Internship Report
On
Accounting Practices in Construction Firm: A Case Study on Concrete and Steel Technologies Limited

Submitted by:

Shuvo Mridha

ID: BBA2103024092

Program: BBA

Major: Accounting

Department of Business Administration

Sonargaon University (SU)

Submitted to:

Department of Business Administration

Faculty of Business

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of BBA in Accounting



Sonargaon University (SU)

147/1 Green Road, Panthopath, Dhaka

Date of Submission: 30.08.2025

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Submitted to:

Dr. Md. Masud Rana

Associate Professor & Head

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Submitted for the partial fulfillment of the degree of BBA in Accounting

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147/1 Green Road, Panthopath, Dhaka

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LETTER OF TRANSMITTAL

Date:

Dr. Md. Masud Rana
Associate Professor & Head
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Sub: **Submission of the Internship Report on Accounting Practices in Construction Firm: A Case Study on Concrete and Steel Technologies Limited**

Dear Sir,

I am submitting my internship report titled **"Accounting Practices in Construction Firm: A Case Study on Concrete and Steel Technologies Limited"** I have tried my best to find out the current situation of construction firm in Bangladesh and its Accounting Practice. Please pardon me for any kind of mistake in this report. It was not possible for an individual to complete this report without your motivation and cooperation toward me; I would not be able to complete this report.

I sincerely hope that you will get current scenario of construction firm developments and Accounting Practice. I have acquired the valuable experiences through this project report under supervision of you. I would like to thank you and the University for giving me the opportunity to do project and for helping me to prepare the report.

If you have any further queries regarding the report, please inform me.

Thank you

Sincerely yours,

_____

Shuvo Mridha
ID: BBA2103024092
Program: BBA
Major: Accounting
Department of Business Administration
Sonargaon University (SU)

DECLARATION OF STUDENT

Actually, this report is submitted as a fulfillment of the requirement of Bachelor of Business Administration degree. I am **Shuvo Mridha** hereby declare that the work presented in this report titled **Accounting Practices in Construction Firm: A Case Study on Concrete and Steel Technologies Limited** has been carried out by me and has not been previously submitted to any other University, College or Organization for any academic qualification, certification, diploma or degree.

_____

Shuvo Mridha
ID: BBA2103024092
Program: BBA
Major: Accounting
Department of Business Administration
Sonargaon University (SU)

LETTER OF AUTHORIZATION

The internship report titled **"Accounting Practices in Construction Firm: A Case Study on Concrete and Steel Technologies Limited"** submitted as partial requirement of BBA degree at Sonargaon University (SU). This report has been prepared by **Shuvo Mridha,** ID: BBA2103024092, Program: BBA (Major: Accounting), Department of Business Administration**,** Sonargaon University (SU) under my supervision and guidance. The data and findings presented in the report seem to be authentic. Thus the internship report has been approved for presentation.

I wish him every success in life.

_____

Dr. Md. Masud Rana
Associate Professor & Head
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

ACKNOWLEDGEMENT

First of all I would like to express my deep gratitude to the almighty Allah for fruitfully preparing this internship report.

I express my deep sense of gratitude and heartily respect to Dr. Md. Masud Rana, Associate Professor & Head, Department of Business Administration, Sonargaon University (SU) for his valuable suggestions and instructions to complete this report. I would also like to convey my gratitude to all the members who directly or indirectly has helped me to prepare this report.

I express my personal gratitude to my Dr. Md. Masud Rana for helping me with the valuable suggestion about the source of information and other key issues to prepare this report.

EXECUTIVE SUMMARY

Construction firm business in Bangladesh is a recent phenomenon and mainly concentrated in the Bangladesh. As a successful business, Construction firm sector should get extreme care and concern from government. Along with policy, this sector should get adequate support to survive and serve the people. Now days by recent few years Construction firm companies are facing problems to sale their flats and ready flats to handover for reason of high pricing. Customers are avoiding buying a flat rather than wishing to live in a rent house. The price hike of apartments is a major and debatable issue in the Construction firm sector of Bangladesh. The Construction firm developer companies are criticized of charging a lot of money for an apartment. In recent years, apartment's price increased due to the unimaginable increase in land price as well as sharp increase in prices of the construction materials. That is why the sale of all type of flats, apartments, and lands decreases. For price hike ready flats are remain unsold and companies are counting huge lose. For high price, general customers are avoiding to buy new flats and apartments. The sales peoples are facing difficulties when bargaining with the customers about price.

This report is comprised of two broad episodes: where episode one expresses on overview of Construction firm sector of Bangladesh; Episode two consists of two parts, one is the organization part and other is the project part. The core focus of this report is the project part. In the organization part mainly the business profile, basic function, business line, product; features of Concrete and Steel Technologies Ltd. are shown.

The tropic of the project part is Position of Concrete and Steel Technologies Ltd. in terms of different Construction firm Companies in Bangladesh. Through this study firstly I have prepared a brief history of Construction firm Trade in Bangladesh then I have tried to shown the Concrete and Steel Technologies Ltd. and other construction firm company's position by considering the major market functions of the construction firm industry. To do this I had to carry out surveys; is based on the different types of the customer. Because the construction firm companies growth, market share, market penetration & retention directly depends on customer's perception.

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Chapter: One

INTRODUCTION

1.1 Introduction

The country Bangladesh is most known internationally through newspaper Associate Professor & Headlines for its density, high population, corruption political & social instability, economic vulnerability and several disasters. These problems are real and their side effects have a remarkable impact on the society. Reality however is not as devastating as indicated by the image of the country since the national economy is improving day by day. As a result Construction firm sector is also improving day by day. Concrete and Steel Technologies Ltd. start their construction firm business in 2003. Now in twenty first century, it is a sector of more than thousand companies. Construction firm is one of the profitable sectors in Bangladesh & also contributes in national economy.

Construction firm sector has a legal authority called "**REHAB** (REAL ESTATE AND HOUSING ASSOCIATION OF BANGLADESH)". Every company has to be a member of "REHAB". Concrete and Steel Technologies Ltd. consortium is a member of "REHAB". As for business of land, it also a member of "**BLDA** (Bangladesh Land Developers Association)".

Analysis program is essential for every bachelor degree holder students, because it helps him or her acquit with real life situation. As a BBA student I did my analysis a construction firm company. The construction firm sectors play a significant role in solving the housing crisis in Dhaka city, so I have selected Concrete and Steel Technologies Ltd.

To complete my Bachelor of Business Administration degree, analysis is the important part. Analysis report has to submit after completion of all the credit hours at the final semester. So, according to my analysis, this is a study on "Accounting Practices in Construction Firm: A Case Study on Concrete and Steel Technologies Limited". Concrete and Steel Technologies Ltd. is a well known company in Bangladesh. It was established in 2003. Concrete and Steel Technologies Ltd. is sell land / plot, making telecommunication tower, Toll plaza, Bridges etc. Concrete and Steel Technologies Ltd.started their business in 2003 with Teletalk Tower project.

For completing my BBA degree Analysis Report is one of the parts at the final semester of the Department of Business Administration, Sonargaon University (SU). This is a study on **"Accounting Practices in Construction Firm: A Case Study on Concrete and Steel Technologies Limited".** It was a chance for me to learn about the management and how to satisfying the customers.

1.2 Objectives of the study

The objectives are divided into two types. These types are given below:

1.2.1 Main Objectives

The main objectives is to prepare this report to fulfill the partial requirement for completion of BBA degree.

1.2.2 Supporting Objectives

i. To know the Accounting maintaining process of Concrete and Steel Technologies Ltd.

ii. To evaluate the internal control system of Concrete and Steel Technologies Ltd.

iii. To gather practical experience in its accounting maintaining department.

1.3 Scopes of the Study:

This internship program has helped me to understand the organizational norms and accounts maintaining process. The report that I have prepared and find out some problems accounts maintaining process of Concrete and Steel Technologies Ltd. which may help them take corrective measures, and also to personally gather practical knowledge about the accounts maintaining process of Concrete and Steel Technologies Ltd.

The scopes of the study are:

1) To know the accounting process in a company.

2) Recording daily financial transactions.

3) Maintaining ledgers and journals.

4) Managing incoming receipt and payments

5) Reconciling supplier and customer accounts.

6) Matching the company's financial records with bank statements.

7) Preparing financial statements (Balance sheet, Income statement, Cash flow).

8) Assisting in creating budgets.

1.4 Methodology

To make the report more meaningful and presentable, it is required to analyze the company's performance properly, as a result of data has been collected. Secondary data has used for analyzing the report.

1.4.1 Data collection method:

The existing literature includes published journals, periodicals, newspapers, related magazines, documents and internet etc, most of the statistical data will be collected from the related web pages.

1.4.1.1 Primary sources of data:

⇒ Face to Face convention with directors and employees of Concrete and Steel Technologies Ltd.

⇒ Interview with the customers with questionnaire survey.

1.4.1.2 Secondary sources of data:

- Annual report of Concrete and Steel Technologies Ltd.. (2022 & 2023)
- Prospects of Concrete and Steel Technologies Ltd.(2022 & 2023)
- Different papers of Concrete and Steel Technologies Ltd.
- Un- published data
- Different text book
- Newspaper
- Internet
- Different manuals of Concrete and Steel Technologies Ltd.

1.4.2 Data source:

To perform this report a field study report is based on primary and secondary data.

1.4.3 Data processing:

To collect the primary data from the selected tour operators, a survey questionnaire will be used. Data collected from secondary sources will be processed manually and qualitative approach will be used through the study.2

1.4.4 Data analysis and interpretation:

The present research is a combination of both theoretical and empirical. For the theoretical foundation and analysis, the existing literatures were investigated. To analyze the collected data, different quantitative and qualitative measures will be taken.

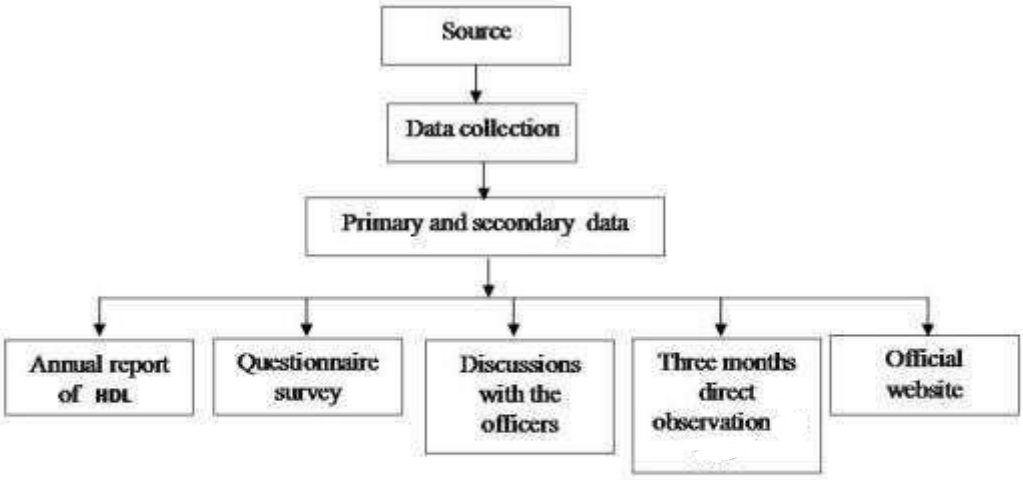


Figure: Data collection method

1.5 Rationale of the study

Analysis program is essential for every student, especially for the student of Construction firm, which helps them to know the real life situation. For this reason a student takes the analysis program at the last stage of the degree, to launch a career with some practical experience. Customer satisfaction depends on customer by satisfying them with product and other sale services my analysis report is base on customer satisfaction of Concrete and Steel Technologies Ltd. The buyers of the Concrete and Steel Technologies Ltd.in satisfied with the plot. But the full report will make the real scenarios of the customer satisfaction.

The analysis program is very helpful to bridge the gap between the book knowledge & real life experience as part of Bachelor of Business Administration program.

This analysis report has been designed to have a practical experience though the theoretical understanding.

1.6 Limitations

The present study was not out of limitations. But it was a great opportunity for me to know activities of construction firm business. It is not easy to make an analysis report. At the time of my report writing, I faced some limitations. Some constraints are appended bellow:

- Every organization has their own secrecy which they do not want to disclose to others. Concrete and Steel Technologies Ltd. does so
- Employees of Concrete and Steel Technologies Ltd. did not discuss enough with me about the company, because they have rules from the top management.
- While was collected data i.e. interviewing the employees, they did not discuss much information for the sake of the confidentiality of the organization.
- The buyers were too busy to provide me much time for interview.
- Load at the work place was also a barrier to prepare the report.
- Another limitation was that the data gathered could not be verified for accuracy.
- Buyers of the Concrete and Steel Technologies Ltd. were busy, so I can't get enough time to take a long interview from them.
- Gathered data could not be verified for accuracy.
- Work place pressure was also a barrier to prepare the report.
- It was not possible to go to every department and take interview / conversion about their department / company.

Chapter Two

Profile of the Company

2.1 Introduction of Concrete and Steel Technologies Ltd.

In Bangladesh there is a population of 116 million. Everyone wants to stay in the city. Due to that wants, Dhaka became the city of traffic, pollution. To see this, Bangladesh govt. take some projects to spread out people. Bangladesh govt.'s one of the big project is **"Uttara Housing"**. Uttara Housing will become another big housing under the city. Govt. will provide every facility to success this project. PM office, DU campus, Different Ministry & other important offices will be established in "Uttara Housing". "Concrete and Steel Technologies Ltd." providing people to get all those facilities by lunching a project named **"Concrete and Steel Technologies Ltd."**.

Concrete and Steel Technologies Ltd. is a renowned company in the construction firm land development sector. It was started its journey in 2012. Concrete and Steel Technologies Ltd. has been created by 05 founders to secure additional funding for growth and to inform employees of the company's current status and direction. Although Bidisha International Ltd. firm was launched only five years ago, the firm has experienced greater-than honest for its honesty in business. There are good opportunities for Concrete and Steel Technologies Ltd. is that they bought land for project seven years ago from now. For this main reason Concrete and Steel Technologies Ltd.is more authentic than other companies.

Concrete and Steel Technologies Ltd. is in the business of turning your dreams into reality. Concrete and Steel Technologies Ltd. has only one land project at Uttara Housing. The name of the project is **"Uttara Housing"**. Concrete and Steel Technologies Ltd. proposed a **1000 Bigha** project for the people around Bangladesh & oversize's at Uttara. Concrete and Steel Technologies Ltd. wants to give people a safe zone where they can live their life in safe & peace. Concrete and Steel Technologies Ltd. is environmentally responsible response to the rapid spate of urbanization in Bangladesh. Concrete and Steel Technologies Ltd. has embarked upon a mission to make the maximum use of minimum land being sensitive to both environmental concerns and social continuity. Planned development by Concrete and Steel Technologies Ltd. of the sites at Uttara Housing has added value to people who released pressure on inner cities and persecuted the city dwellers with breathing space.

2.2 Mission & Vision of Concrete and Steel Technologies Ltd.

Concrete and Steel Technologies Ltd's mission is both broad and focused. It builds on its vision and translates the essence of that vision into projects that respond to board category of needs. Each of Concrete and Steel Technologies Ltd.s activities however is characterized by the same commitment to comfort and Convenience.

The mission of Concrete and Steel Technologies Ltd.is to provide service at an economic cost & progress in diversity & continue to the growth of construction firm sector in Bangladesh by being the construction firm market challenger.
The vision of Concrete and Steel Technologies Ltd.is to offer unparallel service to create customer delight & enhance construction firm business. Their vision is to achieve excellence & Different sense of modern living style.

2.3 Objectives of the Company

The main objective of the study is to find out the "Accounting Practices in Construction Firm: A Case Study on Concrete and Steel Technologies Limited" Especially the objectives of the study are as follows:

i. The companies mission emphasizes providing quality construction work across sectors like residential, commercial, infrastructure, substations, and telecommunications.

ii. Ensuring safety standards and environmental responsibility throughout construction processes.

iii. Giving customers residential flats at good price.

iv. Applying value engineering to optimize costs while enhancing project value.

v. Prioritizing professionalism and ethics in operations and stakeholder engagement.

vi. Contributing to national development through infrastructure and building projects.

2.4 Business Philosophy

- Profit Maximization
- Cost Minimization
- Company's Wealth Maximization
- Create customer value & satisfaction

2.5 The Organizational Structure:

The organogram below depicts the organizational structure of Concrete and Steel Technologies Ltd..:

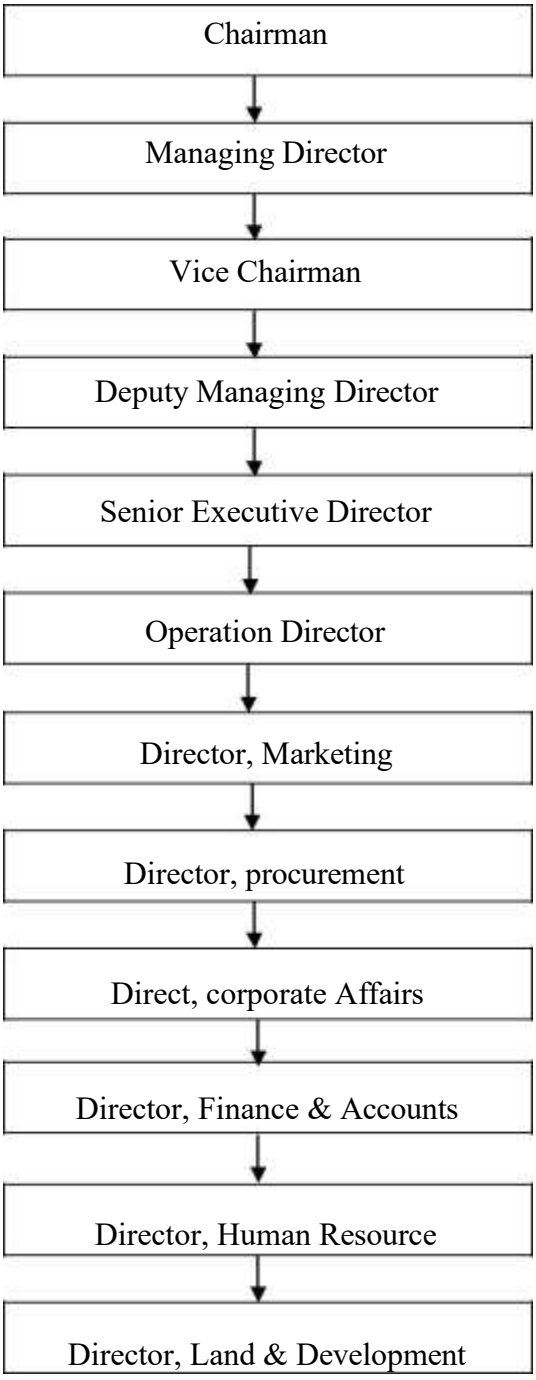


Figure: Organogram of Concrete and Steel Technologies Ltd.

2.6 Departments of the company:

In Concrete and Steel Technologies Ltd., Corporate Branch contains 6 major departments. The name of those departments & activities are given below:

- Reception Desk
- Marketing & Sales Department
- Administration & Business Department
- Documentation & Recovery
- Finance & Accounts Department
- Procurement Department

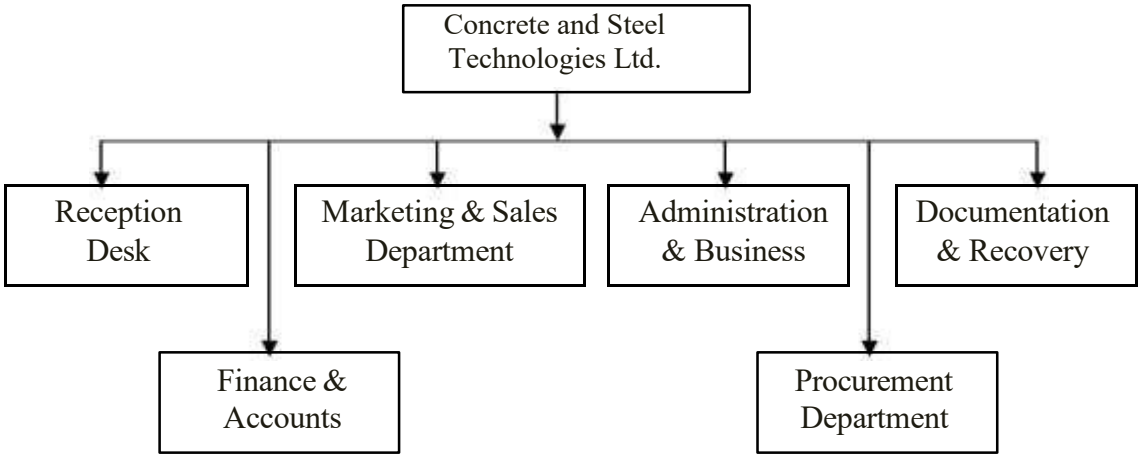


Figure: Department of the Concrete and Steel Technologies Ltd.

2.6.1 Reception Desk:

The main task at the reception desk is maintaining the inward & outward register, office management, & telephone receiving. They also maintain a daily recall file which is known as the Central Recall System.

2.6.2 Marketing & Sales Department:

Concrete and Steel Technologies Ltd. has a very big marketing department. A strong sales team & aggressive marketing campaign has bought tremendous sales growth along with a handsome market share. Concrete and Steel Technologies Ltd. becomes a market leader in the construction firm industry.

2.6.3 Administration & Business Department:

The administration department of Concrete and Steel Technologies Ltd. always looks after the whole organization. They always run the organization smoothly. If any employee does any fault then the department takes action against the employee. The company reward is given to the employee who has done well.

2.6.4 Finance & Accounts Department:

→ Using Tally software.

→ Final checking of Bank reconciliation.

→ Checking of Bank Debtor order voucher.

→ Checking the company financial accounts.

→ Give clearance for surrender.

→ Give clearance for registration.

2.6.5 Procurement Department:

⇒Buying Cement, Stone, Bricks, Steel materials etc.

⇒Registration of the sold Flats.

2.6.6 Documentation:

► If any customer fails to pay the due in schedule time then this department arranges time extension latter & gives the time extension approval.

► For business the client is not able to take deed in this case the officers of this department communicate with the client to take the deed by this time officers make a rough copy of the deed.

- If any change his/her payment schedule or change the plot then this department arranges all procedure.

- This department also make note sheet for registration when a client pay all the dues with registration fees.

2.7 Functions of Committees

1. Collect spot quotation 2. Prepare comparative statement. 3. Recommended best purchase. 4. Administer other procurement for value up to BDT. 100,000 and recommended the best option.	1 Collect quotation and prepare comparative statements. 2. Recommended best purchase. 3. Administer procurement of value between 10,00,000 and 20,00,000	1. Approve proposed procurement plan 2. Check & approve the specification 3. Check & approve the tender documents 4. Brief the bidders in pre-bid briefing 5. Receive / open bids 6. Make technical evaluation or receive technical evaluation report.

2.8 Address of Concrete and Steel Technologies Ltd.:

Concrete and Steel Technologies Ltd. has decorated office in Bangladesh.

Office: 23, Adarsha Chayaneer Housing Society, Ring Road, Shyamoli, Dhaka-1207, Bangladesh.

Phone: +02-9129942, E-mail: constech@dhaka.net

Chapter Three

Intership duties & Responsibilites

3.1: Internship Duties and Responsibilities:

During the internship period, I worked mainly in the Accounts and Finance Section. In Accounts and Finance Section most of the time I have to deal with the Employees of the company. I have to give them various information about the price of various materials (Bricks, Sand, Stone etc.). I have also involved in Journal entry input in the computer to prepared monthly statement and so on.

3.2: Schedule of Internship Duties:

Since, I worked mainly in the Accounts and Finance Section and involved with accounts related job so, I spent full time in the Accounts and Finance Section.

3.3: Duties and Learning in the Concrete and Steel Technologies Ltd.:

Accounts and Finance is one of the most important sections of every organization. During my internship period I learn most of the things from this section. The following activities I learnt during internship period:

- Maintain Cash book
- Make all Payments
- Deposit and withdraw cash from bank
- Deal with the Clients
- Keep account of collection form Clients
- Print Monthly Collection and Payments from Accounts software for management
- Prepare monthly accounts statements
- Calculating and checking to make sure payments, amounts and records are correct
- Daily accounts report (Income and expenditure) sending to management
- Prepare summary of Monthly Expenses of all kinds and submit it for final approval
- Journal entry Input
- Working with spreadsheets, sales and purchase ledgers and journals
- Prepare summary of Monthly Expenses of all kinds and submit it for final approval

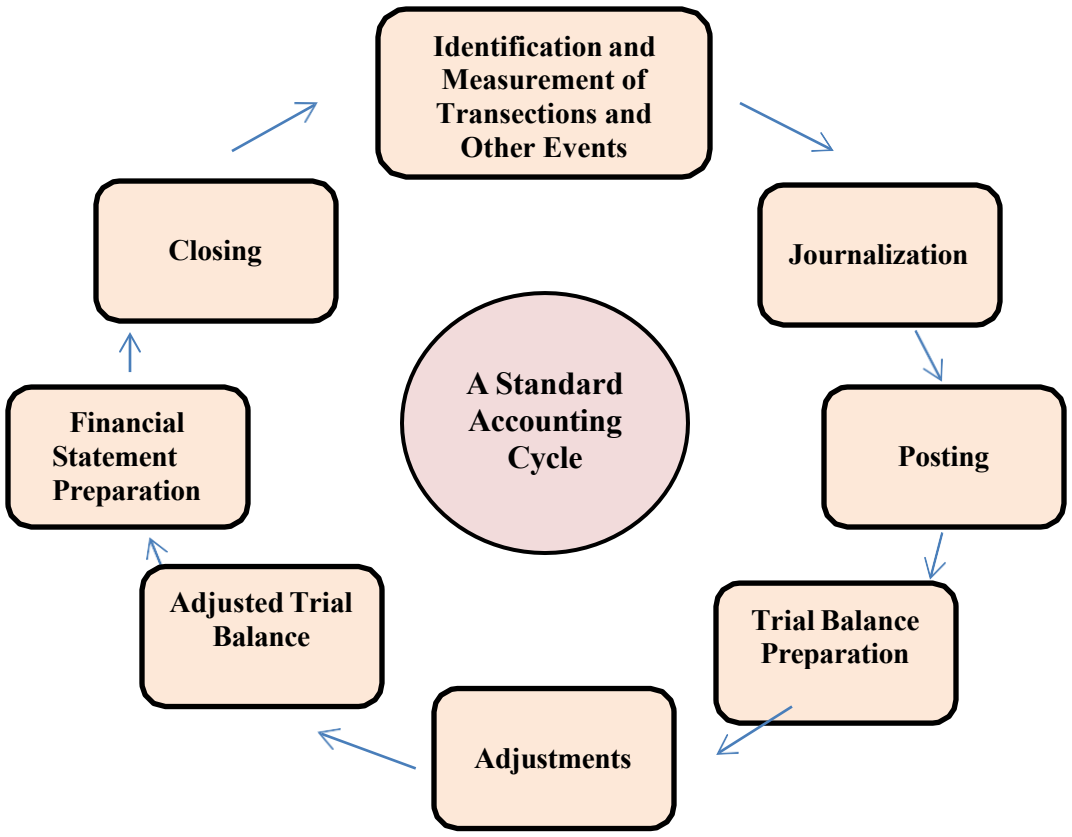
Chapter Four

Data Collection, Analysis & Findings

4.1 Accounts Maintaining Process of Concrete and Steel Technologies Ltd.

Financial accounting is the process that culminates in the preparation of financial report on the organization as a whole for the use by both internal and external parties. Users of those financial reports include investors, creditors, managers, unions and governments agencies. However, managerial accounting is the process of identifying, measuring analyzing, and communicating financial information needed by management plan, evaluate and control an organization's operations.

A standard accounting cycle:



When the steps have been completed, the sequence starts over again in the next accounting period.

4.2 Problems in Construction firm Business in Bangladesh

4.2.1 High Land Value

The major hindrance of providing affordable housing to all is the high value of land in Dhaka city. Land value in the city has drastically increased in last decade showing about four fold increase of the average land value in last ten years. Some of the key areas of the city, for example in Baridhara, average land value is more than Tk. 4 crore per katha. Some areas land value are as flows:

Area	Land Price (Tk./katha)			
	1975	1990	2000	2010
Baridhara	25,000	6,00,000	25,00,000	400,00,000
Gulshan	25,000	6,00,000	22,00,000	250,00,000
Banani	25,000	6,00,000	20,00,000	150,00,000
Mohakhali	25,000	6,00,000	18,00,000	120,00,000
Dhanmondi	25,000	6,00,000	22,00,000	200,00,000

Figure: Land price in different areas of Dhaka city. [Source: Sheltech (Pvt) Ltd. 2023]

4.2.2 High Value of Construction Materials

The housing problem of the city is further aggravated due to the price hike of construction materials. The price of construction materials is consistently increasing, thereby increasing the construction cost and apartment price. The annual change of the price of major components of construction is shown in the following table.

Year	Brick(TK. Per Piece)	Sand (Tk.Per.cft)		Cement (Tk. Per bag)	Rod,60Grade (Tk.Per Ton)
		Local	Sylhet		
2019	6.30	11.00	23.00	370	59,200
2020	6..00	9.50	25.00	355	50,700
2021	7.00	10.50	29.00	365	54,400
2022	8.18	13.42	31.00	372	62,200
2023	8.50	13.50	30.50	385	67,000

Figure: Year wise price of different construction materials.[Source: Sheltech (Pvt) Ltd. 2023]

4.2.3 High Apartment Price

The consequence of the land value increase couple with the price hike of construction materials is the increase in apartment price. The apartment price went through a sharp rise since 2000.In last ten years per square feet apartment value has increased by nearly triple. In place like Baridhara an apartment of 1400 square feet now cost nearly Tk.3 crore.In Gulshan and Dhanmondi the same 1400 square feet apartment will cost nearly Tk.2 crore. In low middle income areas like Shyamoli a 1000 square feet apartment costs around Tk. 45 lac. It is clear that without a bank loan the middle income people cannot afford to buy a decent apartment in the city.

4.2.4 High House Rent

The house rent is so much high day by day in Dhaka city. Represent the fact that there is a huge gap between housing demand and supply for all income groups.

Type	Low income group	Middle income group	High income group
Average Rent(Tk./sft)	13.8	16.7	22.5

Figure: Average House rent of different income group.

4.2.5 House Loan Interest Rate

As revealed in the earlier discussion, the apartment value in Dhaka is too high to afford by the middle and low income people. As such people mostly rent houses and so the house rent in the city is significantly high, as demonstrated earlier. To help people through buying apartments the governments in most of the countries have arranged house loan with low interest.

4.2.6 Property Transfer and registration Fee

In addition to the high apartment cost and loan interest, fees pertaining to property transfer and registration impose extra burden to buyers. Such fees include gain Tax (2%), Stamp Duty (3%), Registration fee for the central government (2%) and City Corporation (2%) and fees for Sub-registers 90.5%) which together account for additional 9.5% cost of an apartment. Besides, the buyers have to pay Advance Income Tax (Tk. 2000 per sq. meter) along with a 1.5% Vat which further worsens the affordability of the buyers (Seraj, 2010).

4.3 To identify the consumer choices regarding Real -Estate companies.

While purchasing the products consumer choices depends on the following criteria. They prefer to purchase products from those company which.

4.3.4 Company which provides products within Affordability of customer.

What's the total cost of the Gainesville apartment when you add up rent, utilities and any other regular costs? (Note: Most experts' recommend you spend no more then 25-30% of your income on housing.)

4.3.5 Company which provides better Amenities with products.

Does the community have high-speed Internet, which would make it easier to conduct research for school? Does it have quiet common areas for study so you can get away if your roommates are entertaining? Does it have a trek room where you can let off steam, a pool or outdoor sports facilities?

4.3.6 Company which provides better Transportation system.

Is there an adequate parking close to your unit, or will you have to walk half a mile loaded down with books or groceries? If you're trying to get by without a car, is the community close to public transportation? And don't just think about the proximity to buses Associate Professor & Headed to and from school. You'll also want to consider whether you can easily get to the grocery store, entertainments and a possible part-time job.

4.3.7 Company which provides better Atmosphere.

Is the community known for parties 24-7? Is it so quiet it will drive you crazy? Are the residents mainly young students? Professionals? A Mix? There's no single right choice here; just make sure the atmosphere is a good fit for your personality and your work or study habits.

4.3.8 Company which follows better Building Basics.

Are the walls, ceilings and floors well insulated to keep out noise from the people in the apartment next door or above or below you? Do the windows and doors seal tightly to keep out the wind and weather? Are the rugs and flooring in good shape? Is the water pressure strong enough for a good shower?

4.3.9 Company which ensures better Safety.

Do all the doors and windows lock? Does each room have at least one operable window that you can use as an escape in case of fire? Are there smoke detectors and do they work? Is the lighting outside adequate? (Note: If you're concerned about possible crime problems around an apartment community, contact the Gainesville Police Department at 352-334-2400 and ask whether they have records of criminal complaints and if so, how many reports have been filed against the Gainesville apartment you are considering.)

4.3.10 Company which provides better Appliances.

Do the freezer and refrigerator get cold enough to safeguard your food? Do the stove and oven work? If there's a dishwasher, does it work? Is the water heater large enough to provide hot water for several showers each morning? Is the air-conditioning unit large enough to adequately cook your rooms?

4.3.11 Company which provides better Utilities.

Are there enough phone lines to handle both phone and Internet service for you and your roommates, or will you have to share lines? Are there enough outlets for your entire computer, stereo and other needs? Enough cable connections for TVs and/or cable modems?

4.3.12 Company which provides better Staffing.

Does the staff seem friendly and helpful? Are there enough people to handle maintenance and repair? What do existing tenants think of the quality and speed of service provided by this Gainesville apartment community?

4.3.13 Company which provides better Pet Policies.

Does the community accept pets? Does it prohibit animals over a certain weight or breeds of dogs that historically have proven vicious?

4.3.14 Company which follows better payment method.

Does the company have installments opportunity? How much installments? In most of the cases, people buy plot on installment basis. However, they are to pay the full amount prior to plot delivery. Similarly, plot buyers require to pay the installment on due time. The buyers often face the difficulty of maintaining on due time. The buyers often face the difficulty of maintaining schedule of payment. In this situation, responsible developer companies give reminder to the particular client to recall the time of payment. Moreover, concerned

representatives of renowned companies always pursue to collect installment as per payment schedule

4.4 Operation of the Construction firm Business

There is a standard and organized procedure of operation of the Construction firm business in Bangladesh. It is true that in some cases the business procedure may differ from company to company. However most of companies operate Construction firm development in almost similar manner.

The first stage of Construction firm development is land purchase. A number of steps are to be completed to procure the land.

4.5 Land Procurement

At the very first step land information is collected through two different sources such as different personnel, direct communication of land owner with company representatives, Brokers.

All land information is primarily recorded. Because of company has a targeted area. So company needs to buy all those lands which they have proposed to lunch the project. Concrete and Steel Technologies Ltd. primarily brought 375 bigha among 1000 bigha for the project. Basically company representative helped to buy the land from the land owners. If any land owner doesn't want to sell his land then company proposes some conditions. Through these conditions, company & land owner will be both benefited. Concrete and Steel Technologies Ltd. start there project "Uttara Housing" under DAP area. That's why land owners get more money by sell their lands. From this greediness it becomes much easier for the company to buy lands to fulfill their company project.

4.6 Project Design Preparation

After Completion of the land procurement the company starts to prepare architectural design by the architects. In most of the cases Construction firm developers engage consultancy firm in land project design. However, some renowned companies prepare their land

project design by RAJUK architects. Every Construction firm company follows a specific standard in According to RAJUK. If the project is in DAP area, and then Company has to design their project according to RAJUK.

4.7 Project Approval

Project approval is the final stage for the completion of a project. It is not that much easy to get an approval from RAJUK. For the approval, every company have to make their project design according to RAJUK. Then companies needs to gets approval of 6 different ministries. Such as Home Ministry, PWD, TITAS etc. After successfully getting approvals from the ministries companies need to submit all documents to RAJUK. Then RAJUK will provide 2 persons as a supervisor of the project from govt.

4.8 General terms and conditions of allotment

- Application for allotment of Plot should be made on the prescribed application form accordingly signed by the client along with the earnest money .The company reserves the right to accept or reject any application according to the rules and regulation of the company.
- On acceptance of an application, the company issues a allotment letter to the client on which the client starts payment as per the schedule of the project. Allotment of apartment is generally made on first come first serve basis.
- Payments of installments and all other charges are to be made on due dates according to the schedule. The company may issue reminders to the allotted, but not withstanding the issue of reminders, the allotted must adhere to the schedule to ensure timely completion of construction.
- Delay in payment beyond the schedule date will make the allotted liable to pay delay charge (amount varies from company to company) for every 30 days on the amount of the payment delayed. If the payment is delayed beyond 60 days the company shall have the right to cancel the allotment. In such an event, the amount paid by the allocate will be refunded after dedicating the earnest money and after allotment of the cancelled plot.

- Concentration fees/charges security deposits and other incidental expenses relating to gas, water, sewerage and electric concentrations are excluded in the price of plot. Company collects that charge from the plot owner when the construction works are very close to finish.

- The company may cancel an allotment for non-payment of installments in disregard of reminders and after final intimation to the allotted by registered post at the address given in the application form.

- The possession of the plot shall be duly handed over to the allotted on completion and full payment of installment sand other charges and dues. Till then the possession will rest with the company. If the project is completed before the stipulated time, the allotted shall have to make full payment before taking possession.

- After handover of the project, the allotted(s) will became equally separable undivided and unmarked shareholders of total acres of the scheduled land of the project in respective plots. After all the dues and installments and paid by the purchaser accordingly, the vendors shall execute a registered sale deed in favor of the purchaser transferring share of land of the project in the demised plot.

- Company is not liable if the completion period of the construction of the project is affected by unavoidable circumstances beyond the control of the company, like natural calamities, political disturbances, strikes and changes in the fiscal policy of the state etc.

- Company is liable if the handover of the project delayed due to any limitation of the company. In that case, company is to pay a percentage of money at every month to the respective client till the handover of the project.

4.9 Installment Collection

In most of the cases, people buy plot on installment basis. However, they are to pay the full amount prior to plot delivery. Similarly, plot buyers require to pay the installment on due time. The buyers often face the difficulty of maintaining on due time. The buyers often face the difficulty of maintaining schedule of payment. In this situation, responsible developer companies give reminder to the particular client to recall the time of payment. Moreover, concerned representatives of renowned companies always pursue to collect installment as per payment schedule.

4.10 Customer Service

In recent days, there is an additional opportunities for the client to get customer service facilities. These facilities include:

4.10.4 Handling Customer Complaint

Customer service department monitors the customer complaints. The customer complaints are recorded by the customer service. After recording they communicate with the concerned technical professionals to solve the matter. Technical persons analyze the nature of complaints and initiate to take the corrective action. Any type of dissimilarity in accordance with the agreement is solved through customer service.

4.10.5 Utility connection

Company arranges utility connection from the Govt. offices. Company representatives communicate with different authorities concerning the supply of electricity, gas, water, telephone etc. Company fulfills all the necessary requirements of various authorities to ensure timely connection of all utility services. The land owners just get the output on payment of utility connection charges.

4.10.6 Project handover

After completion of total development work of is individual land, company initiates to handover the land to the respective land owners. Before the handover company representative thoroughly verify the construction works whether the products are sufficient to satisfy the land owners or not. If there is any anomaly, concerned engineers take necessary steps to make the project ready for de

4.10.7 Registration

Finally the company arranges plot registration and mutation for individual plot owner. The owners achieve legal right to avail the plot through this registration. The registration cost is determined by the land/plot owner.

4.11 Analysis from questionnaire survey:

To analyze the evaluation of customers' satisfaction there are some five grade questionnaire. The results of these questionnaires are given below.

Gender

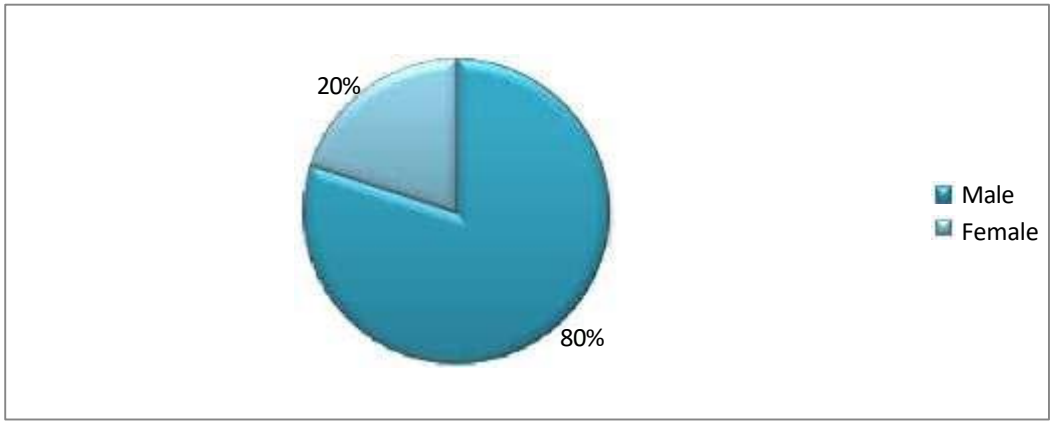


Figure: Gender
Source: Field work

In this statement 80% people is male person & only 20% is female.

Age

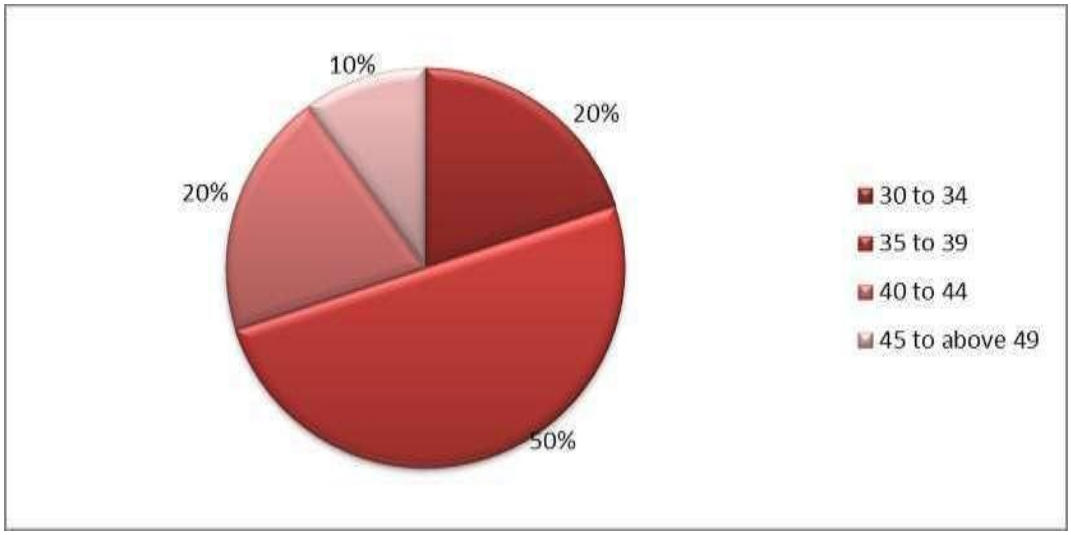
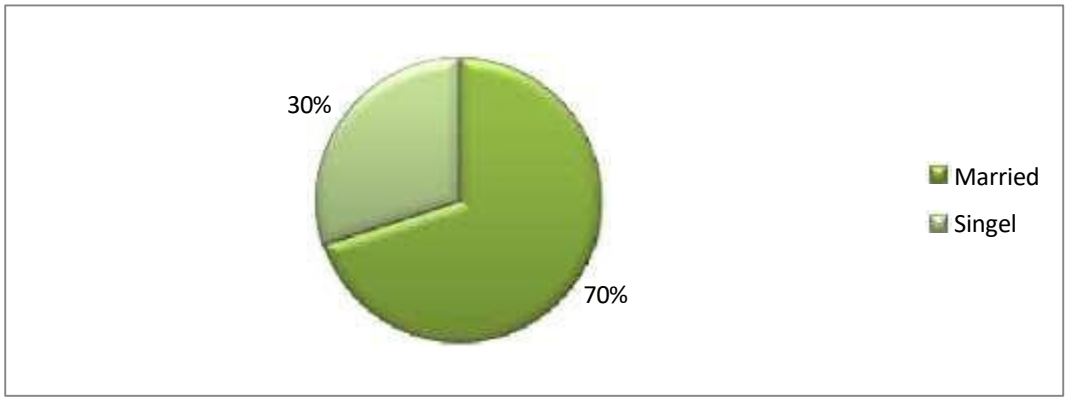


Figure: Age
Source: Field work

From the above pie chart we can see that 50% customer's age is 35 to 39 because in this time people is looking a nice location to live with his family. In this statement 10%customer age is 30 to 34.

Marital status

Figure: Marital status



Source: Field work

From the above pie chart we can see that 70% people is married. Only 30% people are single.

Profession

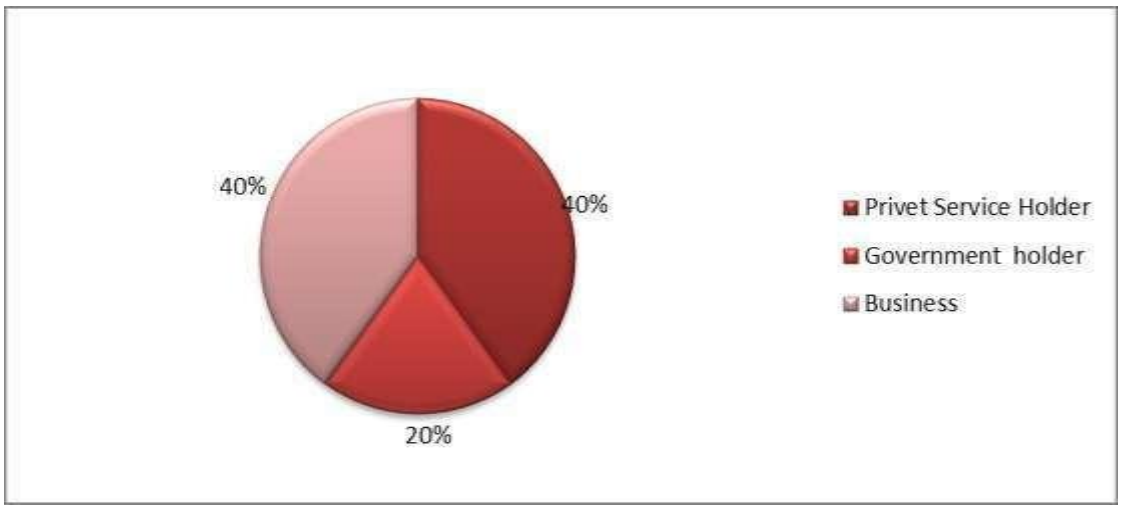


Figure: Profession
Source: Field work

In this statement 40% people is private services holder & 40% people is Govt. services holder. Only 20% is business man.

Education level

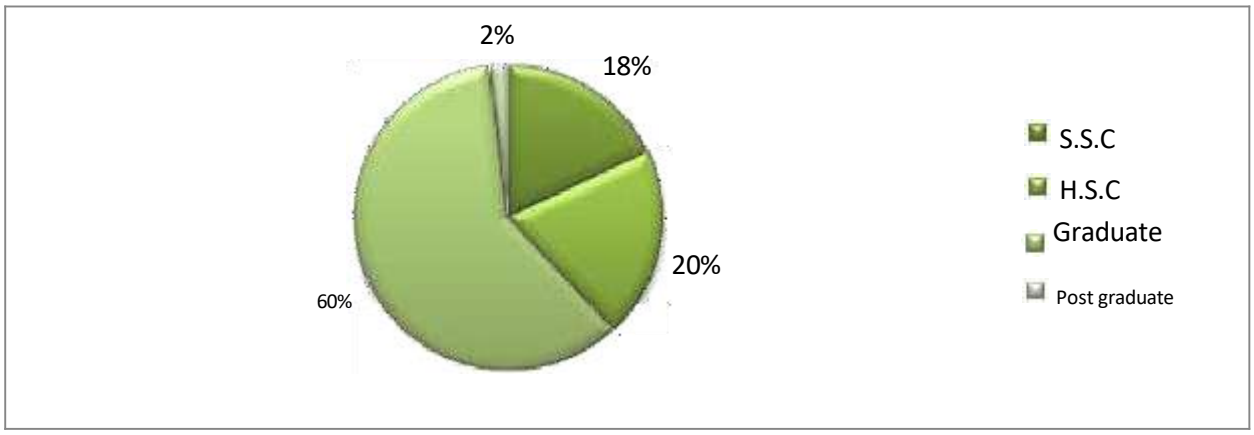


Figure: Education level
Source: Field work

Here we see that 60% people is complete post graduate.2% people complete S.S.C level,18% people complete H.S.C & 20% people complete graduate level.

Price per katha to purchase of CONCRETE AND STEEL TECHNOLOGIES LTD.Land/Flat

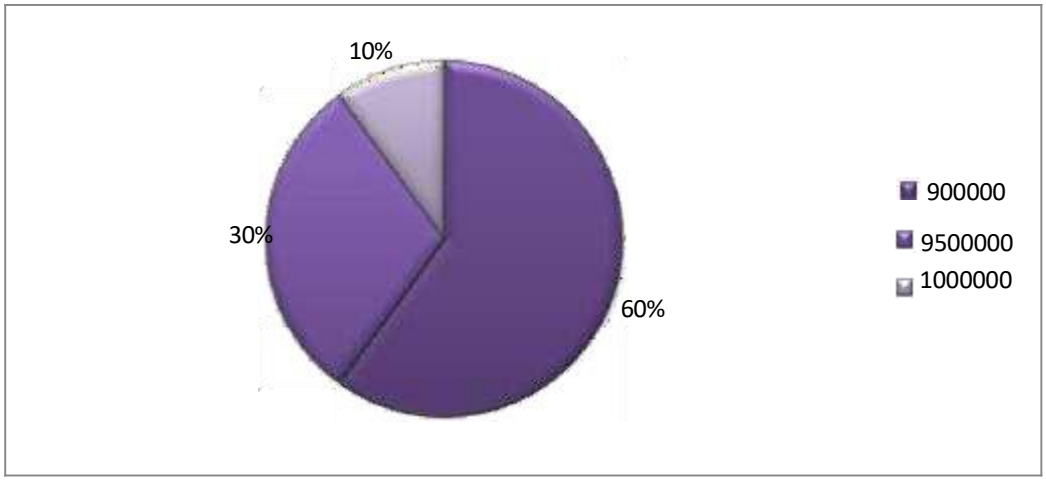


Figure: Price per katha
Source: Field work

In this statement 60% people want that price per katha is tk 900000. Because of they have limited amount to purchase the land. On the other hand 10% people want the price per katha is tk.950000 and other's 30% people want to the price tk.1000000

Flat Number of Installments

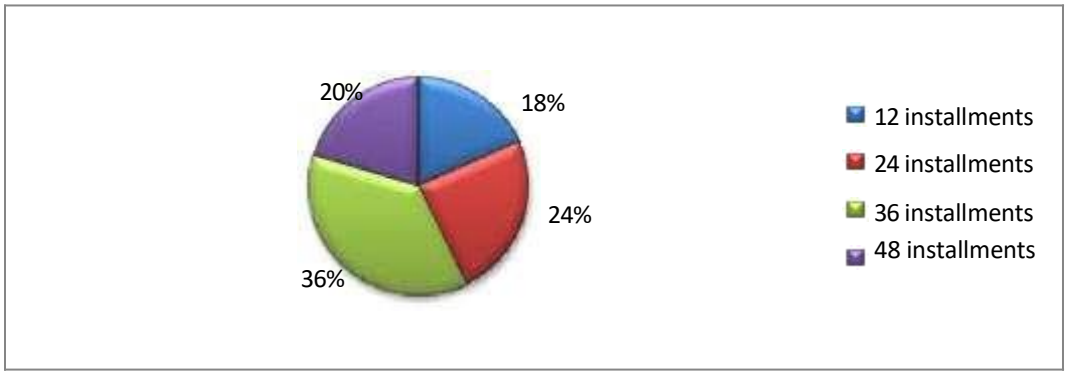


Figure Number if installments
Source: Field work

In this statement 48% people are want 48 installments because they want more time to pay the total amount. Only 18% people want 12 installments because they think it is enough time to pay the total amount of money

Phase of your land

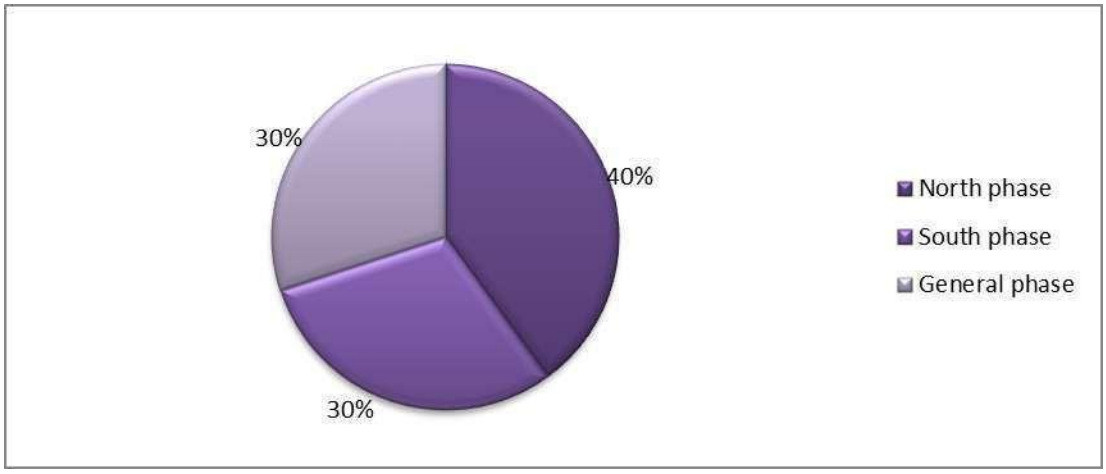


Figure: Phase of your land
Source: Field work

Here we will see that 40% people want north phase plot because they think north phase is very suitable. On the other hand 30% people want general phase plot and other's 30% south phase plot.

Location of the land

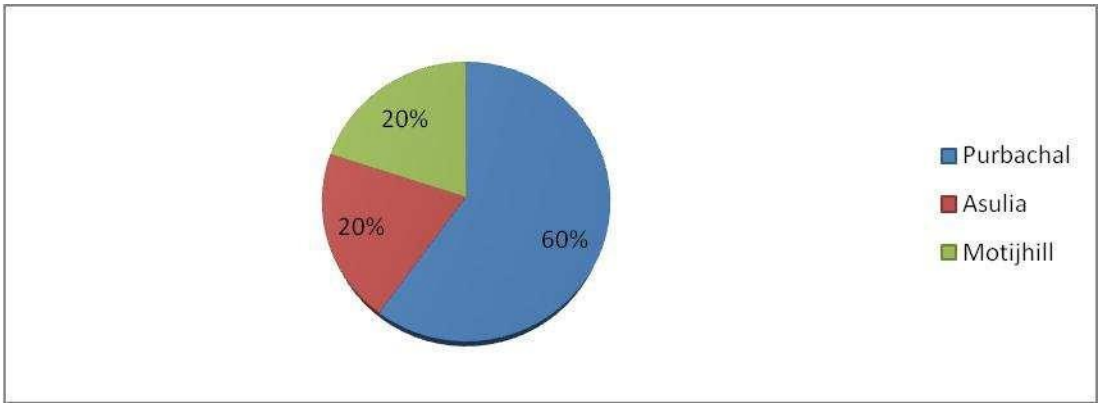


Figure: Location of the land
Source: Field work

From the pie chart we can see 60% people like "Uttara Housing" because this location is very suitable for live. Here no noise, traffic jam etc. So people are like the location. 20% people are agreeing Asulia & Other 20% are agreeing Motijhill location.

Hand over time after full payment of your Land/Flat

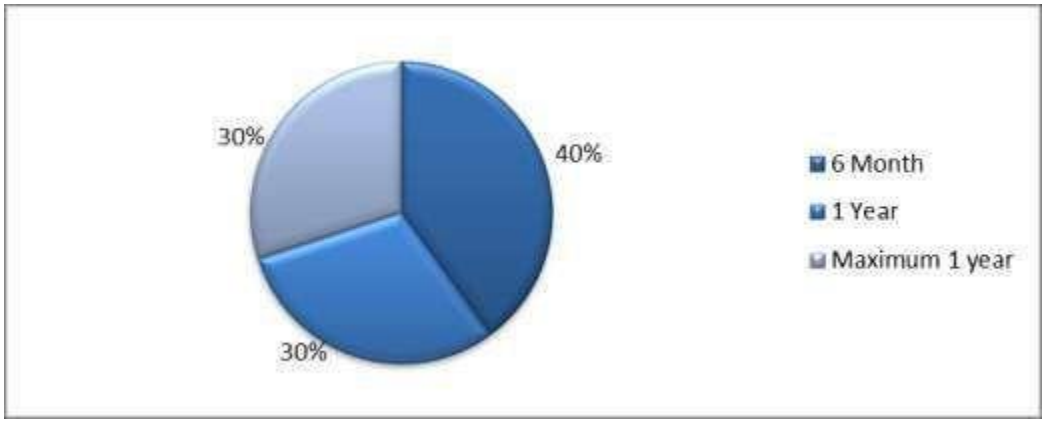


Figure: Hand over time after full payment
Source: Field work

In this statement 40% people want 6 months hand over time after full payment because they want their plot quickly. On the other side 30% people want more than 1 year handover time.

The projects of Concrete and Steel Technologies Ltd.are approved by RAJUK.

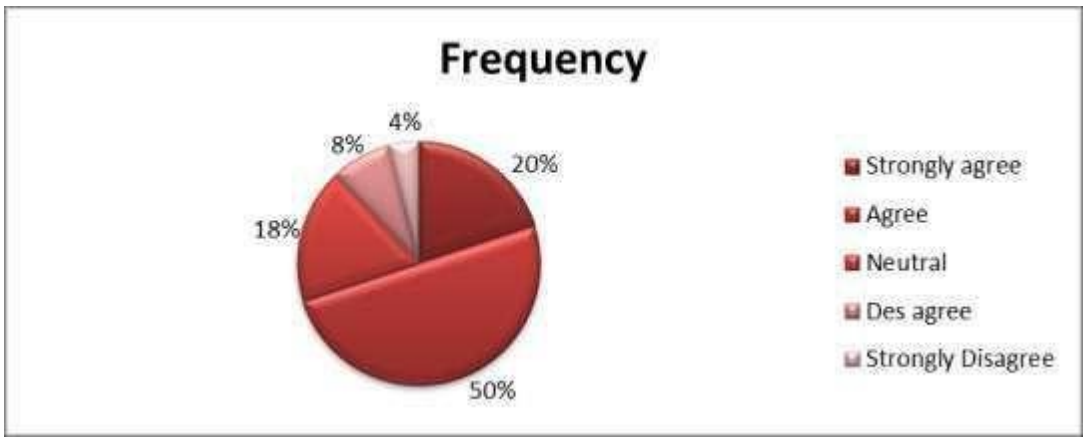


Figure: The projects of Concrete and Steel Technologies Ltd.are approved by RAJUK. Source: Field work

From the above pie chart 50% people are agreeing for the project of Concrete and Steel Technologies Ltd. are approved by RAJUK. They agree because they know if the projects are not approved by RAJUK in future they fall in problem.4% people are strongly disagree & 18% people are neutral because they have no comments.

The location of CONCRETE AND STEEL TECHNOLOGIES LTD.project is out of flood flow zone.

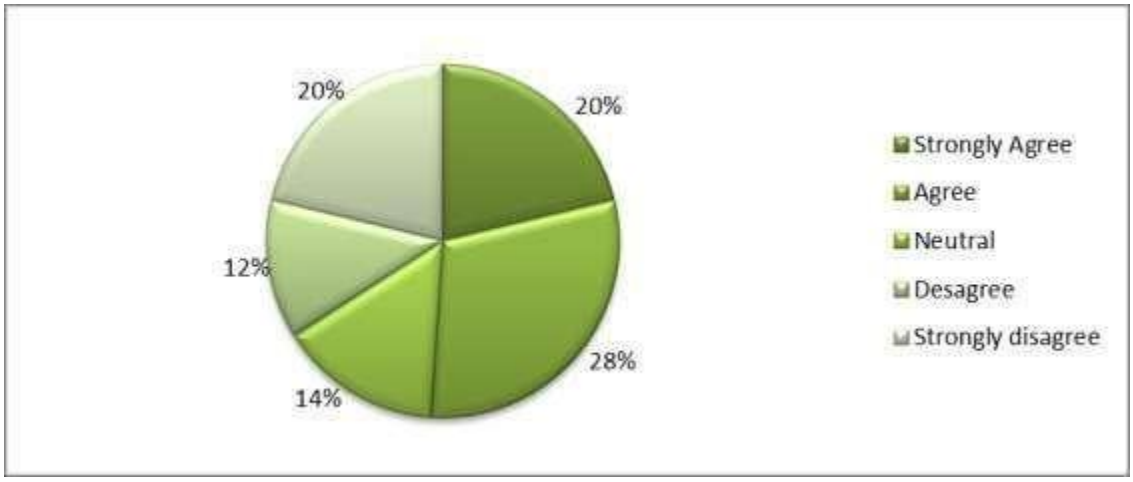


Figure: The location of CONCRETE AND STEEL TECHNOLOGIES LTD.project is out of flood flow zone.

Source: Field work

This statement given that 28% people is agreed for out of flood flow zone. We know flood is a big problem in our country. In the rainy season flood is seen. In this time people face many problems. So the customer want flood flow free zone. Here 12% people are disagreeing & 14% people are neutral.

The project has natural greeneries.

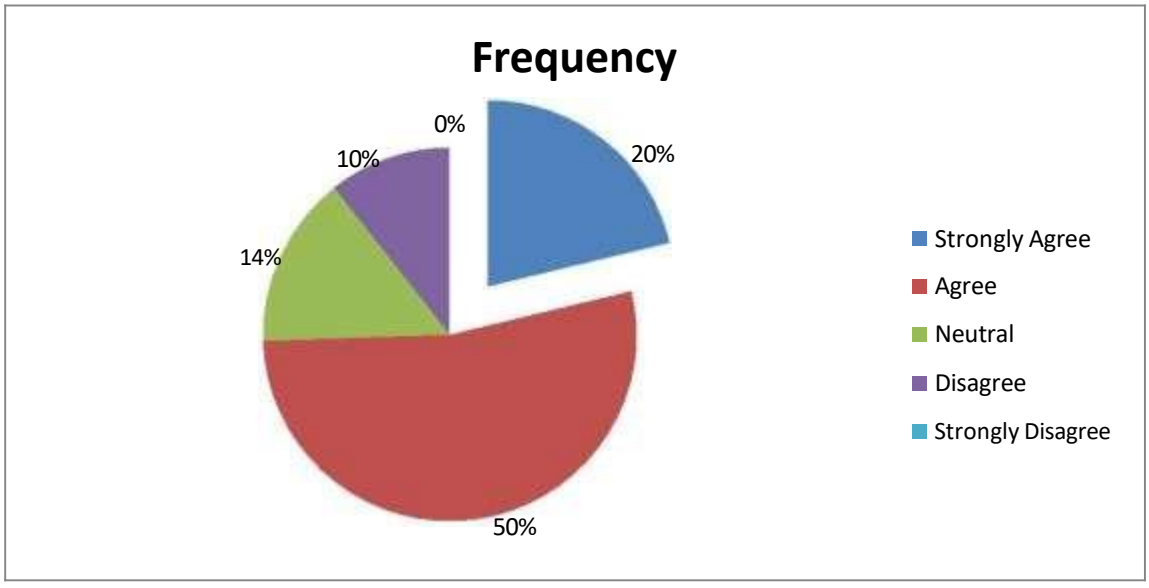


Figure: The projects has natural greeneries

Source: Field work

In this statement 50% people agreed that the project has natural greeneries because in Dhaka city there is only building & building. Here is no sufficient green location. So everyone wants natural greeneries in his location. Here 6% people are strongly disagreeing &14% people are neutral.

The Park & playground in every block are separately designed.

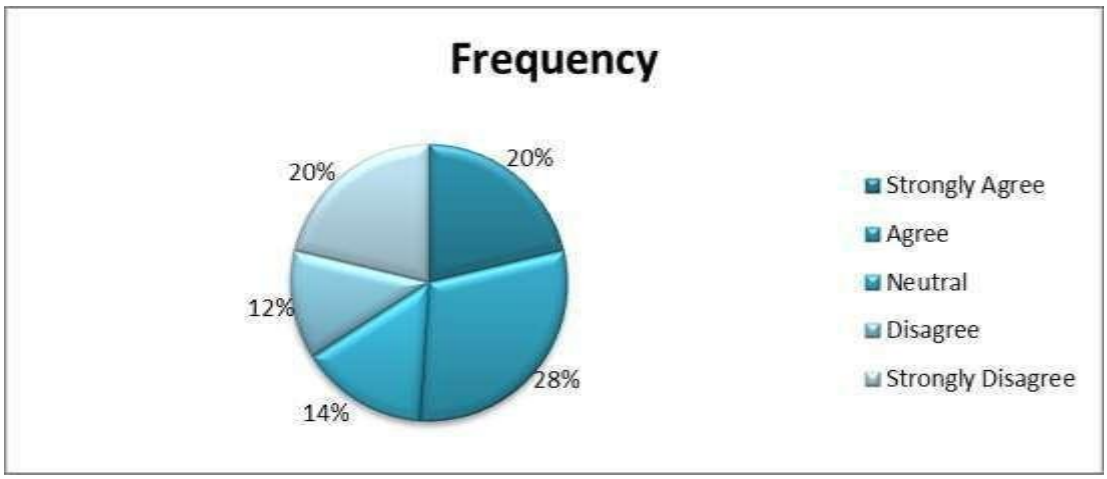


Figure: The Park & playground in every block are separately designed.

Source: Field work

Here 28% people are strongly agreed that the park & playground in every block are separate because they need park & playground for their children & family members. Here12 % people are disagreeing because they think there is no sufficient place to make park & playground in every block separately. Only 14% people are neutral about this statement.

Your project provides Mosque, Graveyard, & Temple.

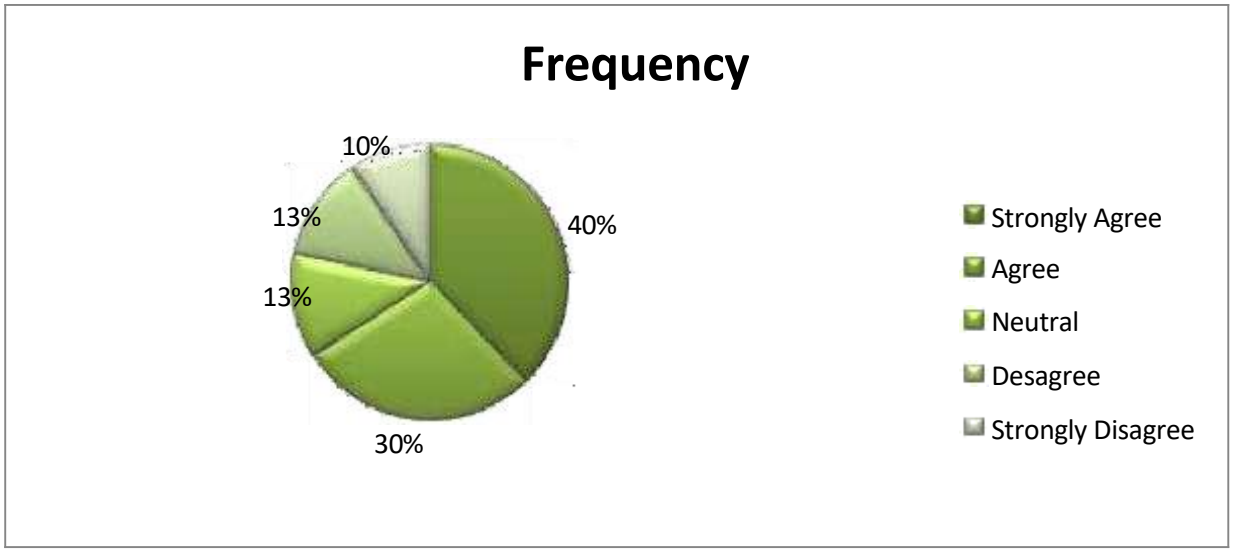


Figure: Your project provides Mosque, Graveyard, & Temple.

Source: Field work

Here 40% people are strongly agreed because everyone is respect to his religion. Everyone want that the Mosque, Temple, Graveyard are located near my location. 30% people are also agree with this statement & 10% people are neutral about this statement.

School, College, & University are included in the project

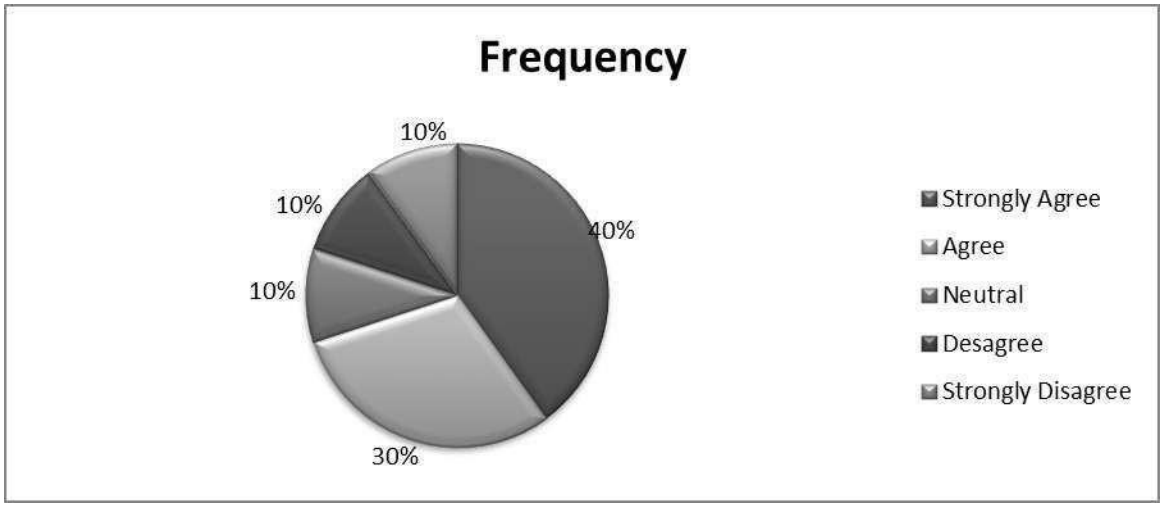


Figure: School, College, & University are included in the project.

Source: Field work

Here, 40% people are strongly agree because everyone has children they want that their children are properly educated. Families will not have to walk very far to cross any major road to take their children to school. So they are want school, college & universities are included in the location. 30% people are also agreeing in this statement. 10% people are neutral about this statement.

Shopping center, community center is included in your project.

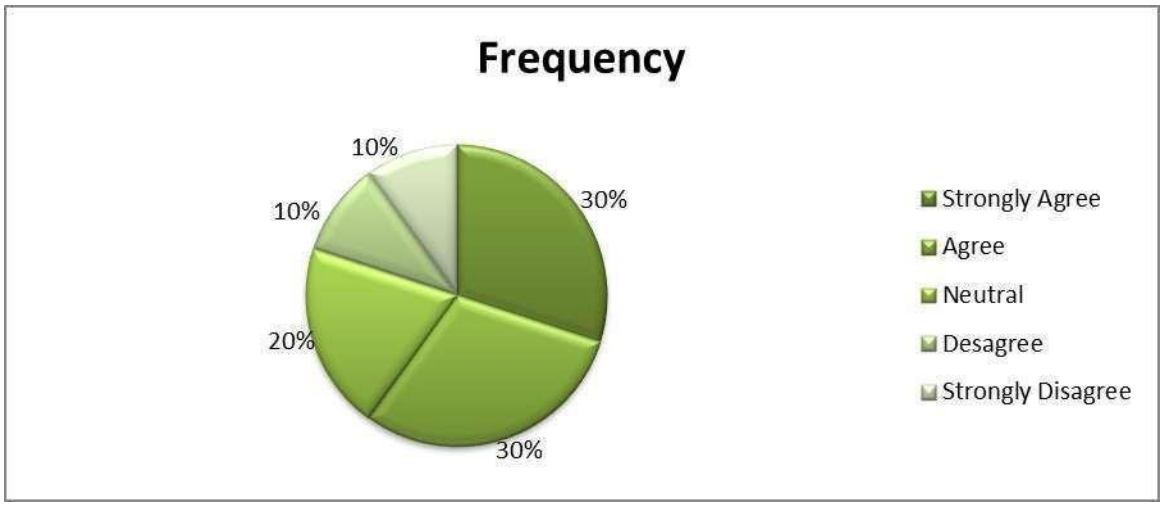


Figure: Shopping center, community center is included in your project.

Source: Field work

In this statement 30% people are strongly agree because if shopping center, communality center are not included the project then they face many problem. So they want shopping center communality center are include the location. Here 30% people are also agree with this statement. 10% people disagree because they think that they have no problem if shopping center communality center are not included in the location.

Commercial bank & Hospital are located near to your project.

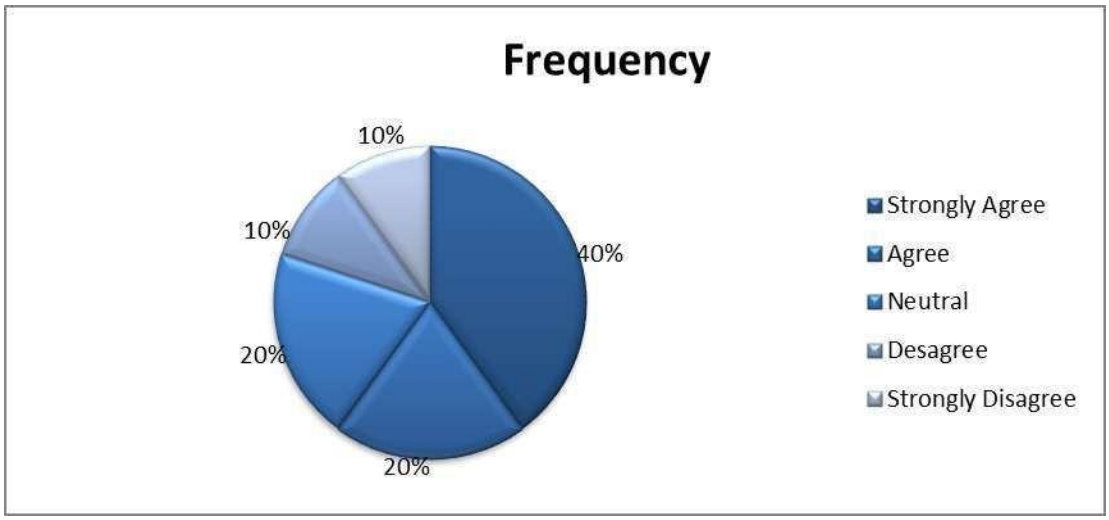


Figure: Commercial bank & Hospital are located near to your project.
Source: Field work

Here 40% people are strongly agree because if anybody is ill then he/she is needed immediately admitted to the hospital, but if hospital is so far then he/she fall into danger. In this reason they want hospital are beside the location. In this statement 20% people are agree with this statement. 10% people are strongly disagreeing & 10% people are neutral.

Concrete and Steel Technologies Ltd. reserves 35%
land for ecological balance.

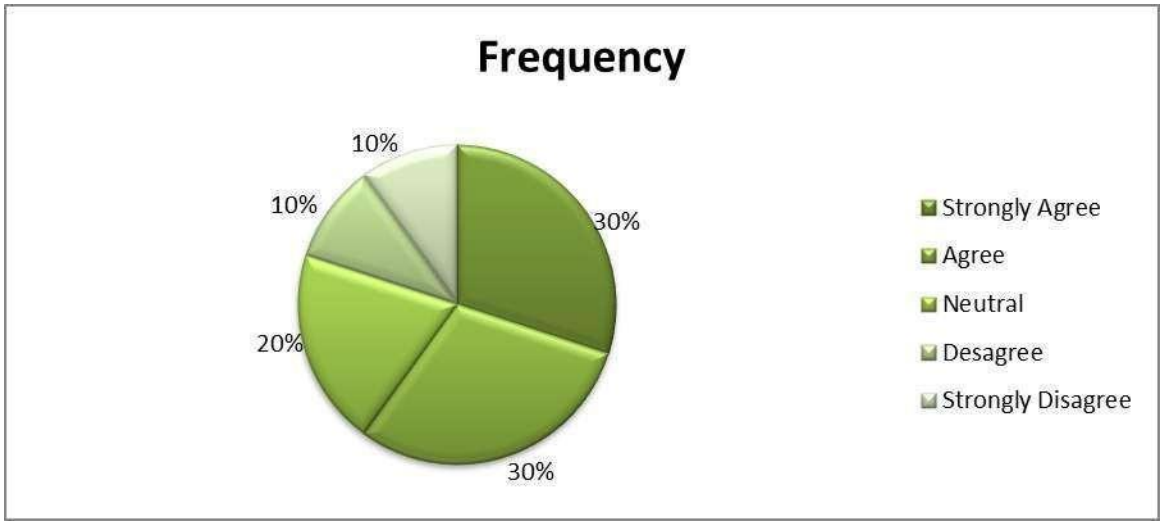


Figure: Bidisha International Ltd.firm Green City reserves 35% land for ecological balance.

Source: Field work

In this statement 30% people are strongly agree because day by day Dhaka city change her face in Dhaka city there is no free space for ecological balance. In Bidisha International Ltd.firm green city project here they will breathe clean air, spend more time with their family. So they want ecological balance for live. Here 30% people are also agreeing with this statement& 20% people are neutral because they have no comment.

The location of your plot is designed by professional city Planners, architects & environmentalists.

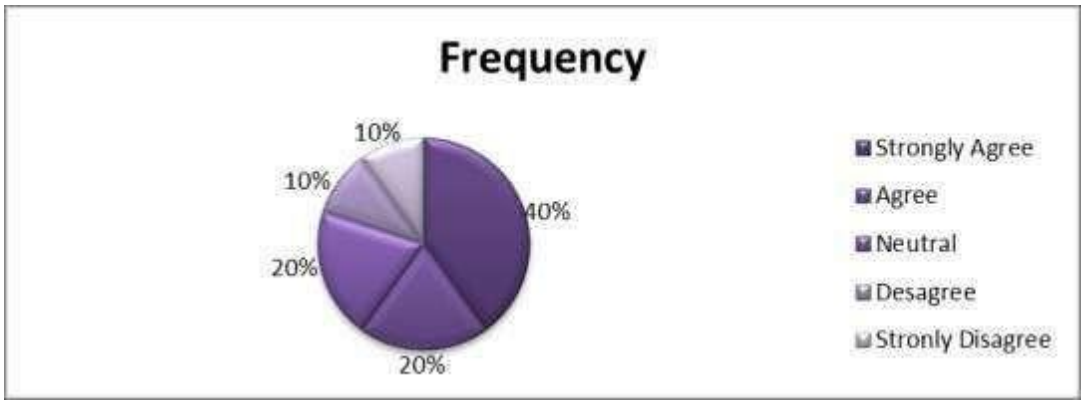


Figure: The location of your plot is designed by professional city planners, architects & environmentalists.

Source: Field work

Here 40% people are strongly agreed because design plays a vital role of any location. Everyone wants that my project is design by famous architects, planners & environmentalists. In this statement 20% people are agree with this statement. 10% people are strongly disagreeing because they are not interested with this statement.

4.12 SWOT Analysis of the company:

The term SWOT is the abbreviated from of Strength, Weakness, Opportunity, & Threat. In SWOT analysis Strength & Weakness are determined by internal factor, while Opportunity & Threat are determined by the external factors.

S (strengths):

► Concrete and Steel Technologies Ltd.'s management systems are always committed to better service.

► All of employees of Concrete and Steel Technologies Ltd.are sincere reliable.

► Concrete and Steel Technologies Ltd.'s market potentiality is medium.

► Concrete and Steel Technologies Ltd.have effective sales team.

► Concrete and Steel Technologies Ltd.always keep records in appropriate methods.

► Concrete and Steel Technologies Ltd.use advanced information system.

► Concrete and Steel Technologies Ltd.maintain Good relationship between top management &employees.

► Concrete and Steel Technologies Ltd.have strong security system.

► Concrete and Steel Technologies Ltd.has a well-decorated office.

W (weaknesses):

● could not maintain the rules & regulation according to appropriate law.

● Installment facilities are not in customers favor.

● Decision can take only the top management.

● Improper government policy.

● Low area market coverage.

O (opportunities):

- New construction firm business is opening day by day.
- Improve the service quality then the others.
- Improve high customer satisfaction.
- Take the opportunity to get a huge amount of money.

T (threats):

- Increased the number of Construction firm company.
- Government interrupts in the way of development.
- Growing up of overall cost.
- Complexity of RAJUK rules & regulation.
- Project areas are hassle by the local village political

4.13 Major Findings of Concrete and Steel Technologies Ltd.:

During my analysis I attend many customers over the place & phone & try to give them support. In the mean time the customer talk about their problem regarding their payment, confidentiality & many more.

These are as follows:

□ The business men face problem in paying the installment in due time because of their time constraint in their business hours. They find it difficult to attend the office & pay the installment.

□ The Government officers want their payment information to be kept confidential. If this information is disclosed, they face many legal problems.

□ In the final deed the problem arises when the client wants to register the land to one of his kith & kin.

□ Most of the customer wants to know the sure date on which the land will be handed over to them. They feel unsecured about the possession until they get it.

□ Most of the customers do not know where is the plot.

□ Some customers cancel plot But don't get money in proper time.

□ Some customers buy A block land but get B block land.

□ Companies' management does not expose every information to the employees.

□ Employees give a client only those information what they were said to give.

□ Clients do not check all information whether those are authentic or not.

4.13.1 Major Analysis about the evaluation of satisfaction on landowners of Concrete and Steel Technologies Ltd.:

□ Generally, most time occur many problem in political than this reason customer are not get plot in proper time.

□ Some time Government DAP is changed.

□ Most time government mention flood flow zone in company land then this reason company changed layout.

□ When layout is changed this time plot is changed & customer are get exchanged plot.

□ If company IT sector is update then get more benefit.

□ If CR department is update then get benefit to customer about payment schedule.

Chapter Five

CONCLUSION & RECOMENDATIONS

5.1 Recommendations:

As per earnest observation some suggestion for the improvement of the situation are given below:

- To attract more customer to Concrete and Steel Technologies Ltd. has to create a new marketing strategy which will be able to increase their business as it could improve revenue.

- The officers of Concrete and Steel Technologies Ltd. Corporate Branch think that long term training is required for company officers for the betterment of the service. Computer training is must today to improve the individual as well as company performance.

- Maximum customers are expecting the responsible price, so carefully the price should be established in per plot. All modern facilities are equal distribution in all class of people.

- To provide financial assistance like Desa, Tista, Wasa, T&T to be strengthened & for getting connection of utilities promptly the procedural bottleneck should be removed.

- Improvement of the office atmosphere could be made to give customers friendly feeling.

- Company should provide intimate attention to customer needs.

- Customer convenience could be received much priority.

- Customer database should be more organized.

- Have to more aware about customer's right.

- Give hire priority to the existing plot buyer to after sale quarry.

- Always keep advertising for the branding of Concrete and Steel Technologies Ltd.

- Whatever promised to the clients, try to full fill at due time.

- Always make a research on customer satisfaction for the better future of Concrete and Steel Technologies Ltd.

5.2 Conclusion:

In our country there is a not adequate land for people's livings. Peoples are very interested to get a piece of land that meets their housing problem. Concrete and Steel Technologies Ltd. is one of the renowned housing companies in Bangladesh. The company provides complete housing solution to the people. Concrete and Steel Technologies Ltd. also contributes in our national economy. Main goal of Concrete and Steel Technologies Ltd. is to provide better services to the customers. Concrete and Steel Technologies Ltd. has been facing internal problem which is faced by almost every construction firm company. At first, it is very difficult to find out a vast area of blank space in Dhaka city. Besides this Government & non government organization always creates political forces. Local terrors often harassed company for donation. It is very tough to occupy after buying the land. It is found in most cases that there is more partner or same land & have to face complexion of laws with them. At last Concrete and Steel Technologies Ltd. is doing its business successfully in our country. It provides its services as per its commitment & improving the business continuously.

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