



**Faculty of Business of Administration
AMERICAN INTERNATIONAL UNIVERSITY-
BANGLADESH
(AIUB)**

**INTERNSHIP AFFILIATION REPORT ON
Business Development operations at Genex Properties Ltd**

An Internship Report Presented to the Faculty of Business Administration in
Partial Fulfilment of the Requirements for the Degree of Bachelor of Business
Administration (BBA)

Supervised By

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Submitted By

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19-40213-1
Operations and Supply Chain Management

Date of Submission: (26.12.2022)

INTERNSHIP AFFILIATION REPORT ON

Business Development operations at Genex Properties Ltd

Letter of Transmittal

June 30, 2021

Mr. R. Tareque Moudud
Director
Office of Placement & Alumni (OPA)
American International University-Bangladesh Kuratoli, Dhaka.

Subject: **Submission of the internship report on (Business Development Executive)**

Dear Sir

It is a great pleasure to hand in the internship report titled (Business Development Executive), which was assigned to me as a partial requirement for the completion of the degree of Bachelor of Business Administration (BBA).

It is my honour and privilege to work for a leading organization in Bangladesh and to gain an in-depth knowledge on different areas. Throughout the study, I have tried my level best to accommodate information as much as I could, which I thought were relevant and informative. I tried my level best to make this report concise and informative.

I am grateful to you for your generous guidance and kind cooperation at every step of my endeavour.

I would be grateful if you would kindly accept the report and forward it to the respective department of AIUB.

Sincerely yours

Sumaiya Hossain
19-40213-1
Operations and Supply Chain Management
American International University-Bangladesh (AIUB)

Letter of Endorsement

The Internship affiliation report entitled (Business Development Executive) has been submitted to the Office of Placement & Alumni, in partial fulfilment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Operations and Supply Chain Management, Faculty of Business Administration on April 28, 2021 by Sumaiya Hossain, 19-40213-1. The report has been accepted and may be presented to the Internship Defence Committee for Evaluation.

(Any Opinion, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

Md. Mehzabul Hoque Nahid

Internship Supervisor

Acknowledgement

The internship opportunity I had with **Genex Properties Ltd** was a fantastic opportunity for learning and professional development. As a result, I consider myself extremely fortunate to have been given the opportunity to be a part of it. I am also thankful for the opportunity to have met so many wonderful people and professionals who guided me through this internship period.

Keeping in mind the foregoing, I'd like to take this opportunity to express my heartfelt gratitude and special thanks to the MD of Genex Properties Ltd who, despite being extremely busy with his duties, took time out to hear, guide, and keep me on the right track, allowing me to carry out my project at their esteemed organization and extending throughout the training.

Md has my heartfelt gratitude to Md. Jakir Hossain, Managing Director, for participating in important decisions, providing necessary advice and guidance, and organizing all facilities to make life easier. I've chosen this moment to gratefully acknowledge his contribution.

It is my radiant sentiment to record my best wishes and heartfelt gratitude to Md. Kamrul Arefin, Head of Marketing; Akhir Ahmed Antor, Legal Advisor and Md. Mehedi Hasan, Sr. Executive [Business Development] for their careful and valuable guidance, which was extremely beneficial to my study both theoretically and practically.

This opportunity represents a significant step forward in my professional development. In order to achieve desired career objectives, I will strive to use acquired skills and knowledge as effectively as possible, and I will continue to work on their improvement. I hope to continue working with you all in the future.

Sincerely,

Sumaiya Hossain

Genex properties ltd

18.11.2022

Executive Summary

The internship report on Business Development Executive: A Look from Genex Properties Ltd as required by the Supervisor Md. Kamrul Arefin, Head of Marketing, Department of Business Development. The objectives of the study are to study & to analyze Business Development, to identify the problems of Business Development & to recommend policies to overcome the problems of Genex Properties Ltd. Both primary & secondary data are used to prepare this report.

This report is divided into six chapters. The **first chapter** of this study deals with introduction that presents Rationale of the Study, the objectives & Background of the Organization. In order to understand the activities undertaken at Genex Properties Ltd, the **second chapter** of the study deals with Worked related activities. The **third chapter** is about the Constraints/Challenges Observed in the Organization. The **fourth chapter** is about Lessons Learned from the Internship Program. The **fifth and sixth** chapters are about conclusions and recommendations which are drawn by analysis of whole study.

The main findings of the study are as follows: Genex properties Ltd has rarely utilized digital platforms for their business development and marketing, they have very few personnel to handle sales and office management.

Some recommendation of the study are: Digital platforms should be well utilized alongside conventional methods for marketing and business development purpose. Hire HR & Sales personnel to handle internal affairs, employees and sales.

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Chapter 1

Introduction

1.1 Rationale of the Study:

In the final semester of the BBA (Bachelor of Business Administration) Program, we must complete a three-month internship with any alleged organization and submit a report to our specialized faculty supervisor at the university. The goal of this internship report is to investigate cortical knowledge of business administration and practical knowledge. With Almighty Allah's blessing, I was able to complete my internship program at Genex Properties Ltd. Which is one of the real estate company in Bangladesh. As I actively involved in the Business Development Department in Genex Properties Ltd. so I have decided to do an internship report on “Customer Relationship Management of Genex Properties Ltd.”

During my internship, I worked with Genex Properties Ltd's Business Expert. This report will cover the entire Genex Properties Ltd. This report will assist Genex Properties Ltd's HR department and Business Development department in improving their operations.

The key obstacle for me as an intern was to translate theoretical and mathematical concepts into real-world experience. I gather and organize specific job-related knowledge. I compare real-life situations to university lessons. I gain real-world business experience while also fulfilling the requirements of the BBA program.

1.2 Objectives:

The primary objectives are as follows, and we have divided them into broad and specific objectives, which are listed below.

Broad Objective

The main objective of this internship report is to demonstrate Genex Properties Ltd's customer relationship management level and perception of their service.

Specific Objective

- To demonstrate customer relationship management.
- To summarize how the business has performed.
- To identify their internal management and activities.
- To discuss suggestions to solve the problems of Genex Properties Ltd Significance.

1.3 Background of the Organization:

1.3.1 History:



The investment of capital and resources to improve the land, buildings, roads, utility system, fixtures, and structures is referred to as real estate. Land, commercial, industrial, and residential real estate are the four main types of real estate.

When we talk about the real estate business, we're talking about things like brokerage, management, marketing, development, sales, professional services, and lending. It offers numerous career and job opportunities in the following fields: real estate attorney, analyst, appraiser, home and building inspector, commercial broker, loan underwriter, and mortgage specialist.

Genex Properties began in 2019 in Dhaka, Bangladesh, by developing residential apartments and condominiums.

Its startup head office was in New Paltan, Dhaka. In 2022, the company shifted its office in Mirpur DOHS, beside Mirpur DOHS Shopping Complex.

From 2019 to 2022, Genex Properties Ltd. added "Standard Collection". As of 2019, Genex Properties Ltd was working on plans to develop international standard gated communities.

1.3.2 Mission:

- **Knowledgeable.** We work hard to understand our markets and the needs of our clients.
- **Connected.** Relationships are everything to us; we help people connect with their homes and communities.
- **Passionate.** We believe that interacting with "all heart" has the potential to change the world.
- **Playful.** We genuinely enjoy what we do, and it shows.
- **Upstanding.** Everything we do is centred on our clients' needs and best interests.
- **Effective.** To exceed expectations, we set a high bar and move mountains.

1.3.3 Vision:

- Fairness in our interactions with clients and colleagues.
- Clients for Life.
- Integrity and honesty in our interactions with clients, service providers, and colleagues.
- Growth entails establishing our firm as the preferred real estate firm in our market area.
- The highest standards.
- with our Genex Agents and network system agents to be the market leader in Bangladesh, with a renowned reputation for honesty, integrity, impeccable customer service, assisting others, and serving our community.

1.3.4 Organization Structure:

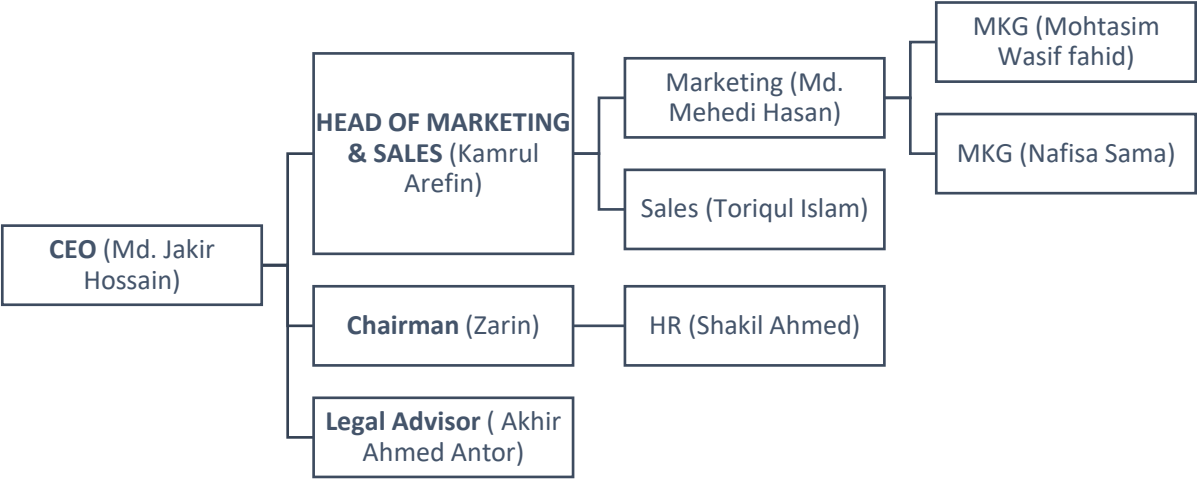


Figure1: Organogram of Genex Properties Ltd's organizational structure

SWOT Analysis

Overview

Genex properties Ltd's SWOT analysis will help us see things from different perspectives, such as the industry's strengths, weaknesses, opportunities, and threats. The purpose of this analysis is to find out what aspects of Genex Properties Ltd needs more attention to determine if an expansion is good and profitable option.

Strengths <ul style="list-style-type: none">✓ Value Increases Over Time✓ Less Risky Investment✓ Land Use Control Authority✓ Hedge Against Inflation✓ Open Market trade	Weaknesses <ul style="list-style-type: none">✓ Asset that is not liquid✓ A Significant Investment is Required✓ Limited Availability
Opportunities <ul style="list-style-type: none">✓ Rapidly Expanding✓ New areas have a lot of potential.	Threats <ul style="list-style-type: none">✓ Economic Recession✓ Other Assets Competitors✓ Price decreases due to decreased demand

Chapter 2

Activities undertaken

2.1 Work Related Activities:

2.1.1: Managing Calls

Managing outgoing and incoming calls to clients regularly. Maintaining good relationships with the clients, promote our product and answer any type of inquiry regarding our product and organization.

2.1.2: Maintaining CRM

Maintaining the customer relationship management excel spreadsheet regularly and keeping updates and details of our clients.

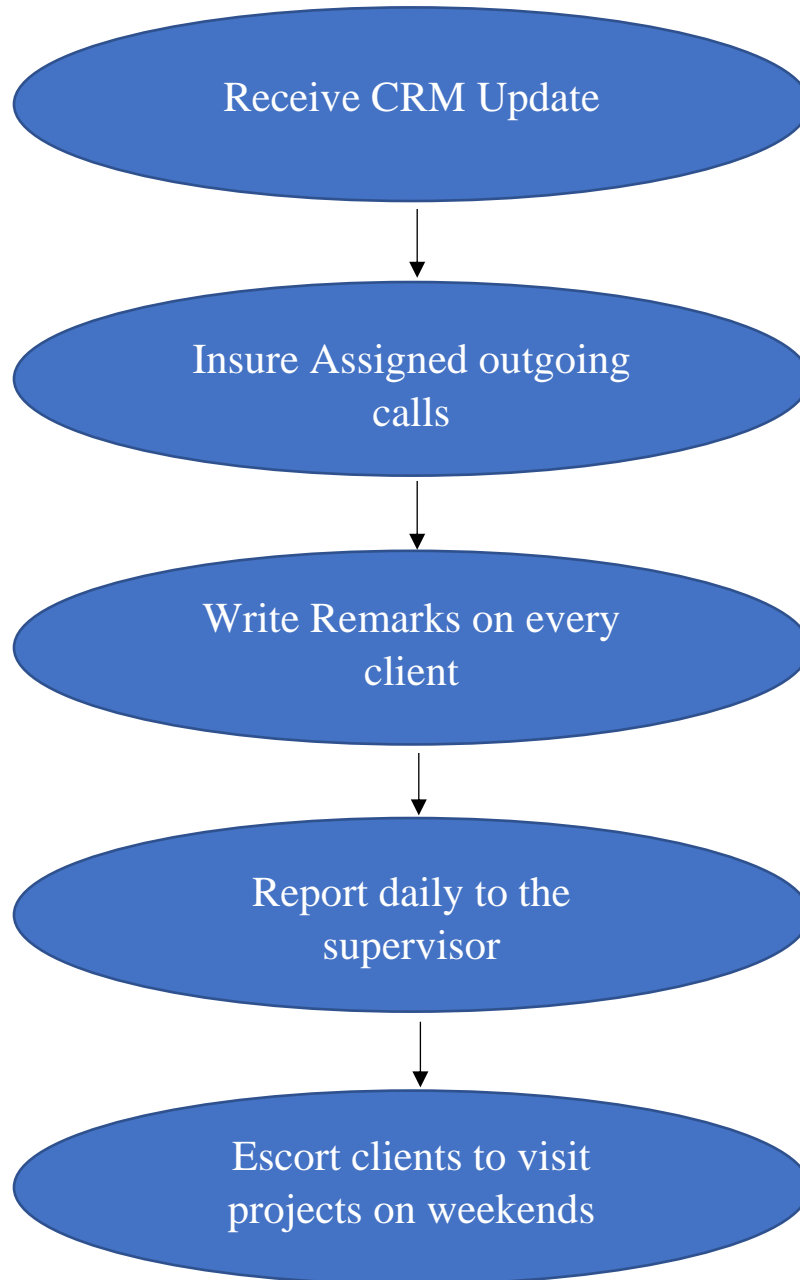
2.1.3: Field Visits

Ensured Project visits with clients who are interested to see the plots and construction sites weekly.

2.1.4: Aid improvement

Regularly came up with new ideas to improve the whole operational process of the company. Making to-do lists, using free scheduling software or apps, utilizing task-tracking programs, setting digital alerts, and closely maintaining a daily or weekly schedule. Shadow and mimic a co-worker known for providing exceptional customer service, or ask a colleague or supervisor to practice customer interactions or demonstrate how to handle difficult situations.

2.2: Other Activities:



Chapter 3

Constraints/Challenges

Observed in the Organization:

Issues and Problems encountered and identified during the internship affiliation with the organization/company.

- Inefficient advertisement both in paper and e-media.
- Lack of responsibility & knowledge when it comes to office management.
- Not enough employee in every necessary post.
- Currently doesn't have enough projects to work with. [employees are more or less idle at the moment]
- Isn't clear about their future plan with the interns during the recruitment which creates a dilemma for the fellow interns later on. [Wasn't open about contractual job after successful completion of internship & had to find out myself afterwards]

Mismatches between assigned tasks and other operational functions of the organization with my academic preparation/major.

- Manually managing calls: Calls had to be made via our personal devices where in professional case the company was supposed to provide us with official devices for official purposes.
- No fixed reporting personnel: Interns were not sure who to report to regularly because our reporting personnel changed continuously but there was supposed to be selected person who would collect our reports on a regular basis.
- Unprofessional internal affairs: From personal point of view, the interactions between the interns and higher authorities were somewhat unprofessional.

Two Bangladeshi studies have suggested that communication skills, analytical skills, presentation ability, language proficiency, accounting skills, business acumen, diligence, and problem solving are required skills in Bangladesh (Chowdhury & Miah, 2019). Beside these I've learned soft skills during my time as a student which have assisted me in overcoming obstacles during my internship and impressing my employers. In addition, I attended career seminars, job fairs, and a symposium on industry-academic partnerships on a regular basis, which helped me gain a proper perspective on how to seek the right job and overcome selection barriers.

Chapter 4

Lessons Learned from the Internship Program

4.1: Lessons learned from the organization:

I learned how to communicate and build relationships with the people I worked with during my internship. I learned how to introduce myself, discuss my interests, knowledge, and skills with entrepreneurs and business owners, and how to ask questions and gain a better understanding of businesses not only in the co-working space, but also in the market. Overall, this process aided in the development of my professional network and emphasized the importance of making these connections. I also connected with the majority of them on LinkedIn, which is an obvious professional networking platform.

4.1.1: Corporate Culture:

- Genex Properties Ltd has employee-centred culture with a focus on working in a creative and flexible environment.
- At Genex Properties Customer service and operational efficiencies are relentlessly pursued.
- Genex Properties Ltd's compelling vision is "Build your own house by yourself".
- The organization strongly follows values as it embodies the mentalities and perspectives necessary to achieve a company's vision.
- Similarly, "practices" are the tangible, ethical methods by which the organization implements its values.
- "People" come next, with Genex Properties Ltd employing and recruiting in ways that reflect and improve their overall culture.

4.1.2 Practical knowledge on various issues:

My internship transformed my knowledge of business and marketing theories into a series of practical techniques and skills that I can now apply in real-life business scenarios, from performing a comprehensive competitor analysis research to developing a marketing and communication plan.

4.1.3 Transforming Skills

Communication: The most significant factors that led to a recent graduate's employment success and increased their employability were their written and spoken communication skills(Nahid & Farhana, 2021). I was taught that if I have any issues or am unsure of how to finish a job, I should get in touch with my boss through the phone, email, or text message. Instead of pretending that I understand what I need to accomplish, it is better for me to inquire for help and explanation. However, I discovered that if i can Google something then I should. Avoiding questions when I can find answers elsewhere is part of being a good communicator; everyone's time is valuable. As an intern, effective communication is essential for productivity, efficiency, engagement, and growth.

taking on feedback: It is critical to solicit and receive professional feedback. It is critical to note both the positive and negative aspects for the future in order to grow and excel in career. I learned that while asking for or receiving feedback can be difficult, it can have a significant impact on my future career and success.

4.1.4 Professionalism

As an intern at Genex Properties Ltd I learned many soft skill such as- which includes- learning about Corporate environment, networking, how to take constructive criticism well, ethical values, discipline, adaptability, emotional Intelligence, working hard no matter what I'm doing, learning how I'm more important than i think, how to adapt to new teams and working environments, develop a bias for action, leaving my ego at home , written and verbal communication skills, how not to say no; rather, set priorities, always be present on time, get comfortable with data, data visualization, note taking skills, which have assisted me in overcoming obstacles during my internship and impressing my employers.

4.2 Lessons learned from the University

Lessons I Learned after 4 Years in University

- Take risks, I can never see myself improve or miracles happen unless i push yourself outside of my comfort zone.
- It is acceptable to say "no" to something. (Most likely more than one thing.) I don't need to spread myself too thin; instead, devote time to a few activities that will truly make a difference.
- Becoming disciplined. nobody at my university made me go to class or ensure that i turn in my assignments on time. That is entirely up to me—and it requires serious discipline. That discipline will not go to waste once I have my degree.
- Taking charge of my own learning, university puts us in situations where the answers aren't always obvious. We'll have plenty of chances to take our education into our own hands and learn the skills we need to make our dreams a reality.
- Becoming a time management whiz, Juggling university, work and family isn't easy. University life is a crash course in efficient time management.
- Becoming a pro at navigating tough conversations, university is full of interactions with others, such as professors, teammates on a group project, or an internship supervisor. we want our interactions with others to be pleasant, but disagreements or difficult situations are likely to arise at some point during university career.

Chapter 5

Concluding Statements

5.1 Concluding Statements:

This report is divided into six sections or chapters. Introduction in chapter one, activities in chapter two, limitations/challenges in chapter three, and a lesson learned in chapter four. The first chapter provides a thorough introduction. The first chapter discussed the study's goals, the organization's history, its mission, vision, core values, and commitment, organogram, and swot analysis. Chapter two thoroughly describes the tasks I completed during my internship. Mismatches between assigned tasks and other operational functions of the organization with my academic preparation/major and Issues and Problems encountered and identified during the internship affiliation with the organization/company are two specific workplace issues that I discussed in chapter three. knowledge and expertise in a comprehensive academic plan in chapter four, I discussed what I've learned from the institution and the organization.

5.2 Recommendation for Future Strategic Actions

Strategic recommendations addressing the challenges identified in Chapter III above (Organization and University)

For the Organization:

- Use modern/updated methods for advertisement purpose.
- Hire more skilled employees and focus more on office management.
- Be more open and honest about company's current situation and future plans during recruitment.
- Work on office's internal environment to make it more professional as well as friendly for the employees.

For the University

- Focus on creating more spacious gathering places for students.
- Increase the number of study tours organized for practical knowledge.
- Avail free Wi-Fi all over the campus area.

Chapter 6

Proposed Improvement Plan

6.1 How I'll implement my recommendations

Proposed Improvement Plan for the organization:

Existing Problem/Weak Areas of the Organization as identified in the AR	Actions to be Taken/Proposed Solution to the Problem	Strategy (Mode of implementation or ways of addressing the problem)	Office/Personnel Involved (Who will implement and who will benefit/affected by the Action/Solution)	Resource Requirements (Manpower and Financial)	Expected Concrete Result/Outcome
Asset that is not liquid	Increase liquidity	In the event of an emergency, the company must sell its asset.	Head of Sales	Keep a list of potential buyers and an informed sales team.	It will enhance their liquidity power for future investments or as backup for loss.
Limited Availability	Increase supply	Purchase more assets (plots) around the capital.	Managing Director	Market research for the best deal and a good purchasing team.	Will increase supply to offer to the clients.
Requirement of huge investment	Keep liquid power strong	Use large part of the profit for further investment.	Managing Director	Market research and analyse risk level.	Will ensure a strong position in the industry.

References

Books References:

Chowdhury, T. A., & Miah, M. K. (2019). Perceptions of students and employers regarding employability skills for entry-level positions in marketing and sales. *Australian Journal of Career Development, 28*(1), 3–13. <https://doi.org/10.1177/1038416217751566>

Nahid, M. M. H., & Farhana, N. (2021). Investigating BBA students' conceptions and perceptions of internship: A case study from Bangladesh. *AIUB Journal of Business and Economics, 18*(1), 113–132. <https://ajbe.aiub.edu/index.php/ajbe/article/view/100>

Appendices



Sumaiya Hossain

About Me

A proactive BBA student at AIUB with strong leadership quality and volunteering experience. Looking forward to internship at a reputed organization where my skills and experience can be improved by the organization's goal.

Get in touch!

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Kuril, Dhaka .

Achievements

Champion | BizTech 3.0 - 2022

Business Stall competition

Appreciation Award | - 2022

volunteer at AIUB

1st Prize | - 2019

poster competition at AIUB

Personal Information

- Father's Name : MD. Billal Hossain
- Mother's Name : Shewly Akter
- Date of Birth : October 14, 2000
- Nationality : Bangladeshi
- Marital Status : Single
- Gender : Female
- Religion : Islam

Academic History

Bachelor of Business Administration

American International University-Bangladesh

Major: Operations and Supply Chain Management

CGPA - 3.80 | - 2022

Higher Secondary Certificate

Milestone College

Department of Science, Board - Dhaka

GPA - 4.25 | - 2018

Secondary School Certificate

Matlabganj Pilot Girl's High School

Department of Science, Board - Comilla

GPA - 4.83 | - 2016

Experience

Milestone College Photography Club

General Member 2016-2018

Volunteer at AIUB

2022- present

Interests

- Volunteering
- Learning new languages
- Extreme Sports
- Keep up-to-date about SCM industry trends.

Languages Fluency

European:

English

Asian:

Bengali, Hindi

Specializations

- Experienced in Microsoft Office (Word, Excel, Teams and PowerPoint)
- Strong Presentation and Speed Typing.
- Digital Advertising
- Digital Marketing
- Public Speaking
- Communication

References

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Genex Properties Ltd

Date:

Razoul Karim Md Shefat
Mirpur-12, Ta-block, Dhaka
Dhaka-1216.

Subject: Letter of Internship Acceptance.

Dear Sumaiya Hossain,

We are pleased to offer you an internship program with Genex Properties Ltd for a period of three (3) months as a Business Development Intern. Your Duties and assignments for this position are Client management, Customer relationship Management and CRM (Airtable). You will be provided an honorarium as per the company's policy.

For any further queries please feel free to contact your supervisor. We are pleased that you have decided to join Genex Properties Ltd.

Sincerely,

Managing Director
Genex Properties Ltd
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