

# **Cooperative Education Report**

# "CLIENT AND SALES HANDLING AT ADHIKARI BUILDERS PVT. LTD."

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This Report Submitted in Partial Fulfillment of the Requirements for Cooperative Education,
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Project title: "Client and sales handling at Adhikari Builders Pvt. Ltd.

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We have approved this cooperative report as a partial fulfillment of the

cooperative

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**Degree**: Bachelor of Business Administration (marketing)

Major: Marketing

Academic year: 2017-2021

#### **Abstract**

This internship has been conducted at Adhikari Builders Pvt. Ltd, one of the leading real estate companies in Nepal.

Objectives of the internship include:

- 1. To understand how people would respond to real estate listings in social media through different mediums like Facebook, Instagram and YouTube.
- 2. To understand the procedure of a new project launch.
- 3. To understand the role of brand Name in the Market and how to strengthen relationships with present and future clients.

My main responsibility was to help the Marketing team to identify how potential real estate customers would react to the new project launch and contribute the Marketing department in continuing how to reach out to many clients as possible. Upon the completion of the internship there was a positive sign on the company's reputation in the market since they had been providing good real estate deals since 2001. Under the internship period, the learning included the importance of a marketing strategy, impact of social media, strategic collaboration and negotiations and customer relationship management, which are very important for future career development and profession. The importance of networking skills is one of the main characteristics of the entire internship period. Throughout the internship, I gained eminent knowledge to build social media from an initial stage. This internship has been beneficial to me in each single manner and I am sure that this will help advance in my professional life in the future as well. Finally the consistent guidance from my supervisors, mentors and friends and family provided was of utmost importance in the report

#### Acknowledgement

I would like to extend my deepest gratitude to Kathmandu College of Management for incorporating internship as a part of our curriculum. I want to convey my deepest gratitude to instructors, professors and Friends who helped strengthen my academic and professional knowledge, without their help it would be very difficult to complete my assigned work at my internship workplace. This 14 week long internship not only helped me professionally but it helped me become better personally. Interacting with clients, learning new things everyday became a daily task for me. The internship opportunity I had with Adhikari Builders was a great chance for learning and professional development. I am also thankful for having a chance to meet so many delightful people and professionals who led me though this internship period. I would also like to extend special thanks to the entire staff for their full co-operation, guidance, and support during my internship

In addition to this, I would like to thank Mr. Ratna Shrestha and Mr.Ishwor Shrestha who have guided me as my immediate supervisors throughout my time at Adhikari Builders Pvt. Ltd. I would also like to convey my deepest gratitude to Siam University for including learning beyond the classroom activity in the academic curriculum. I am also very grateful to my academic supervisors at Siam University; Ms. Ying and academic supervisor at KCM: Mr. Ritesh Thakur for their constant supervision and advice. I am also grateful for each and every individual who have contributed for the completion of this report.

Sincerely,

Gopal Adhikari

#### Effect of the Global Pandemic: COVID-19

Corona Virus Disease (COVID-19) is an infectious disease caused by novel corona virus which was originated in the city of Wuhan, China. Due to its highly infectious nature, COVID-19 was declared a Global Pandemic on March 2020 by WHO (World Health Organization). Considering the severity of the pandemic and the lack of immunization against the virus, the Government of Nepal enforced a nation-wide lockdown from March 24, 2020 to July 24, 2020. Even after lifting the lockdown, the Government has encouraged everyone to stay at home as much as possible and to maintain a proper social distance at all times.

The lockdown forced the daily wage workers as well as office workers to put a halt at the work they had been carrying out. All the government organizations were also put in halt. Most people had to adopt work from home depending on the type of the job they worked for. However, in my case work from home was not possible. We needed to visit different places and have a real based interaction with different clients and had to at least once see the field sites. Due to COVID situation, this created many obstacles.

We had to revise our whole plan due to this situation. This was because by the time COVID-19 had reached its peak to declare a nationwide lockdown, I was in the phase of market visit to gather information and visit various possible fields to start a new project of housing. This was next to impossible due to the effect of the Global Pandemic. COVID-19 had reached its peak and there was a nationwide lockdown.

It took us a while to adapt to work from home environment. The main aim was to collect and gather information regarding new sites that might be a possible field to start our next project but that could not happen due to COVID. The COVID drastically changed our working situation, but I tried my best to adapt with it. I started to search from home the possible land areas which were uploaded in various real estate sites in Nepal.

# **List of Acronyms**

KCM: Kathmandu College of Management

NLHDA: Nepal Land and Housing Developers Association

BBA: Bachelors in Business Administration

COVID-19: Corona Virus Disease

WHO: World Health Organization

USP: Unique Selling Points

# **Table of Contents**

Acknowledgement	4
Effect of the Global Pandemic: COVID-19	5
List of Acronyms	6
Table of Figures	8
Chapter 1: Introduction	9
1.1. Company Profile	9
1.1.1 Vision statement	9
1.1.2 Mission statement	
1.1.3 Strategies of the company	10
1.2 Organizational structure	
1.2.2 Statement of Report	
1.2.3. Objectives of the Study	12
1.2.4 Scope of Study	12
1.2.5 Intentions to join the company	13
Chapter 2: Internship Activities	15
2.1. Job description and responsibility	
2.2 Activities in coordinating with co-workers	
CHAPTER 3: Learning Process	17
1. Primary Source	17
2. Secondary Source	
3.1. Problems encountered	18
3.2 Solution of the encountered problems	19
3.3 learning during the Co-op Studies	20
3.4 Special skills learned from Internship	21
3.5 Applying the knowledge from coursework to real world	21
1 Communication:	21
2 Researching Skills:	22
3 Consistency in the Brand Image:	22
4 Social Media Marketing (SMM):	22

Chapter 4: Conclusion	23
4.1 Summary of highlights	23
4.2 My evaluation of the work experience	23
4.3 Limitation of the Report	24
4.4 Recommendations	24
ANNEX	25
Figure 9	28
Figure 10	29
Bibliography	30
กะเวละ	
Table of Figures	
Figure 1- Company hierarchy	
Figure 2: Shree Villas (new project)	
Figure 3:	25
Figure 4	26
Figure 5	26
Figure 6: facebook advertisement	27
Figure 7	
Figure 8: other project of Adhikari Builders	27

#### **Chapter 1: Introduction**

#### 1.1. Company Profile

Adhikari Builders Pvt. Ltd. is real estate Company, which was started in 2001. Its head office is located in Jhamsikhel, Lalitpur, Nepal. Adhikari Builders Pvt.Ltd.is engaged in the real estate promotion and development in the residential and commercial segment. It operates in a range of business verticals such as integrated townships, condominiums and group housing. Adhikari Builders Pvt. Ltd. has a roadmap for future development expanding the current areas of operation through more and more challenging projects and also foraying into related areas in infrastructure with innovative projects. This company aims to provide good housing projects for the betterment of people living there and also makes good real estate deals with its clients. This real estate company currently offers three types of services

- 1. Housing projects
- 2. Land related deals
- 3. Residential Real Estate Projects.

The company aims to establish a sincere relationship, a good company image and get good feedback from customers in the real estate market. In a world of ever-changing technology, people want a life as clever as possible. Creating connections is not enough; instead, companies want to build meaningful relationships with people. The company knows that every relationship in a customer's life is special. The main goal is to enrich the quality of interaction with the most important customers. The company aims to build a platform where people can share their experiences, feelings and ideas

#### 1.1.1 Vision statement

The company aims to modernize and progress the experience of buying and selling real estate by cultivating a spirit of collaboration, innovation, and integrity.

#### 1.1.2 Mission statement

Adhikari Buiders Pvt. Ltd. mission is to keep growing every year and fulfilling the dreams and desires of the buyers and turn them into reality. Customers delight being the ultimate objective, Adhikari Builders Pvt. Ltd. sets an extreme standard in terms of quality and customer service.

#### 1.1.3 Strategies of the company

The company's current strategy is to develop luxurious and modern high-end buildings. As we all know, most of their projects are best in class and have outstanding designs suitable for high-profile luxury lifestyles. The company also uses billboards in cities and highways, and places advertisements in local newspapers to promote its projects

. Adhikari Builders also follows all legal and regulatory standards for its real estate projects. The land acquisition system is very fair and open, which is obvious to all. It has a very simple buying process and provides experience for home buyers. The company staff will guide the customers through the whole process and help them if they encounter any difficulties. In addition, customers can even obtain information based on the location or name of the project and express interest in obtaining more detailed information about the project. The company also provides EMI financing tools suitable for all customer needs and saves them the pain of obtaining loans through banks. The company also simplified all other legal procedures, such as house and land registration.

Adhikari Builders charges its customers any additional costs due to changes in commodity prices during the construction period. In this way, the company will protect the profit margins. At the same time, if the price drops, the company will refund the extra money to the customer. All of this is done in a smooth transition, because everything is clearly stated in contract

# 1.2 Organizational structure

The founder – Mr. Tulasi Prasad Adhikari is responsible for the overall functioning of the company. There is an accounts team, which looks after the financial transaction, and the designing team looks after the content and the post designs of new housing projects and the marketing team looks after templates that are made and boosted in different sites. It also looks after the promotional plan, which is developed and then executed by making different templates/posters and advertisements. I interned for the Marketing team where we worked on promoting new real estate deals in different ways.

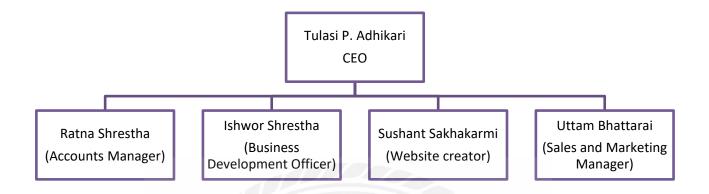


Figure 1- Company hierarchy

## 1.2.1 My job position

My Job position in Adhikari Builders was as an intern in Sales & Marketing Department. The sales and marketing teams deals with the promotion of the company and to bring in more customers. The marketing team needs to aware the people about the company's service and convinces them that the service offered is trustable and trustable. Without the marketing and sales department, the company cannot function properly.

Being a beginner, I was first told to understand the work culture and how the company functioned. For few weeks I looked at the old files and tasks that were being done by the company. As time passed by, I was assigned tasks like communicating with the clients, making phone calls and other marketing related works. I started communicating what was told to me and worked as a bridge between the client and the organization. I did all the jobs by keeping organization rules and regulations on my mind. Working in a marketing department helped me increase my knowledge in the field of marketing as theoretical knowledge has a very limited scope. My position as an intern in the marketing department helped the company by making a bridge between the clients and the organization.

#### 1.2.2 Statement of Report

The main intention of joining Adhikari Builders Pvt. Ltd. are as follows:

- To get deeper insight on real estate market not just inside Kathmandu valley, but also outside the valley
- To understand how the company identifies the market demand
- To understand the method of New housing project Development and how it can be maximized.

This 14-week internship provides the opportunity to develop professionalism among the students and gain experience of working in actual market before completion of the undergraduate degree. The experience gained by me during my internship period will also develop me as an elegant professional for my future job prospects.

The company also seeks to address the maximum number of clients who are interested in real estate deals. The main problem the company is currently facing is that clients are now changing their needs to online activities and to overcome this, the company is planning to have a better website where people can interact easily without any problems and also training staffs to have a better knowledge about online activities.

#### 1.2.3. Objectives of the Study

The major objective of this internship are as follows:

- 1. To understand the procedure of a New project Launch by understanding the market potential and the viability in the market.
- 2. To understand how to have a retentive strategy to get hold of past and future clients
- 3. To understand how other real estate companies are promoting in social media through different medium like Face book, Instagram and YouTube

# 1.2.4 Scope of Study

This report is based on my internship tenure at Adhikari Builders Pvt. Ltd. The report covers marketing department and Sales Department (clients handling), how they operate and what are the important aspects to keep in mind to function the operations of the company smoothly. The Marketing team deals with the promotion of real estate listings and the major responsibility is to make it reach to the potential customers. The marketing team needs to attract the users and

convince them that our company provides the best real estate deals and people can trust the company. In this report, I have addressed how clients and sales can be managed and handled carefully from the start to the end of the project. The Sales department requires developing long-lasting relationship with the target market and exceeding the client expectations. In order to do so we need to build trust in our clients and try to create loyal clients. I also participated in new project development and it dealt with many topics ranging from new housing project development, analyzing housing project performance and to gather information's so that the company can know whether or not to continue or discontinue the project.

## 1.2.5 Intentions to join the company

The main intentions of joining Adhikari Builders Pvt. Ltd. are as follows:

- To understand how the company identifies the market demand
- To get deeper insight on marketing field
- To improve my people skills
- To get a practical experience on managing brand relationships

## 1.2.6 Strategic Analysis of the Company

#### Strength

- 1. A full-fledged real estate development company that does all sorts of real estate activities.
- 2. The workplace is clean and has a good working environment.
- 3. All the staffs are friendly and very helpful.

#### Weakness

- 1. The company location lacks ample parking space.
- 2. Lack of social media presence of the company.

# **Opportunities**

- 1. The company should focus on other sectors such as luxury apartments and government contracts
- 2. Social media marketing can help boost the company's brand image.

#### **Threats**

- 1. As many real estate companies in Nepal provide similar kinds of products duplicity can be a threat.
- 2. constant change in people's behavior towards real estate listings
- 3. change in government rules and regulations

#### **Chapter 2: Internship Activities**

#### 2.1. Job description and responsibility

I choose to intern at Adhikari Builders because, as a professional in the marketing sector, having people skills is an important aspect. It is something that I wanted to gain excellence upon before actually finding a job in the corporate field after graduation. As a student at Kathmandu College of Management, I need to have firsthand experience in planning events, meeting companies, negotiating with them but marketing the new projects and maintaining relationships is something that I never had a chance to do.

My Job required me to handle the Marketing Department of the company. In the Marketing department, I was required to assist in making social media platforms of the company, think of campaigns and strategies that could bring more value to the company, how customer engagement could increase and to analyze and understand the market demand.

My Job required me to assist in the Marketing Department. The responsibilities can be further explained as follows:

- Content writing for the company's website.
- Research on Face book page and other social media pages where possible customers are present.
- To list out possible land areas and to find information related to the owners of the land.
- To Prepare, deliver and pick up real estate documents and to examine them.
- To help in Creating, designing and distributing real estate brochures.
- to keep track of all documents/information's of the client for future reference
- to get information's related to real estate and property trends seeing the present market scenario due to COVID-19 are great at meeting the needs of clients
- To greet the clients, answering the telephone and making follow-up calls.
- To schedule and manage appointments
- to Stay updated on the latest market developments and to provide market insights
- To go and examine lands which are not developed now but can be of future profit in the long run.
- To schedule and manage appointments and gather information regarding clients feedbacks.

- To find out how the market is responding because of COVID-19 pandemic and to do extensive research about what will be the future of real estate market.
- To pick up and deliver real estate documents from various sources and to examine them with the core group of the company.
- Recently been active on preparing a 3D exterior, interior and floor design of a housing project in harisiddhi, lalitpur.
- Research on Face book page and other social media pages where possible customers are
  present and also to find out various construction companies to build houses for upcoming
  housing project.
- To seek various construction companies and pick the most suitable ones looking at past experiences, the materials they use and the goodwill they have earned in the market.

# 2.2 Activities in coordinating with co-workers

When I joined Adhikari Builders, the company was affected due to Covid-19, so I was told to coordinate with the team via the Internet and at home. My job was to identify the company's weaknesses and potential opportunities, and report back to the company. After the blockade was lifted, I was told to introduce the company and industry. Then they asked me to collect information on social media about how the market reacted to real estate. My main job was to analyze the current construction work on site, and provide regular feedback and reports on the project

## **CHAPTER 3: Learning Process**

The methodology describes the broad philosophical underpinning to the chosen research Methods, including whether we are using qualitative or quantitative methods or a mixture of both (Writing your Dissertation: Methodology, 2018). The methodology that I have used to compile this report is as follows:

#### 1. Primary Source

- a. direct observation at work
- b. attending various sites of other developer's
- c. direct conversation with the co-workers

#### 2. Secondary Source

- a. analyzing the report of the co-workers who did some field work in order to meet the target of the company.
- b. Website and the internet
- c. Catalogues and brochures
- d. Official Reports and data analysis archived from Adhikari Builders Pvt. Ltd. Including all these sources, while my tenure at Adhikari Builders, brainstorming and group discussions was one of the keys to solving any problem. I learnt a great deal from my supervisors and mentors at Adhikari Builders that gave me valuable insight:
- Mr. Shushant Shahakarmi
- Mr. Ratna Shrestha
- Mr. Ishwor Shrestha
- Mr. Tulasi P. Adhikari
- Mr. Uttam Raj Bhattarai

#### Before Internship:

- Unknown about the real working culture of organization.
- Unknown about the daily working activities of marketing and operations
- Unknown about the need of systematic arrangement of records.

What I learned after this internship are as follows:

- Known about the real working culture of organization.
- Known about the daily working activities of marketing and operations
- Known about need of systematic arrangement of records.

#### 3.1. Problems encountered

there were couple of problems that I encountered during my tenure as an intern. They are as follows:

- **a.** Company Policy: Due to the company policy, I did not get complete access to various information and critical data. Due to this limitation, my mentor advised me to carry on the research through the catalogues of the competitors. To carry out a complete research on the new project launch I heavily relied on the information available and the information given by my supervisor.
- **b.** Cultural Fit: There were times when I had to gather some of the information's alone to collect data. It was a task for me to go alone and not just observe the other builders project site. The task was quite intimidating; however I had to complete the task at hand, so I did my research and consulted my supervisors and mentors on what I was supposed to do.
- **c. Time delay:** As all the decisions were supervised and speculated from the Main Chairperson, whatever plans and outlays we made, we had to wait for at least a week to put our tasks in motion.

- **d. COVID-19 Pandemic**: The biggest and the most uncertain problem encountered during my internship was the pandemic caused by the Corona Virus. For Marketing Management, it is crucial to meet and interact with respective personnel's. The pandemic largely affected this as the Government of Nepal enforced a lockdown as soon as my internship began.
- **e.** Lack of field visits and physical contacts: Marketing mainly deals with field visits and meeting new people so that PR relation can be made. But due to the pandemic it was very hard to go to field visits and meeting people was also not suggested. The Global Pandemic indeed changed the way of work for various different organizations including my internship place.

## 3.2 Solution of the encountered problems

- 1. Confidence and strong communication: I confidently handled all the tasks that were provided to me which made it easier for me to adapt to the working environment and culture of the organization. Also, my communication skill helped me to get more work done and helped me become more comfortable with my workplace
- **2. Guidance by supervisor:** My supervisor helped across all works in the organization. All the works assigned to me were supervised and were briefed beforehand. Me and my supervisor worked together to complete the work assigned to me.
  - **3.** Use of Internet: Due to the pandemic, even our company had to take serious actions towards online platforms. Since I was good at use of technology and internet, it was easier for me to gain quick knowledge and help in the online platform development of the company.

Our company started to promote the new housing project in Facebook through paid advertisement and the reach ratio was found to be very effective.

#### 3.3 learning during the Co-op Studies

The most important lesson that I have learnt during internship in Adhikari Builders was how to perform various tasks in disciplined planned organization settings, working in a teambased environment dealing with management, pressure management, and importance of working as a team. Being a BBA student majoring in Marketing; working in a real estate is itself a learning process. We were already taught the importance of marketing but by working in marketing related tasks at Adhikari Builders my knowledge in this field has grown a lot. I also got to know the importance of digital marketing. Digital marketing helps to build a good proper brand. I learnt that we should be able to adapt with the situation because if we do not, it will be hard for the company to sustain. Digital marketing is now provisioning us the alternative to earn more.

One of the most important lessons I learnt from the internship is communication skills. I have highly enhanced my communication and interactive skills. The way we express our plans and strategies to our seniors, supervisors and our partners holds a great impact. How we project ourselves reflects in the views and visions we share to our partners. We need to have proper communication with all our colleagues so that the information is given to everyone whilst maintaining the transparency and clarity amongst the colleagues. Also I learnt that when working in a team we could create ideas that are more creative and brainstorm new plans and ideas, which are out of the box. When we do not know our team properly, then it will be hard for the whole team to coordinate, but if we know all our team members then we will know each other's ability and be able to work as a team and more forward.

#### 3.4 Special skills learned from Internship

#### 1. Working under Pressure

the most important part I learned during my internship was working under pressure. As it was my first time working for an real estate company, at first it was hard for me to understand and adapt to the organizational culture because the organization database management was new to me, the people were new to me, and also the way the company functions was totally new to me. I slowly understood everything and started doing my tasks. I got to learn how theoretical knowledge can be applied while briefing a client. These tasks helped me to build confidence and work under pressure.

#### 2. Use of Practical Knowledge

The most important learning I got from my internship is the use of Practical knowledge. I got to learn student presentation is very different from client brief. It is very important for an intern to apply the theoretical part in a practical way so as to extract great work. Presenting something that is written in a book is not better than presenting my own idea is what I learned.

# 3.5 Applying the knowledge from coursework to real world

I learned various things during the internship. The major highlights are as follows:

#### 1 Communication:

Communication is the base to any foundation. When we work in any organization, there

is a need to interact and have the basic and mutual understanding amongst the team members that we are on the same side. Especially in the corporate sector, I understood that it is very important to communicate with regards to the hierarchy of the organization. When we are working in the field of marketing, we need to have practical interaction with the viewers.

## 2 Researching Skills:

Researching was an important skill I learned during my internship. From finding good deals on internet that could be helpful to the company to making various advertisements and campaigns I definitely developed my researching skills

## 3 Consistency in the Brand Image:

While working for such a business where brand is very important, I understood the importance of being consistent with the brand image. People in the market have developed a strong trust for recognized developers and they feel the quality they offer is very good and reliable. So brand image is very important.

# 4 Social Media Marketing (SMM):

Since Covid-19, Physical Marketing was not possible. All the marketing was done through the internet mainly social media. I personally wanted to learn how a new project was promoted through social media, here at Adhikari Builders, I was taught how it was done and then I was given the responsibility to help in the development of website for the company. Also the company launched a new housing project named – Shree Villas and I was given the responsibility to handle the page.

# 5 Time management

Before starting my internship due to the lockdown my daily schedule had gotten very bad. After joining my internship I was able to make a new daily routine and work accordingly. I learnt proper time management and working under time constraint

#### **Chapter 4: Conclusion**

#### 4.1 Summary of highlights

My 14-week experience at Adhikari Builders Pvt. Ltd. has been a fruitful journey of both professional and personal betterment. The internship is conducted as a partial fulfillment of IBBA in SIAM University.

The internship period was more than just a course fulfillment procedure. I was able to understand how marketing and client handling is conducted from the initial stage to the end. I realized the process of learning is more important than what we deliver. The internship gave me a clear vision to create a strong network with people of different hierarchies.

I will be looking forward to working with the networks I have connected to in the future to come. I have also learned how to prioritize and manage time according to the assigned tasks. This internship got me into realization that I need to be more organized.

Overall, the experience of this internship period remains one of the most fruitful one. It has taught me the importance of resilience, diligence, communication and gratitude.

# 4.2 My evaluation of the work experience

Overall, my work experience with Adhikari Builders was very fruitful. Before the 14-week long internship due to the lockdown, many of our lives had changed. Finding and joining a company in such a hard time was tough but I would like to express my deep thank you to Adhikari Builders for letting me work in the company. The first few weeks of my internship were tough as everything was new to me. As time passed, I adapted to the situation and started doing my daily tasks. I learned many different things regarding marketing which helped me know about the practicality of the marketing field. The team and my supervisor constantly helped me with the tasks so that they could be achieved efficiently and on time. I have learnt a huge deal of knowledge that will help me to boost up my confidence when working with different sets of people in the future

# 4.3 Limitation of the Report

During my internship period in Adhikari Builders Pvt. Ltd. I did face certain limitations. Even though I tried my best to overcome the limitations, it was hard to not neglect these limitations. These limitations are as follows:

- Due to the company policy, most of the information was not available.
- The time limit of 14 weeks was not enough to completely stay in the project until the end.
- The Global Pandemic: COVID19 is one of the major limitations faced in my internship period as it limited the workflow, as many things did not go as the team planned.
- The Pandemic further limited my chance to visit the market to work on the project.

#### 4.4 Recommendations

Within the eight week period of working with Adhikari Builders Pvt. Ltd., I got a very good chance to look within the company. I got to see the company culture, company protocols as well as the company procedures. The company claims to have a very strong history and good brand image, clients are loyal to the company and yield great profit to the company. However, if the company can touch upon building a strong brand image in terms of advertisement and promotion, it can reach greater heights. However if the company chooses to stay in its present form and stick to its conservative form, the company will face a major challenge in the upcoming future. The company will need to move forward and try to do something new in order to stay in such a competitive marketplace.

# **ANNEX**



Figure 2: Shree Villas (new project)

#### Figure 3:





Figure 4





Figure 6: facebook advertisement



Figure 8

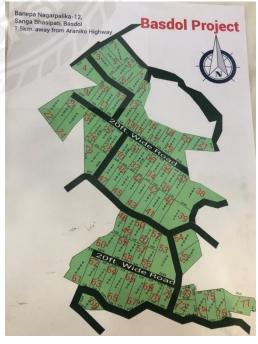


Figure 7: other project of Adhikari Builders



Figure 9





Figure 10

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