

# Newsletter

AUGUST 2018

## Property in Focus bti Landmark





Building  
homes &  
creating  
happy memories for

35

YEARS  
IN DHAKA

14

YEARS  
IN CHATTOGRAM



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# Centralization drives efficiency

bti, as a customer centric organization, delves deeply to understand the tastes, mindset, preferences, wants, likes and dislikes of our valued customers. Previously, we only had separate product categories – Luxury Plus, Classic and Standard Collections tailored to suit the needs of our different customer segments. Recently, we have taken it one step further and centralized the activities of three different teams into three individual teams in order to serve our customers better. The objective of the centralization of each team is to ensure all the members are aligned to the customer mindset of the respective category and drive efficiency throughout the entire chain. Like any big change, this was not an easy task but also not entirely insurmountable due to our strong organization culture.

In this month's newsletter, we have a chit-chat with our Luxury Plus Team Leader, Mr. Ariful Alam, Assistant General Manager. Under "Property in Focus", we have highlighted one of our prestigious commercial collection projects- bti Landmark and also included a guide to buying a commercial property. You will also get to know about two of our upcoming projects –Wind Flower at Baridhara Diplomatic Zone and Green Meadow at Bashundhara R/A as well as get a glimpse to our latest events such as bti Brikkho Mela and Chayabithi Abashon Mela. We hope you will enjoy reading the newsletter and also find it informative.



# In Talk with

## Luxury Plus Team Leader

**Mr. Ariful Alam**

**Assistant General Manager at bti**

Everyone aspires to live a comfortable and luxurious lifestyle in a home of one's own. bti Luxury Plus homes aim to give our customers more than just a typical luxury lifestyle in the heart of the city. In this month's newsletter, we talked with our Luxury Plus Team Leader Mr. Ariful Alam who tells us about the team, its functions as well as the product category and what buyers can expect from our Luxury Plus homes.

## Please give a short overview of the Luxury Plus Team.

The Luxury Plus Team consists of everyone at bti who are responsible for everything related to our premium product category – Luxury Plus. It includes concerned people of Business Development Team, Design Team, Procurement Team, Construction Team, Sales Team, Customer Service Team. The Luxury Plus team ensures all the work right from the beginning of project development to project handover is carried out properly and efficiently so that we can give the best product with the highest quality to our customers.

## What is the core function of the Luxury Plus Team?

The core function of the team is to deliver something beyond the expectation of our customers. We are emphasizing on product differentiation and innovation. This can be in terms of incorporating modern technology, adding unique specifications, integrating greenery, and so on. The aim is to create exceptional living spaces that would add value to our customers' lives and also be user-friendly.

## How does each department fulfill the requirement to deliver the end product?

Every concerned department works as a team to ensure on time delivery as well as a quality product. For instance, the Design Team works to create not only aesthetic but a functional space as well keeping in mind the necessity of open space, fresh air and greenery. Similarly, the Construction Team works to ensure speedy construction work without any problems. The Procurement Team works to ensure appropriate materials are sourced from reputed brands and vendors. Everyone works collaboratively to create the final product which not only increases efficiency throughout the chain but also optimizes the end product.

## What do you think are the benefits of having product category-wise team?

It has multiple benefits in my opinion. As already mentioned, it eliminates problems quickly as

everyone is working together, dispels miscommunication and increases overall efficiency. It also allows everyone concerned to think of the individual product category and give it utmost priority. This way, we can focus on one product category better, design it better and construct it faster and deliver a product of superior quality.

## What can home buyers expect from a Luxury Plus home?

A Luxury Plus home will be an exceptional living space – it will be something extraordinary and have a

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plethora of amenities and facilities. With Luxury Plus, we are trying to give our customers a lifestyle that everyone can only dream of. It will not only be in terms of design, location or size, we are working to add something extra to every luxury project – it can be in the form of technology, natural surroundings, luxury lifestyle features – the whole product will give our customers a taste of unparalleled luxury living.

# Want to Buy a Commercial Property?

## 4 Important Questions to Ask Yourself!



Having your own commercial space for business can be a fulfilling experience as well as a smart investment choice. However, going ahead with buying a commercial property without thinking it thoroughly can be fraught with unforeseen pitfalls. This guide aims to help you avoid some of the pitfalls and make a sound decision when it comes to buying your own commercial space. Here are some factors to consider when purchasing your own commercial property;

## Do you truly want to own a commercial property?

The prospect of having your own business address can be lucrative and many compare commercial property ownership to homeownership experience. In reality, commercial property ownership has some stark differences from homeownership and while it may be appropriate for some business models, it may prove to be not so good for other business models. At the end of the day, it's important that you do your own research and find out what is best for your business.

## Do you have a stable business?

It is important to have a stable business if you are thinking of having your own commercial property. Think more than just the financial aspect of it. If you only have a start up business, then buying your own commercial space may not be financially sound. On the other hand if you have a well established business then having your own building will add value to your business and give you more than a place to occupy as it will also enhance your business image. You will also need to think long term and consider how the property will work for your business over the long run. In many instances, people spend a hefty amount in buying, modifying and decorating a space only to find out that the business needs have outgrown the building. Commercial real estate experts recommend ensuring that your business can occupy the building for at least 5 years after which you can sell the property and relocate for upgradation.

## How will the building serve you and your business?

Before buying, you need to have some concept about the purpose of building. Is it just for the occupancy of office workers? Or would you have clients and customers walking in? If so, then you also need to consider the locality. For instance, choose a location that can draw in your customers and also provide good networking coverage with other stakeholders of your business. You should also consider if the building will have sufficient space to accommodate the growth of your business in a few years.

## Are you prepared to handle the financial costs?

Before buying a commercial property many people at the initial stages get emotionally tied to the concept of buying and plunge headfirst into the decision without analyzing the full cost of the purchase. You will need to consider more than just the price of the building – you will need to take into account the costs of any modification, renovation, as well as loan amount and other ancillary and reoccurring costs like taxes, utilities, association, maintenance, property management services and so

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on. Think thoroughly if your business and personal financial aspects are strong enough to handle owning and running a full-fledged commercial building, after all owning a commercial property is a huge financial undertaking. Don't just let the emotions talk you into it.

A commercial property can enhance your company's image and boost your business if the decision to buy is a well informed one. At the end of the day, make sure the property you are investing provides a sound platform for the growth of your business and does not function only as a cosmetic accessory which will add only to your woes instead of business growth.

If you are looking for a commercial property in a prime location of Dhaka city, you may check out our Commercial Collection properties to suit your business needs.



Property in Focus

# bti Landmark

North Gulshan Avenue

An iconic business address situated in the backdrop of the prestigious North Gulshan Avenue, bti Landmark is a one-of-a-kind commercial address developed by renowned architect Mustapha Khalid Palash. Apart from being the first LEED Gold Certified building of bti, bti Landmark hosts a number of amenities which makes it a world-class business address for your company.



bti Landmark is situated on a corner plot location with 3 road sides on Gulshan Avenue and covers an expansive land of 27.3 katha. The size of office space ranges from 733 sft to 10500 sft giving you flexibility in choosing your desired floor plan. In addition to its stunning exterior façade, the architectural design incorporates ample light and ventilation geared towards creating a comfortable working space and increasing productivity of the workers.

By virtue of its green building design, bti Landmark is capable of saving up to 55% energy by naturally cooling the workplace with low-e glasses. The fair face façade also augments the heat protectiveness feature of the building.

bti Landmark gives you a contemporary workspace and comes with all the modern facilities such as five high quality lifts with two fireproof lifts, CCTV monitoring for security, ample parking space in basement and ground floor, central air-conditioning system, full generator backup, and an efficient fire protection system in addition to a whole lot more features. If you are looking for a smart business address in one of the most prestigious areas of Dhaka, then bti Landmark could be it.

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By virtue of its green building design, bti Landmark is capable of saving up to 55% energy by naturally cooling the workplace with low-e glasses.  
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# Customer Testimonial



“Thank you bti for making our homeownership a joyful experience. It has been a wonderful journey with bti as we received excellent customer service and felt completely assured of the highest construction quality of our home.”

Dr. Mohammad Abdul Hamid  
*The Belmont*  
Road 14, Sector 3, Uttara  
Dhaka 1230

# Handover Ceremonies

The handover day is a big milestone in the lives of our customers since they officially receive possession of their new homes. It is an important day for the bti team as well since we strive to make homeownership a joyful experience and with each handover, we keep our promise to our clients to deliver their home right on time.



*Captain Belayet Hussain receives handover of apartment unit in Atlantis.*



*Md. Shahidur Rahman Bhuiyan receives handover of apartment unit in Oendrila.*

## Joint Venture Agreement

Our landowners are also important members of bti family and we try to ensure that they receive the right value for their asset as well as get timely delivery of their apartment.



*Land signing ceremony of Pine Wood – a 6 katha land in Bashundhara R/A*

# Upcoming Projects

## Wind Flower

### Baridhara Diplomatic Zone

Situated in one of the prestigious locations of the city, Wind Flower is the latest addition to bti Premium Collection at Baridhara Diplomatic Zone. Crafted to delight you with exquisite architectural design and having an abundance of luxury features and amenities, Wind Flower gives you more than just a place to live in.

Wind Flower is a stylish 10-storied building having only 9 apartment units, thus allowing you to indulge in utmost privacy. Moreover, the apartments have been spaciouly designed having 3161 sft and comprising four bedrooms and four bathrooms to accommodate your lifestyle needs. Imported bathroom and kitchen fittings endow your apartment with luxury, whilst front facing bedrooms ensure you have a comfortable slumber space.

The overhead rooftop is a serene sanctuary with waterbody, well-lit BBQ area, paved patio area lined with shrubbery, planters and garden landscaping where you can relax by yourself or host parties on special occasions.





## Green Meadow

### Bashundhara R/A

Green Meadow is one of the latest additions to bti Classic Collection, situated in Bashundhara Block E. It is a contemporary 14-storied building situated on a corner plot of 10 katha land and having south-west facing. Because of having two road sides and south-west facing, Green Meadow presents homes that are caressed by gentle breezes and receive bright sunshine during the days. The apartments are spacious, having 1978 sft each and each floor comprises two units for a harmonious living experience. Apart from having a plethora of modern fittings and amenities, the rooftop is a private escapade from your everyday life as it hosts several facilities. Take a rigorous workout in the gym space or celebrate milestone occasions in the community hall or simply take in the beauty of your natural surroundings with vast open space and greenery crafted to make you feel close to earth.

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মেলাতে  
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ক্যাভিনেট ফ্রি



চায়বিথি  
আবাসন  
মেলা

## bti Chayabithi Abashon Mela brings affordable apartments with special offers



building technology and ideas ltd. arranged a three-day apartment fair “Chayabithi Abashon Mela” from 27 July to 29 July 2018. The fair was held from 10 am to 8 pm at Chayabithi project situated at Uttar Khan Mazar Road, Dhaka.

The apartment fair included several special offers like free kitchen cabinet with every booking, installment facility, bank loan facility from reputed financial institutions, besides others. bti Chayabithi from Standard Collection comprises affordable modern apartments from 935 sft to 1065 sft. The project also includes various lifestyle features such as children’s play area, gym space, super shop, prayer space, BBQ area, community hall and many other modern living facilities.



# bti Brikkho Mela 2018

Plants are more than cosmetic accessory to our surroundings and a necessity for us. Over the years, deforestation and urbanization have become threats to our environment, which is why as conscious beings, we should do our part in saving our planet and plant trees and greenery wherever possible – it could be landscaping in front of our buildings, a small balcony garden or a rooftop garden filled with many different kinds of plants, flowers and even trees. Greenery not only refreshes us but also improves air quality and is a necessity for our healthy living.

As an organization that cares deeply about being environment friendly, bti arranged Brikkho Mela for its valued customers on 28 July 2018 at the head office. Around hundred different plants from different parts of Bangladesh were showcased at the fair. Several customers with their families visited the fair and appreciated the gesture towards environment friendliness.





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