. The variety was very fast-paced, which made the experience always interesting.

2.2. Work Environment

It was a working environment that was professional and formal enough to take responsibility and easy enough to stretch the mind. On the first day, I was made to feel like a member of the team and not a spectator. My supervisor Md. Hossen Ali made sure that I participated in meetings, briefed on projects and assigned tasks with respect to actual business goals. The colleagues were friendly and ready to share knowledge and I was never afraid of raising a question. The company not only appreciated professionalism but also personal development and the process of acquiring the status of a student and becoming a professional was not a challenge but rather a refreshing experience.

2.3. Duties and Responsibilities as an Intern

2.3.1. Social Media Content Creation

I also helped to prepare digital content on Facebook, Instagram, write captions, plan photos, create property highlights and brand consistency. I also kept track of interaction and assisted in the preparation of performance summaries.

2.3.2. Lead Generation and Tracking

My job involved direct involvement with the lead generation procedure that is, keeping the lead records, making follow-up calls, and monitoring the prospects in the sales pipeline. The process of watching this linked digital marketing activities to business results.

2.3.3. Market Research and Competitor Analysis

I performed frequent research on the competitor real estate companies and their digital presence, researching their social media presence, advertisement messaging, and aesthetic identity. The summary of findings was provided to the marketing team in actionable forms.

2.4. Application of Educational Learning

The internship has provided me with the chance to put together my course work at ULAB in a practical professional environment. The tools that the team used on a daily basis to reach clients and measure the effectiveness of the campaigns and include content strategy, audience targeting, the buyer journey and analytics, which are all studies in My Digital Marketing. This knowledge about Consumer Behaviour assisted me in being more purposeful when creating content by understanding how emotional and rational aspects can be integrated in property decisions with a high value. The competitor analysis was also useful because I had trained on Research Methods and through it, I was able to arrange the information in a systematic manner and provide useful results. On the whole, the internship provided a balance between the theoretical and practical learning phases of my studies and further strengthened my faith, as well as indicated further learning opportunities.

Chapter 3: Self-Reflection

3.1. Feedback on Internship

The internship experience in Reon Group was a challenging experience as it challenged me to go beyond what I learned in the classroom. The best part was the ability to see the concrete contribution of the marketing work, the campaigns that I helped create resulting in real inquiries about the property placed the relationship between input and output in a way that felt real and inspiring. Challenges also emerged as a result of the experience. There was a very fast process and there were deadlines and priorities that were changing. I used to have issues with time management, especially when I had to perform creative, research and reporting assignments. Identifying an appropriate rhythm meant deliberate effort and constant feedback. I also got to know that the outcomes of digital marketing do not often come instantly. Campaigns require tolerance, trial, error and patience. The lesson of analysing information with calmness and proceeding with the process in a positive manner, was a crucial one. The response of Md. Hossen Ali and the team was priceless, direct, clear, and aimed at the better. I concluded my time with a better idea of my areas and strengths that require improvement.

3.2. How could I do better and the Organization could utilize me better

When I honestly reflect on my performance, I realize that there are some areas that I can improve. The greatest one is initiative. It happened that there were occasions when I was waiting to be instructed as opposed to actively finding out what was required. The most productive individuals in a rapidly moving team are the ones that look forward to work and not those who react to it. This is an essential activity that I am working on in the future. I could also have been more assertive when discussing with the team. In some cases, I was afraid of sharing observations or ideas because I did not know their worth. Now I realize that silence can never benefit anyone, good ideas should be shared no matter the source of that idea and teams are developed when everyone speaks. Gaining trust in team work is a real priority. On the side of the organization, the internship experience can be improved by making the process of onboarding more organized and having a better roadmap of development of the interns. Although I did get substantive work right at the start, it would have been nice to have

a more structured model of mentorship with scheduled check-ins and specific learning milestones that would provide future interns with a faster process of acculturation and a greater service contribution. The learners would also gain much more learning by exposure to more advanced strategy debates.

3.3. Recommendations

Relying on my observations during the internship, I would provide the following recommendations to facilitate further development of Reon Group.

3.3.1. Functional Improvement

I will suggest more intentional cross functional exposure to interns and the junior team members. Enabling marketing personnel to spend time with the sales team and vice versa would create a more comprehensive picture of the entire customer experience, including initial digital interaction point, to the final point of transaction. Better sales design by the marketer will lead to more campaign specific targeting; better follow up by salespeople with brand messages. This interpollination creates stronger and more united teams.

Also, periodic transfers of digital marketing training, including platform algorithms, analytics tools and new technologies would make the capabilities of the organization in a rapidly changing digital environment acute.

3.3.2. Wellness Plans

The marketing of real estate is very taxing especially at the time of maximum campaigns. I suggest introducing systematized wellness programs to enhance the health of the employees. These may comprise of regular team building sessions, flexible working schedules where possible and awareness of stress management. A team that is well motivated and cherished will always introduce more energy, creativity and strength to their work and in marketing where creativity is critical, that distinction is critical.

Chapter 4: Personal Development Plan

4.1. Technical Skills

4.1.1. Data Analysis

The area of development that I identified is data analysis. Although I would be able to track simple indicators, more in-depth understanding of data analysis is required in order to make a strategic contribution. I will also seek formal training in Google Analytics 4, Meta Ads Manager and Excel, example-learning how to evaluate the results of the campaigns, detecting trends and making recommendations based on the results at the minimum possible confidence.

4.1.2. Data Visualization

It is also essential to present information in an effective and readable way. I will get acquainted with Tableau and Google Data Studio to convert raw data to clean and informative visual reports that will enable quicker and more informed marketing choices.

4.1.3. SEO Training

My internship was in the field of social media advertising, but I understand that I need to have a more extensive digital marketing background. I will take specific courses in SEO and paid search so as to be a more adaptive professional.

4.2. Interpersonal Skills

4.2.1. Flexibility and Adaptability

Adaptability is priceless; this is what the dynamic marketing environment at Reon Group helped to support. To reinforce this, I will take an active approach in trying to find projects and new tasks that keep me outside my comfort zone, which will force me to be mentally flexible enough to stay productive during the changing times.

4.2.2. Leadership

I learned that leadership is a title that involves ownership and supporting other people. I will also develop this ability by gradually taking leadership roles in small scale projects, being

accountable in achieving results and mentoring colleagues. My leadership philosophy will focus on integrity, empathy and investing in the success of other people.

4.2.3. Self-Motivation

The need to focus more on my internal drive became apparent during slower or more repetitive tasks. I will establish both short and long term objectives, engage in frequent self reflection and reward minor milestones in order to develop self motivation. I hope to build long term motivation that will not rely on external approval which is a trait of a successful professional life.

Part-B

Executive Summary

This study examines how well digital marketing produced real estate leads for Reon Group throughout the internship. The research relies on real-life experiences from the internship as well as a survey of 37 clients.

The results indicate the effectiveness of digital marketing and Facebook becoming the more significant medium for bringing in and interacting with consumers. The majority of the participants said that digital marketing had an impact on their choice to get in touch with the business and nearly all are regular on online platforms.

But the report also points out several difficulties. Since many consumers base their selections on evaluations and firsthand feedback, developing trust among clients is still a significant challenge. Furthermore, a few interaction deficiencies, like delayed replies, can result in missed chances.

In general, Reon Group's lead generation strategy is greatly helped by digital marketing. The business must concentrate on boosting interaction efficiency, developing higher quality material like video tours and fostering trust based on consumer feedback in order to make additional improvements.

Chapter 5: Introduction to the Research

5.1. Background of the study

The first question that had been raised in team meetings when I first entered Reon Group as an intern was: Is this actually working?

Real estate marketing in Bangladesh has changed a lot. In the recent past, businesses have been almost totally dependent on billboards, newspaper advertisements and word of mouth. Nowadays, the vast majority of prospective buyers begin their search on the internet scrolling through Facebook on the morning commutes, examining property photos on Instagram and visiting company pages without even picking up the phone.

Reon Group has adopted this transition. The company spends a lot of money on digital marketing - making content, making specific advertisements and interacting with potential customers online. They wanted to know, what platforms actually produce leads? Is it really about what is content? Do customers believe us due to what they see on the internet?

This paper is my effort to provide an answer to those questions with actual data of 37 customers who have already engaged with the digital channels of Reon Group.

5.2. Problem Statement

Reon Group invests time and money in digital marketing, yet no clear image of what is working best is evident. In particular, they are unsure of:

- Whether Facebook leads are more effective than Instagram leads
- Whether customers find the content useful or simply scroll past it
- Whether digital marketing builds trust or only creates awareness
- How satisfied customers are with online communication

It is hard to choose where to make marketing investments without such understanding. This study aims to fulfill that gap.

5.3. Research Questions and Objectives

Key Question: How effectively does Reon Group's digital marketing generate real estate leads?

Specific Objectives:

- To determine which digital channels most motivate customers to reach out to Reon Group
- To examine the influence of digital marketing on customer interest and trust
- To assess the level of customer satisfaction with Reon Group's online content and communication
- To understand what customers prefer most about digital marketing compared to traditional marketing
- To provide feasible recommendations to enhance Reon Group's digital marketing strategy

5.4. Importance of the Research**For Reon Group:**

This will assist the marketing team in making superior choices regarding the budget allocation, not on assumptions but on actual customer responses.

For the Real Estate Industry:

Other businesses facing similar challenges can benefit from understanding what was effective and what was not in Reon Group's digital marketing approach.

For the Researcher:

This research has offered me the chance to apply marketing theory to a real world company issue. Studying consumer behavior in classrooms is one thing, interacting with actual customers and learning about their viewpoints is quite another.

5.5. Scope and Limitations**Scope:**

- This research focuses on the digital marketing activities of Reon Group during the period of my internship (January–March 2026).
- 37 clients who have previously interacted with Reon Group's digital material gave information.
- In particular, the study looks at the company's website as well as important digital platforms like Facebook, Instagram and YouTube.

Limitations:

- The sample size of 37 responders is quite small, so it might not accurately reflect Reon Group's whole customer base.
- Because the survey relies on self-reported data, it may contain errors and bias due to recall.
- The internship's three month timeframe restricts the opportunity to recognize trends over time

Considering such drawbacks, the results offer useful information on consumer opinions and the performance of digital marketing tactics.

Chapter 6: Literature Review

6.1. Conceptual Framework

Digital Marketing refers to the use of online platforms to advertise products and reach customers, in the case of Reon Group, this would be Facebook advertisements, Instagram posts, YouTube video commercials and other online materials.

Lead Generation Lead:

Generation is the process of converting strangers into interested prospects. A lead in the field of real estate is a person who completes a contact form, calls to acquire information or visits the property location.

The AIDA Model also helped me in this case. AIDA means Attention, Interest, Desire, Action is a digital marketing strategy that captures attention with a catchy advert, creates interest with property photos, creates desire with testimonials and takes action with a contact us button (Kotler and Keller, 2021).

6.2. Literature Review

Recent studies show that social media has become a key tool in real estate marketing, especially for generating leads. Among different platforms, Facebook stands out because of its ability to target users based on demographics such as age, location, and income. Research indicates that a large proportion of real estate professionals rely on Facebook for marketing, and many consider it one of the most effective platforms for lead generation (Amplifiles, 2026; ZipDo, 2026) . This supports the findings of the present study, where Facebook had the highest influence with 78.4 percent.

Content type also plays an important role in attracting customer attention. Studies suggest that visual content, especially videos and high-quality images, performs better than text-based posts. For example, video-based real estate ads have been shown to achieve higher engagement and conversion rates compared to static content (WorldMetrics, 2026) . This is consistent with observations at Reon Group, where customer reviews and video tours are the most popular forms of content.

At the same time, traditional marketing methods still remain relevant. Although digital platforms are growing rapidly, many buyers continue to rely on referrals and offline communication alongside online sources. Research shows that while social media contributes

significantly to lead generation, traditional channels still complement the overall decision-making process (ZipDo, 2026) . Similarly, the current survey found that 29.7 percent of respondents prefer a combination of both digital and traditional channels.

Another important factor highlighted in the literature is responsiveness. Clients are more likely to trust and engage with companies that communicate professionally and respond quickly online. Studies indicate that consistent interaction with potential clients improves conversion rates and strengthens relationships (Tom Ferry, 2026) . This aligns with practical insights from industry experience, where faster responses to Facebook inquiries often increase the chances of turning online interest into actual site visits.

6.3. Research Gap

The majority of the studies that I read were international or general patterns in Bangladesh. What I was unable to locate was a study that would both integrate actual customer survey data and first hand observation of an internship in a particular company. That is why this research is unique. I am sharing what real Reon Group customers told me in real life.

Chapter 7: Research Methodology

7.1. Research Design

This study adopts a mixed-methods approach.

Quantitative Part: Google Forms was used to conduct an online survey. Demographics, brand awareness, preferred digital platforms and the perceived efficacy of marketing channels were all covered in the survey. The survey was completed by 37 people in total

Qualitative Part: During my three months with Reon Group, I was able to see how the marketing team operated; listening to their campaign meetings, observing how they reacted to questions and getting engaged in casual talks on what strategies were effective and which were not.

7.2. Data Sources

Primary Data:

- The questionnaire with the use of Google Forms of 37 participants.
- My personal observations and notes on my day to day work at Reon Group.
- The sales teams and marketing teams have to be interviewed informally.

7.3. Data Collection Methods

The questionnaire was conducted in March 2026 in the social media of Reon Group and through personal acquaintances. The questions were extremely easy and straightforward. The survey was structured based on demography, brand awareness channels, usage of social media, effectiveness rating on the basis of 1-5 scale, content preference, satisfaction with communication and channel preference.

I also kept a daily journal of observations during my internship, which I made about the way customers interacted with digital content and asked my supervisor about things I did not understand.

7.4. Sampling Technique

My sampling was a convenience sampling. I interviewed individuals who were already members of Reon Group online content. They were those individuals whose opinions were crucial in determining the efficacy of digital marketing.

7.5. Data Analysis Techniques

In quantitative data, I used simple percentages and Google Forms tables to illustrate the responses. The scores of 4 and 5 are regarded as positive, 3 is regarded as neutral, and the first two scores are regarded as negative when dealing with 15 questions rated on a 1-5 scale.

When it came to qualitative observations, I tried to identify patterns, for example what the participants constantly brought up, what the team members emphasized and how the customers responded to this or that kind of content.

7.6. Ethical Considerations

This was explained to the respondents of the survey as academic and their responses would be anonymous. I did not collect personal identifiable information. In the instance of company data, I used the data that I was allowed to view and did not mention any confidential information in this report.

Chapter 8: Data Analysis and Results

The survey was carried out on four broad subjects, namely the demographics of the respondents, how they have known and used the digital channels of Reon Group, the effectiveness of these channels, and their preferences.

8.1. Demographics of Respondents

8.1.1. Age Group

Question 1: Which is your age bracket? (37 responses)

1. Age Group
37 responses

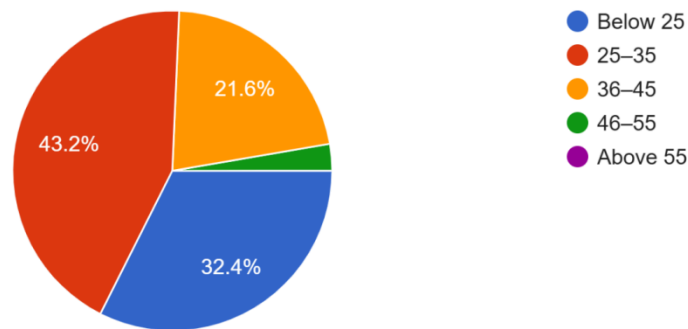


Figure 1: Age Group Distribution of Respondents

Age Group	Percentage	No. of Respondents
Below 25	32.4%	~12
25–35	43.2%	~16
36–45	21.6%	~8
46–55	~2.7%	~1
Above 55	~0%	0

Table 8.1: Age Group of Survey Respondents

Interpretation:

25–35-year-olds represent the largest group (43.2%), which is next to those under 25 (32.4%). More than 75% of the responders are under 35, making them a youthful and tech-savvy demographic. It shows that Reon Group's platform selections (such as Facebook and Instagram) are appropriate for its target population. However, if the business wants to appeal to elderly consumers with major spending capacity, it might need to adopt a different strategy.

8.1.2. Gender

Question 2: What is your gender? (37 responses)

Gender
37 responses

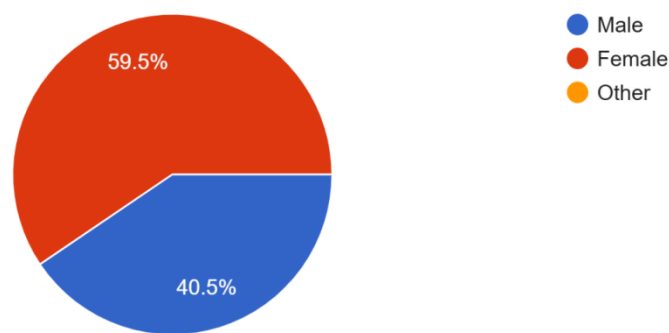


Figure 2: Gender Distribution of Respondents

Gender	Percentage	No. of Respondents
Female	59.5%	~22
Male	40.5%	~15

Table 8.2: Gender Distribution of Respondents

Interpretation:

The proportion of female respondents is 59.5% - this is a little unexpected based on the traditional view, but it is a good sign of an increasing trend of women becoming more active in financial decisions, even in real estate. It also implies that the digital content of Reon Group appeals to the female audience, which can be capitalized on purposefully.

8.1.3. Occupation

Question 3: What is your occupation? (36 responses)

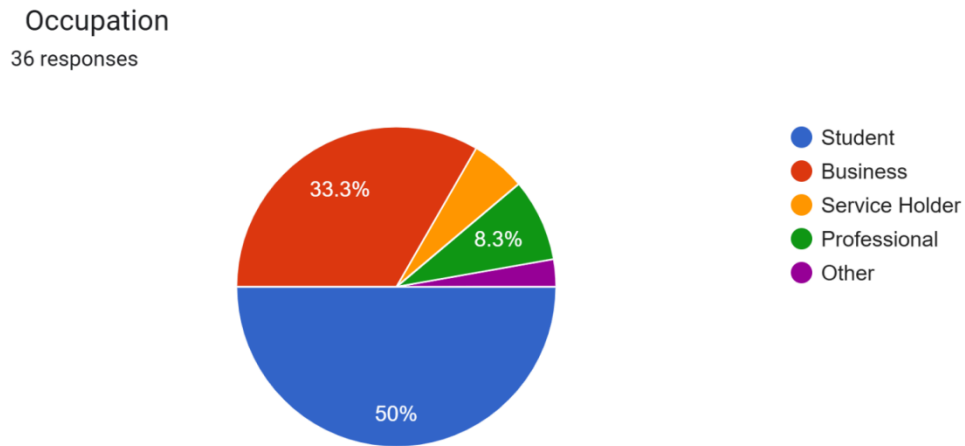


Figure 3: Occupation Distribution of Respondents

Occupation	Percentage	No. of Respondents
Student	50%	~18
Business	33.3%	~12
Service Holder	~8.3%	~3
Professional	8.3%	~3
Other	~0%	0

Table 8.3: Occupation of Survey Respondents

Interpretation:

50% of respondents are students and 1 out of 3 business owners - 83% of the sample. The students are probably the aspirational buyers after the market, whereas business owners are more active. This makes me know that the content of Reon Group is reaching a large network of people, dreamers about property as well as those actively investing in property. The difficulty lies in making a message that is appealing to both categories.

8.2. Brand Recognition

Question 4: What was your initial exposure to Reon Group Ltd? (37 responses)

How did you first hear about Reon Group Ltd?

37 responses

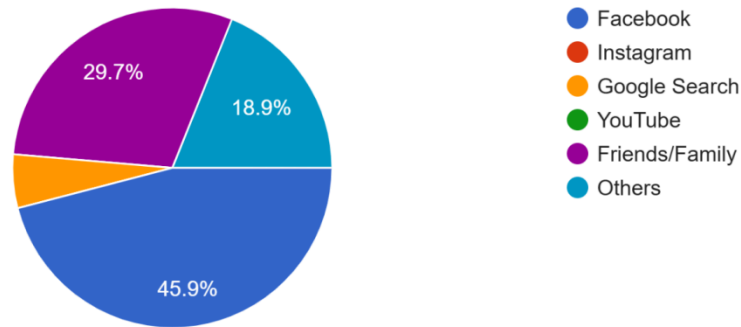


Figure 4: How Respondents First Heard About Reon Group

Channel	Percentage	No. of Respondents
Facebook	45.9%	~17
Friends / Family	29.7%	~11
Others	18.9%	~7
Google Search	~2.7%	~1
Instagram / YouTube	~2.7%	~1

Table 8.4: First Awareness Channel for Reon Group

Interpretation

Facebook is at the top with 45.9, but the second-place performance of Friends/Family with 29.7 was quite impressive. The word-of-mouth remains highly alive; almost 1 out of every 3 individuals were initially exposed to Reon Group not by an advertisement but by a person they trusted. This informs me that digital marketing and referral marketing are not in competition with each other; rather, they are complementary. The first one is Facebook attention, and the second one is customer praise which goes viral.

8.3. Patterns of Social Media Usage

Question 5: How often do you use social media? (37 responses)

How often do you use social media?
37 responses

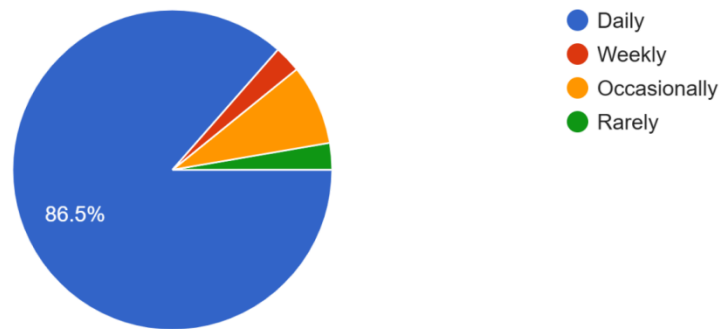


Figure 5: Frequency of Social Media Usage

Frequency	Percentage	No. of Respondents
Daily	86.5%	~32
Weekly	~5.4%	~2
Occasionally	~5.4%	~2
Rarely	~2.7%	~1

Table 8.5: Social Media Usage Frequency

Interpretation:

86.5% - almost 9 out of 10 - access social media on a daily basis. This is what empowers digital marketing as a working tool. The viewers are present and tuning in on a daily basis. The fact is that the question is whether the contents are appealing enough so that they do not scroll past.

8.4. Major Digital Platform

Question 6: Which digital platform do you believe had the most impact on you in order to contact Reon Group? (37 responses)

Which digital platform influenced you most to contact Reon Group?

37 responses

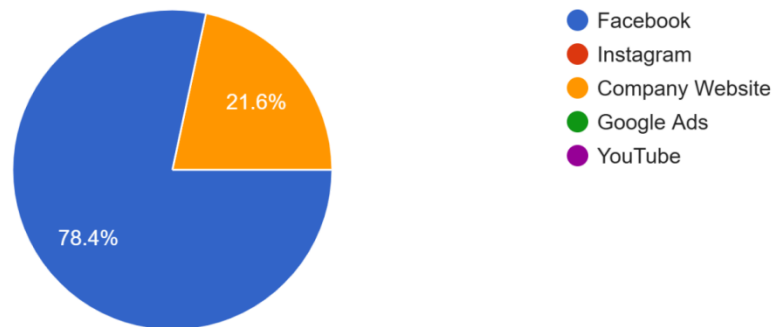


Figure 6: Most Influential Digital Platform

Platform	Percentage	No. of Respondents
Facebook	78.4%	~29
Company Website	21.6%	~8
Instagram / Google Ads / YouTube	~0%	0

Table 8.6: Most Influential Digital Platform for Contacting Reon Group

Interpretation:

Facebook is a leader with 78.4% -almost 4 out of 5 customers approached Reon Group due to something they were exposed to there. The company site ranks second with 21.6% implying that people conduct their research before contacting. Instagram, YouTube and Google Ads are hardly registered. This data confirms the gut feeling of the team investing in Facebook ad budget.

8.5. Digital Marketing Effectiveness

A scale of 1 to 5 was used to score the second set of questions, with 1 indicating strongly disagree and 5 indicating strongly agree.

8.5.1. Data Accessibility

Question 7: Digital marketing enabled me to get information about Reon Group with ease.
(37 responses)

Digital marketing helped me find information about Reon Group easily.

37 responses

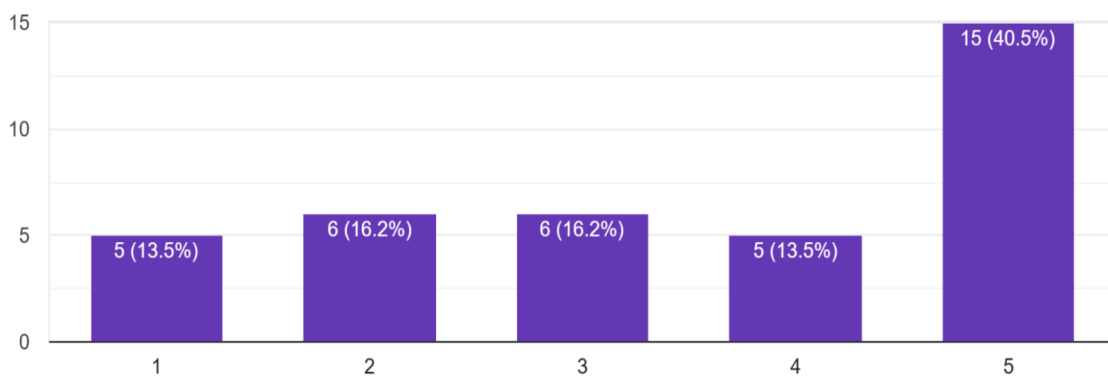


Figure 7: Digital Marketing Helped Find Information Easily (1–5 Scale)

Rating	Meaning	Percentage	Count
1 – Strongly Disagree		13.5%	5
2 – Disagree		16.2%	6
3 – Neutral		16.2%	6
4 – Agree		13.5%	5
5 – Strongly Agree		40.5%	15

Table 8.7: Ease of Finding Information Through Digital Marketing

Interpretation:

The highest rating was 5, which was rated by 40.5, and when compared with 13.5 who rated 4, makes 54.0%. However, it is interesting that 29.7% did not agree (ratings 1 and 2). Reon

Group is easily researched online by some customers; it is not easy for others. This could be an issue with site navigation, inconsistent material across platforms or data that needs further investigation.

8.5.2. Impacts of Social Media Advertising

Question 8: The advertisement on social media made me interested in the property. (37 responses)

Social media advertisements influenced my interest in the property.

37 responses

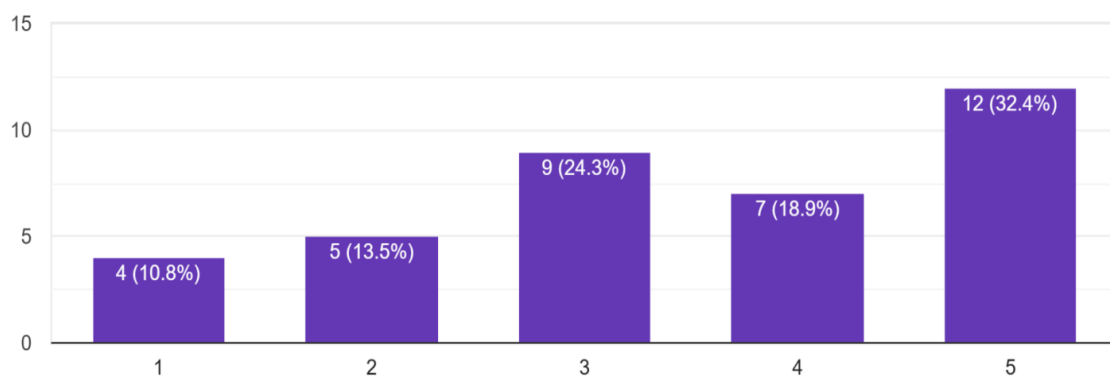


Figure 8: Social Media Ads Influenced Property Interest (1–5 Scale)

Rating	Meaning	Percentage	Count
1 – Strongly Disagree		10.8%	4
2 – Disagree		13.5%	5
3 – Neutral		24.3%	9
4 – Agree		18.9%	7
5 – Strongly Agree		32.4%	12

Table 8.8: Social Media Advertisement Influence on Interest

Interpretation:

This was rated 4 or 5 by approximately 51.3%, and this translates to a firm majority of the individuals who thought that the advertisements had any impact on the interest they had in

the property. But 24.3% were indifferent and 24.3% answered no. The neutral group is also interesting; it is possible that they might have been influenced without their notice or they might have been influenced through word of mouth. The 24.3% that disagree would be worth hearing out. What would they like to see in a more convincing advertisement?

8.5.3. Online Content Quality

Question 9: Online materials (photos/videos) are appealing and educational. (37 responses)

Online content (photos/videos) was attractive and informative.

37 responses

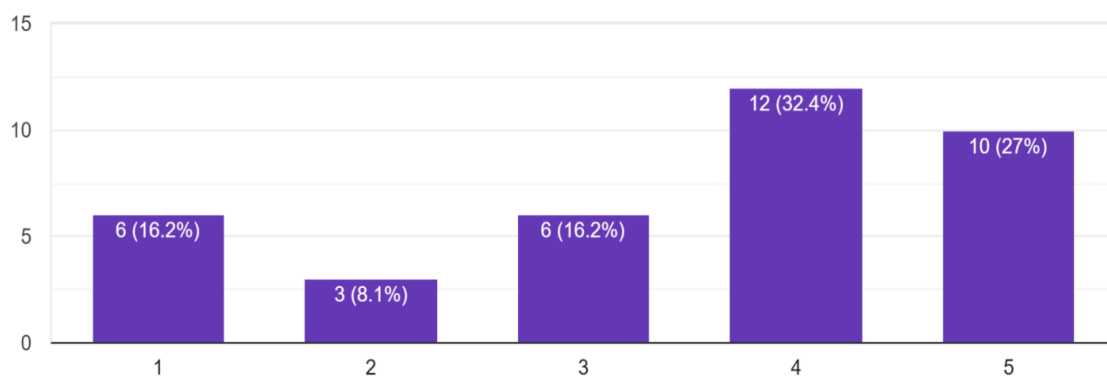


Figure 9: Attractiveness and Informativeness of Online Content (1–5 Scale)

Rating	Meaning	Percentage	Count
1 – Strongly Disagree		16.2%	6
2 – Disagree		8.1%	3
3 – Neutral		16.2%	6
4 – Agree		32.4%	12
5 – Strongly Agree		27%	10

Table 8.9: Quality and Attractiveness of Online Content

Interpretation:

59.4% rated 4 or 5 content - a majority but not as close as it could have been considering the amount of effort the team puts into graphics. The opportunity within 24.3% who responded

no (ratings 1 and 2) is a valid one. The purchase of real estate is an aesthetic decision, and in case almost a quarter of the respondents do not feel that the content is beautiful or informative, investing in drone shots, 3D tours or more comprehensive project details can be a significant difference.

8.5.4. Internet Accessibility

Question 10: Reon Group is easily accessed through online means. (37 responses)

It was easy to contact Reon Group through digital platforms.

37 responses

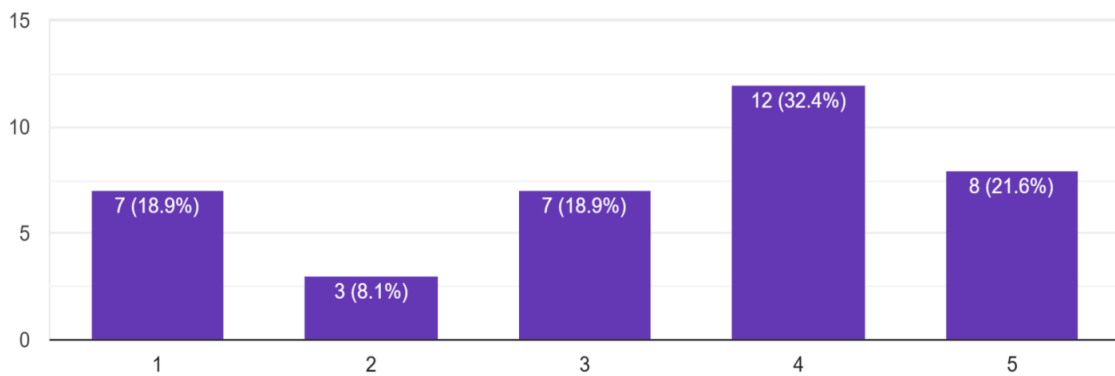


Figure 10: Ease of Contacting Reon Group via Digital Platforms (1–5 Scale)

Rating	Meaning	Percentage	Count
1 – Strongly Disagree		18.9%	7
2 – Disagree		8.1%	3
3 – Neutral		18.9%	7
4 – Agree		32.4%	12
5 – Strongly Agree		21.6%	8

Table 8.10: Ease of Contacting Reon Group via Digital Platforms

Interpretation:

While 54% agreed (ratings 4 or 5), 27% disagreed and 18.9% were neutral. The fact that 27% of those who struggled to find contact is a strong indicator - nearly 1 in 3. I observed

during my internship that the response times were not always consistent, particularly during weekends. When the customers cannot contact the company easily after an advertisement, then that is one of the leads that is lost.

8.5.5. Using Digital Marketing to Develop Trust

Question 11: Digital marketing increased my trust in the company. (37 responses)

Digital marketing increased my trust in the company.
37 responses

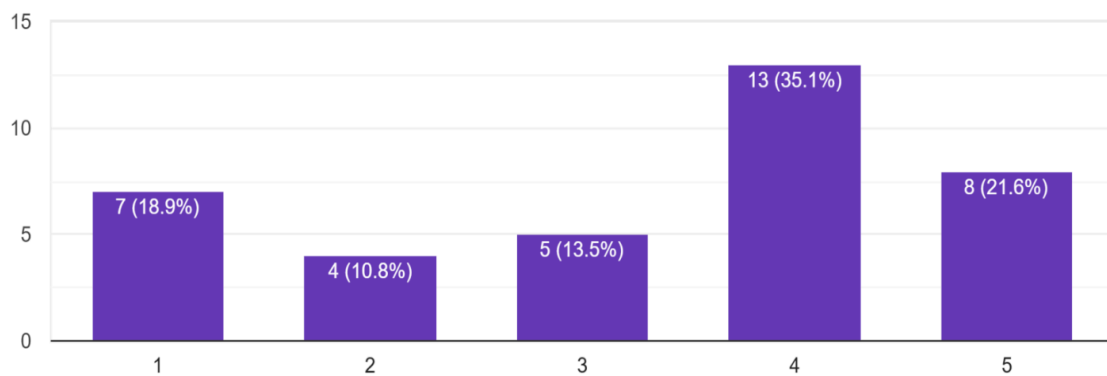


Figure 11: Digital Marketing and Trust in Reon Group (1–5 Scale)

Rating	Meaning	Percentage	Count
1 – Strongly Disagree		18.9%	7
2 – Disagree		10.8%	4
3 – Neutral		13.5%	5
4 – Agree		35.1%	13
5 – Strongly Agree		21.6%	8

Table 8.11: Digital Marketing and Trust Building

Interpretation:

The approval rating of 4 or 5 said that digital marketing enhanced their trust in Reon Group, 56.7%. However, 29.7% did not agree, the most disagreed question of effectiveness. One of our sales team representatives explained it best when he said that people view our

advertisements, they appreciate the images and they still will not trust us unless they visit the site.

- Home buying is a massive financial choice.
- Trust does not just come on a silver platter with pretty photos, but must be shown with evidence of completed projects, testimonials of people who have used the product and prompt replies.
- The ability to generate and convert leads.

8.6. Customer Decision Impacts

Question 12: Did digital marketing influence your decision to contact Reon Group? (37 responses)

Did digital marketing influence your decision to contact Reon Group?

37 responses

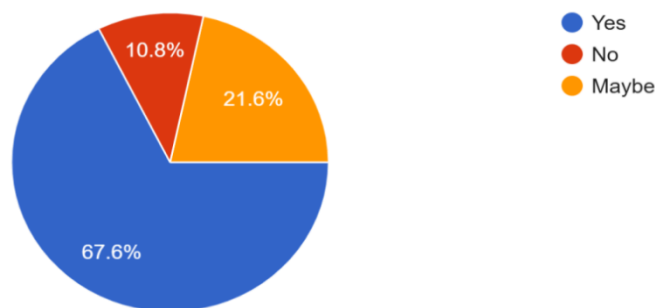


Figure 12: Digital Marketing Influence on Decision to Contact Reon Group

Response	Percentage	No. of Respondents
Yes	67.6%	~25
Maybe	21.6%	~8
No	10.8%	~4

Table 8.12: Influence of Digital Marketing on Decision to Contact

Interpretation:

It is likely the most crucial question of the survey; it is a question that directly links digital marketing to real lead generation. 67.6% said Yes, and another 21.6% said Maybe. Together, that is 89.2% of the respondents who have been affected by digital marketing to some extent.

My supervisor grinned when I presented the marketing team with these results and said, "That is what we needed to hear." It proves that every hour invested in advertisements, publications, and content is really making people contact.

8.7. Preferred Digital Content Type

Question 13: What type of digital content attracted you most? (37 responses)

What type of digital content attracted you most?

37 responses

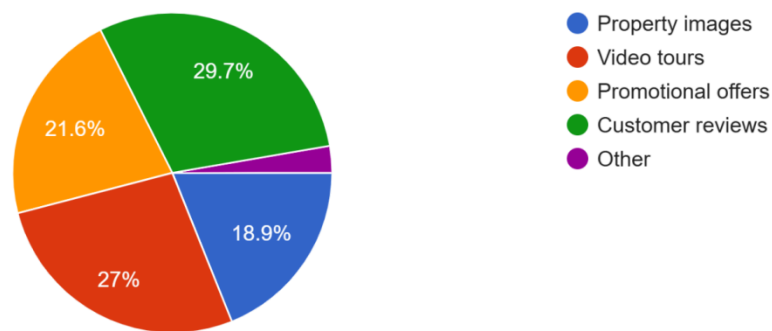


Figure 13: Type of Digital Content That Attracted Respondents Most

Content Type	Percentage	No. of Respondents
Customer Reviews	29.7%	~11
Video Tours	27%	~10
Promotional Offers	21.6%	~8
Property Images	18.9%	~7
Other	~2.7%	~1

Table 8.13: Most Attractive Type of Digital Content

Interpretation

I was surprised because I thought that property pictures would be the most popular. However, customer reviews were the first in the ranking with 29.7% and then video tours, promotional offers, property images with 27% and 18.9% respectively. Customers do not simply want to see a pretty apartment; they want to know what other buyers went through. Product visuals

are inferior to trust signals. Video tours are also logical: individuals would prefer to have a virtual tour first and then visit the site.

8.8. Channel Preferences and Communication

8.8.1. Satisfaction with Online Communication

Question 14: To what extent are you satisfied with online communication at Reon? (36 responses)

How satisfied are you with Reon's online communication?
36 responses

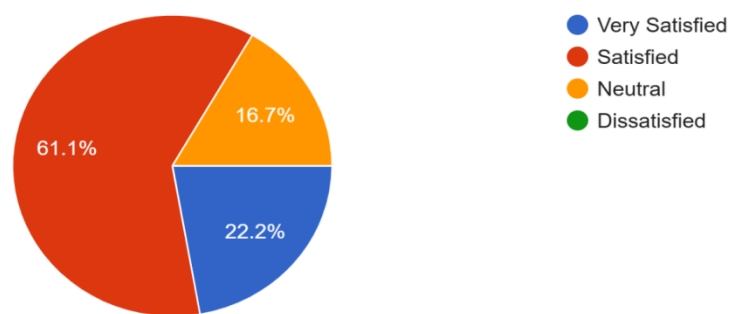


Figure 14: Satisfaction with Reon Group's Online Communication

Response	Percentage	No. of Respondents
Very Satisfied	22.2%	~8
Satisfied	61.1%	~22
Neutral	16.7%	~6
Dissatisfied	~0%	0

Table 8.14: Satisfaction with Online Communication

Interpretation:

83.3% were satisfied or very satisfied. No one claimed that they were not satisfied with it; that is a good outcome. The 16.7% neutral category can be that of customers whose messages were not answered during a weekend or those whose questions were not answered to the full extent. Minor process changes in consistency of responses may shift that segment to the satisfied category.

8.8.2. Digital Marketing vs Traditional Marketing

Question 15: Which one do you prefer, more digital marketing or traditional marketing (billboards, brochures)? (37 responses)

Do you prefer digital marketing over traditional marketing (billboards, brochures)?

37 responses

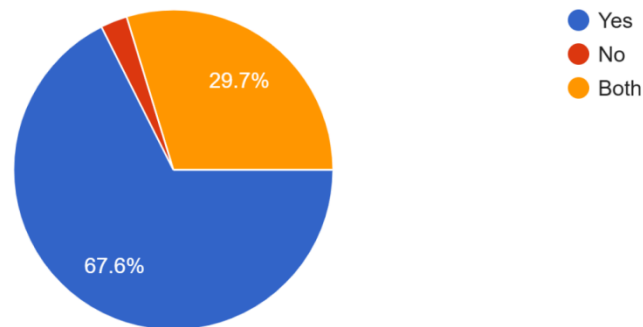


Figure 15: Preference for Digital vs. Traditional Marketing

Response	Percentage	No. of Respondents
Yes – Prefer Digital	67.6%	~25
Both	29.7%	~11
No – Prefer Traditional	~2.7%	~1

Table 8.15: Digital vs. Traditional Marketing Preference

Interpretation:

It goes without saying that 67.6% supported digital, and the real response is that 29.7% responded that it was both. The proportion of those in support of traditional traditions is just 2.7. It is not a digital and traditional talk; it is a talk about how to blend between the two. In the case of Reon Group where an entirely digital approach would please most customers, almost 30% desire a traditional presence as well as - particularly on high-end projects that serve older consumers.

8.9. The Best Digital Marketing Strategy

Question 16: Which is the digital marketing strategy that you have the most confidence in?
(37 responses)

Which digital marketing strategy do you trust most?

37 responses

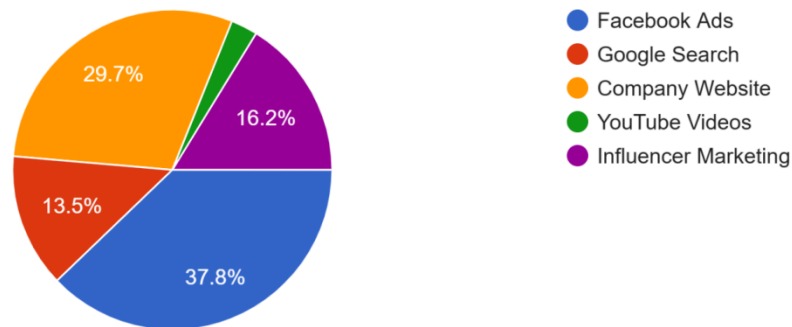


Figure 16: Most Trusted Digital Marketing Strategy

Strategy	Percentage	No. of Respondents
Facebook Ads	37.8%	~14
Company Website	29.7%	~11
Influencer Marketing	16.2%	~6
Google Search	13.5%	~5
YouTube Videos	~2.7%	~1

Table 8.16: Most Trusted Digital Marketing Strategy

Interpretation:

Facebook Ads is the top with a figure of 37.8%, in line with all other findings of Facebook heavy. It is especially significant to the Company Website at 29.7% because once an ad has done its work, consolidation of trust is done there. Influencer marketing with 16.2% was a surprise; it is an indication of increased trust in the online personalities. In the case of Reon Group, collaborating with local lifestyle or real estate influencers in Dhaka would create a different form of credibility. At 13.5% Google Search is getting people to search and not scroll.

8.10. Conclusion of Major Findings

Area	Key Finding	Takeaway
Respondent age	75% under 35	Young, digitally active audience
Gender split	59.5% Female	Content resonates with women
First heard via	Facebook 45.9%, Word-of-mouth 29.7%	Digital and referrals both matter
Social media use	86.5% daily	Audience is constantly online
Platform influence	Facebook 78.4%	Facebook drives contact decisions
Info findability	54% positive	Access to info can be improved
Ad influence on interest	51.3% positive	Ads are working, not universally
Content quality	59.4% positive	Good, but room for improvement
Ease of contact	54% positive	Contact friction needs fixing
Trust built by DM	56.7% positive	Trust is the biggest gap
Influenced to contact	67.6% Yes, 21.6% Maybe	DM is generating leads
Top content type	Customer reviews 29.7%	Trust signals beat property photos
Communication sat.	83.3% satisfied	Communication is a strength
Channel preference	67.6% digital, 29.7% both	Hybrid approach recommended
Most trusted strategy	Facebook Ads 37.8%, Website 29.7%	FB + website are the trust pair

Table 8.17: Summary of All Key Survey Findings

Chapter 9: Discussion and Interpretation

9.1. Analysis of the Key Results

Facebook is the unchallenged lead Engine:

There are several questions that lead to the same conclusion: Facebook is the best place where Reon Group will find its digital marketing. At that place, 45.9% had first heard of the company; 78.4% had been most influenced by it to make the contact and 37.8% had most trusted in it. It is no doubt that the main investment is to be made where.

Word-of-Mouth This Is a Secret Asset:

Friends and family were the biggest source of my information about Reon Group (29.7%) than I anticipated. The contented customers are already marketing free of charge. This could be increased by a formal referral program.

Reviews by customers are more effective than property pictures:

The most surprising result was the content type. Even more than the visual content that the company produces, customers trust and respond to the comments of other customers (29.7%). Much as they might not be obvious, reviews and testimonials must be on the frontline and not on the lower section of a Facebook page.

The Gap of Trust is the largest

Trust had a high positive rating (56.7% rated 4 or 5) and a negative rating (29.7% rated 1 or 2) more than any other single dimension of effectiveness. The real estate business is stakes-high; mistrust is an instinctive defense mechanism. Beautiful content receives attention, yet trust needs to be demonstrated: finished projects, open processes, quick reactions and customer testimonies.

Is Losing Leads to Contact Friction?

A quarter of the respondents had a challenge accessing Reon Group online. That is a lead-losing problem in real estate where timing and competition are a factor. A prospective consumer that sends a message at 9pm on Friday and hears nothing until Monday has already visited three competitor pages by that time.

9.2. Comparing with Earlier Research

My results are correlated to the existing studies but have a certain contextual specificity.

Facebook emerged as the best lead platform according to Johnson and Lee (2023) (authenticated at 78.4% here). Rahman and Hasan (2023) focused on the visual content in Bangladesh and this paper confirms and refines it: quality is important, but customer reviews and video tours are even more important.

This is the most interesting contrast with Williams (2022), who found greater trust scores abroad. The real estate market in Bangladesh is highly relationship driven yet people must trust not only the product itself but also the individuals. Something similar was discovered by Islam (2022) in Dhaka: despite the increase in digital channels, personal referrals remain exceptionally powerful. My data confirms this; 29.7% continue to use friends and family as their initial source of awareness.

9.3. Reon Group Implications

In certain aspects, Reon Group is performing well. Facebook marketing is effective. There is high satisfaction in communication. And 67.6% of respondents directly attribute the impact of digital marketing to the decision to contact the company.

Nevertheless, the data shows obvious opportunities as well. The mistrust, friction in contact and poor utilization of reviews of customers can all be resolved without huge budgets- just deliberate planning. Without needing to increase marketing costs, each of these three fields can effectively address lead creation

Chapter 10: Conclusion and Recommendations

10.1. Conclusion

After three months of working at Reon Group and 37 responses to the survey, the following are what I have learnt:

- Digital marketing is evidently taking effect. Most of the platform's influence is contributed by Facebook. Most of the customers are on social media every day. Communication is well received. And 67.6% directly attribute digital marketing while making them decide to make contact with Reon Group, another 21.6% say maybe.
- Nevertheless, the information is not mute when it comes to the gaps. The mistrust distance is actual and high. The contact friction is rejecting 1 out of 4 potential leads. And content strategy is dedicated to stunning house pictures, whereas customers are the most attracted by customer reviews and video tours.
- It is not the extent of doing more digital marketing but doing smarter digital marketing. Go all the way with Facebook. Make contact experience correct. Obtain customer stories initially. Make the site good, as it is in that site where the trust is sealed.

10.2. Recommendations

Platform Strategy:

- Retain Facebook as the main investment. It is clearly the hegemony at 78.4% platform influence and 37.8% most-trusted strategy. Further increment of ad budget in this area and not in others.
- Enhance company web site. It has the largest share of trust of 29.7% of them referring to it as their most trusted strategy after developing awareness that was built by an advertisement. It should be fast and informative as well as user-friendly.
- Explore influencer marketing. It is a new prospect with a trust of 16.2% - partner with Dhaka based influencers of lifestyle or finance to target new audiences with existing credibility.
- At this stage, less attention should be paid to YouTube and Google Ads. The figures fail to show the great impact of such mediums on real estate at a residential level.

Broadcasting and Building of Trust:

- Make customer reviews the central point of digital information. It is the best content since 29.7% of the individuals indicated that they were most drawn to the reviews. Fraudulently collect recommendations and post them on Facebook and the site and create a special page on the testimonials.
- Make investments in video tour production. Video tours are nearly as convincing as reviews at 27 percent preference. It would help even simple smart phone guided tours with professional narration.
- Prepare a sequence of Project Progress. This will encourage transparency and trust, which is the biggest gap in this survey through frequent communication of the progress of the construction.
- Do not quit investing in photography. The images of properties appealed to 18.9 percent of the respondents. Also no longer take photos of the primary kind of content but maintain the quality.

Contact Improvement, Communication:

- Make urgency of response time a fix. This is an issue of loss of lead because 27 percent of them find it difficult to connect with Reon Group online. Goal: to achieve a highest possible response rate of 2 hours during business hours and have a chatbot or other automated reply to after-hours inquiries.
- Personalize every response. Rather than how can we help? I saw you were interested in our Lake View project. Would you curious about scheduling a site visit?
- Install a live chat or WhatsApp button on the company site. The easy contact that is easily acquired in the second most influential platform, the web site, has the potential to increase the ease of contact scores significantly.

Channel Mix:

- Keep a dualistic existence. Selective application of billboards surrounding the project locations is also viable with 29.7% preferring to have both digital and traditional billboards, especially in premium projects where the targeted buyers are the older ones.
- Develop an official referral program. Word-of-mouth was the second most popular awareness channel with 29.7 percent. It can be greatly multiplied by institutionalizing this through referral bonus- many times.

Measurement and Continuous Improvement:

- Monitor platform cost per lead. Identifying the channels that provide the least cost leads to making informed budgetary decisions in future.
- Follow up digital site visit to sale conversion rates. Leads are not created equal.
- Carry out a second survey in six months. The tastes of customers change and frequent checkins will assist Reon Group in keeping pace with the trends.

10.3. Direction for Future Research

- Larger sample size. Get statistically valuable, generalizable results by sampling 200 or more customers.
- Longer time frame. Monitor the performance of the track on a complete year basis, to record seasonal behavior of the property market in Bangladesh.
- Compare multiple companies. Research on a number of real estate companies to know what is working across the industry as compared to specific to the Reon Group.
- Post-purchase research. Ask those customers that made a purchase and did not simply make a call to know what touch points motivated them to purchase.
- Discover the strength of influencer marketing. Given the trust score of 16.2%, a particular study of influencer partnerships in the Bangladeshi real estate would be helpful.

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Appendix A: List of Interview Participants

The following table presents the individuals who participated in this study. All participants were interviewed via telephone to collect primary data and insights relevant to this report. Participation was voluntary, and all respondents consented to the use of their information for academic purposes.

Serial	Name	Email	Contact Number
1	Ehsanur Rahman	ehsanur.ice.iu@gmail.com	01303244071
2	Md Arshad Sahak	mdarsahadshak@gmail.com	01402716580
3	Sheikh Sourav Hossain	sheikhsouravhossain@gmail.com	01403423467
4	Nur Muhammad	mir01muhd@gmail.com	01674004299
5	Md. Shibli Sadik	mdshiblisadik566@gmail.com	01708567682
6	Niranjan Das	nrd194500@gmail.com	01711225112
7	Syed Ismail Hossain Jamali	jamali.jbc.br141@gmail.com	01711854852
8	Firoze Hossain	firozevtl@gmail.com	01712439603
9	S.M. Neyamul Hoque	neyamul_hoque@yahoo.com	01713092350
10	Masuda Begum	masudabisf@gmail.com	01715032301
11	Mehedi Hasan	688mehedi@gmail.com	01721710688
12	Shamsul Haque	shamsulh1959@gmail.com	01731063739
13	JH Jamil	jhhjamil01764418404@gmail.com	01764418404
14	Saadat Rony	saadatrony@yahoo.com	01772685234
15	Monirul Islam	monirul.cs80@gmail.com	01811789603

16	Mishu Kazi	mishukazi@yahoo.com	01840399404
17	Atowara Khatun	atowarakhatun@gmail.com	01912853855
18	Md Badiruzzaman	md.badiruzzaman21@gmail.com	01913021927
19	Abdul Baten	baten1953@gmail.com	01913621450
20	Md. Mohiuddin Mia	mohimia1964@gmail.com	01917058355
21	Md Alamgir Hussain	hussainmdalamgir6@gmail.com	01960782939
22	Md Rakib Hasan	rakib1705@yahoo.com	01830095609
23	Abu Supian Khan	abusufiankhan665@gmail.com	01720660189
24	Abdulgafur Bhuiyan	abdulgafurbhuiyan02@gmail.com	01819153165
25	Alam Sheikh	sheikhalam617@gmail.com	01407011181
26	Runu Gomes	jacentagomes168@gmail.com	01871539827
27	Md Nasir Ahmed Nasso	noorahmed1754@gmail.com	01712188471
28	Hira Bai	azmolhussin301@gmail.com	01711344959
29	Barun Das	dasbarun424@gmail.com	01715031597
30	Shahriar Milton	shahriarmilton444@gmail.com	01712076698

Appendix B: Reon Group Employees

The table below presents the employees at Reon Group who participated in interviews to gain insights specific to the organization and industry.

Serial	Name	Email	Contact Number
1	Risika Afrin	afrinrisika5k@gmail.com	01760920203
2	Md. Hossen Ali	skydial.ota@gmail.com	01644461265
3	Fahad Rafique	Fahad65@gmail.com	01918721832
4	Jarin Tasnim Eara	jarintasnimeara@gmail.com	01611744381
5	Bishwojit Sharma	bishwojit32@gmail.com	01317271198
6	Rokeya	Rokeyama@gmail.com	01322064023
7	Sad Abbas	sadbinabbassanim@gmail.com	01996355012

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