



## Working from Home A Relaxing Paradise or a Stressful Warzone?





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COO, building technology and ideas Ltd.
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## Looking Towards The Future

This month's newsletter is our humble attempt at giving you a break from the worries of the times we are passing. In the process of doing so, we have also tried to assist you in making an informative decision regarding real estate investment. Dive in to learn about the new member of our bti family- our COO Md. Moniruzzaman, enjoy our feature for this month and know what is coming up in Mirpur ahead of others! Happy reading!

# In talk with

## Md. Moniruzzaman

COO, building technology and ideas Ltd.

We'll be talking with the newest member of the family, Md. Moniruzzaman, Chief Operating Officer, building technology and ideas Ltd and getting to know him better as he shares his plans for bti's progress.



## Let's start by introducing you to our readers

I am the new COO (Chief Operating Officer). I started my career as a teacher, whose life took a turn and got into the business world. I was at the University of Asia Pacific for a while after which I went for my post graduation in Finland. Upon my return I started working in the engineering sector in Grameenphone and Nokia and then moved to sales while in Nokia. That's how I got into the business side of the company. Afterwards I worked in Rahimafrooz, where I honed my marketing & sales leadership skills. I worked at RANCON for a while before deciding to join here at bti. All through this, I loved seeing my efforts bear fruit for the business. That has been my one and only passion.

## How will your varied experience help you at bti?

My accumulated experience throughout my career has given me the opportunity to learn every facet of business operations. The 7 years I spent at Nokia not only helped me build my sales skills from scratch but also has groomed me to comply with ethical and moral practices of business. After my transition to Rahimafrooz, I learned a lot about the local clientele of all tiers. At RANCON, I gathered experience of running a company and dealing with high value products. I believe all that experience will help me further bti's success.

## Do you have any plans you mean to implement?

My plan is to set up a performance based system, where everyone in the company is inspired to better perform. To make it work properly, elements like overall competence of teams, measurement and evaluation matrix and performance appraisal system are to be focused. I intend to see this business double in the next 3 to 5 years. Given the current situation, a lot of the smaller businesses in the industry may switch to something else and the demand for housing will not decrease, so we can utilize that to grow our operations. We also need to expand our range of housing solutions, especially community living. There will be a market for housing in future with the city development plans in the works.

## What can we do to improve our position in the luxury market?

About the niche market products, we definitely have our work cut out for us. While bti has seen a certain amount of success there is still room for improvement. For our more luxuriant products, we would need to focus on aspects like comfort, technology and branding. We need to take calculated steps towards ensuring a better foothold in that market and progressing towards the top all the while maintaining the quality of other services we provide. All of this requires additional investments, which we need to strategize properly for a better return on investments.

## What are the obstacles you think you will face in pursuing your goals?

For an organization such as bti, we need to be more agile. An agile organization is one which is quick to learn and decide using technological advancements. Being receptive to change and adapting to new techniques and methods is a skill that needs to be learned by everyone in the organization. That is how we will grow into a larger and stronger presence in our field.

## Do you have anything to say

## about our current remote work situation?

This definitely is a unique time for us. While challenging, this change is eventually going to prove useful. Working online definitely is a new situation for us. However it has increased the efficiency with which we work. Online meetings are easier to prepare for, and we do not waste any time commuting to work. The interactions between team members has also increased significantly, something that does not usually happen even when working in the same building. This enhances the bonds between the team members. An added benefit is keeping with the times and evolving our business for the future. This is the silver lining we have been presented with.

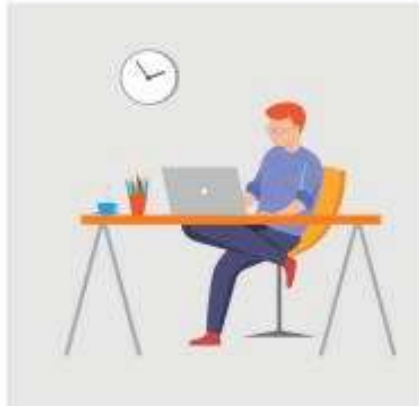
“ My motivation to choose bti was its values. A business that has stood tall for almost four decades as the leader in its own industry must have good values at its core. And that is something to be admired. ”



# Working from Home

## A Relaxing Paradise or a Stressful Warzone?

What if someone had told us back in January that almost all of us will have to work remotely from home, while managing maximum operations? We probably would have laughed it off, because if that was possible who needs office anymore, right? But here we are, in April 2020, over a month in quarantine. COVID-19 has made what we thought was impossible- continuing work operations from our home. However, let's delve deeper into our new lives to understand what it has been like!



### How Work from Home Works

It is exactly what the name suggests, you stay at home at work. Perhaps you previously had a flu and stayed home, while helping out your coworkers over the phone? It is like that, but more extensive and elaborate. You have to remotely ensure connectivity with your coworkers, and do your tasks via the Internet. Even meetings are held over the phone- Zoom meetings are now as common as WhatsApp texts. Working from home has greatly been feasible for those who mostly are involved in digital work, but even then, people involved with other kinds of work, such as sales, supervising etc. too have had to learn to manage most of their work online. In extreme cases where one has no way to work from home, for example someone who is a receptionist, they are most possibly staying safe at home without any official responsibility at the moment.

### Is it as Easy as it Sounds?

Sadly, no. It may sound like a vacation, many may think that how can working from the comfort of your home be difficult? But the truth is, it is nothing like a vacation. Due to the pandemic, most of us have sensibly relieved our housekeepers temporarily of their duties, and are trying to do as much chores as possible without external help. This requires all the household members to cooperate in maintaining the house, so it is quite common that one has to rush to a meeting after just finishing moping the floor. You might find yourself sealing deals while stirring a pot of delicious curry on the stove!

Not only does this make balancing the two worlds can be a little nerve-wracking, but with on-going Ramadan, it is very natural to get tired of things easily. After finishing a chore and some office



work, you may want to lie down for a while before you have to get up to pray or prepare iftar, but wait! Do you hear that? Your boss just called an emergency meeting!

So even in the comfort of our homes, managing work and the household can be difficult. And not to forget, we are living in constant anxiety of the pandemic, and it is stressful just to sit around. Such stress and anxiety is scientifically proven to reduce our creativity and activity, so it is easy to feel incompetent and upset.

## So, What can be Done?

Your mental health is important, just as staying active for work. If you feel overwhelmed, take a break from both work and chores. Even if it is for 20 minutes, relax and read an article,

take a nice shower, listen to music! Also, we feel better when our surroundings are nice and tidy. Besides cleaning your home, maintain a well-organized working space. Don't clutter your room with files and sticky notes, don't make your whole room your office. Maintain a fixed corner, so that you can leave all your official worries in there while you enjoy a good laugh with your family.

It is important to remember that we all are struggling at some level. Help out your coworkers as kindly as you would help your mother in the kitchen, be compassionate towards your employees and be understanding to your employer. The only way we can overcome all difficulties is by being helpful, so let's do our parts while enjoying this rare time with our families!



# Keeping the virus out of your home

It's been over almost 2 months since our quarantined lives started. By now we have adhered ourselves to routine and spend the time adjusting to the situation. While we all know how to prevent contracting the virus (through social distancing) out in public. We should also take a look into how to keep the virus out of our homes and our families safe.

## Maintaining Personal Hygiene

This is the most important and effective way to stay safe. This would definitely include the basics like washing our hands for 20 seconds minimum, keeping hands away from MEN (mouth, eyes and nose). Additionally, we should also practice using a tissue while sneezing or coughing and properly disposing it. In the event where a tissue is unavailable we will use our elbow to cover our noses.

If anyone at home displays the aforementioned symptoms, we need to stay at least 3ft away from them. They need to be isolated and treated accordingly. Proper personal hygiene is imperative to maintain our families' health and of those around us.

## Keeping clothes clean

We should exercise caution when it comes to clothing. It is advisable to remove shoes as we enter our homes, taking a shower and changing into clean clothes. The used clothes should be washed immediately with warm water and detergent. The same goes for bed sheets and towels. Clothes may transmit the virus through the air if shaken, so it is best if we put them straight into water. We also need to make sure to disinfect the laundry basket, and it would be easier to store laundry in disposable bags that can be discarded after use. For the time being, we can try and finish our laundry at home.

## Keeping our homes disinfected

We need to thoroughly clean around the house to make sure there are no fomites. Fomites are objects /surfaces that are most likely to carry infectious microbes. Surfaces that we are most likely to come into contact with need to be disinfected regularly to reduce the chances of infection. We need to make sure the rooms are well ventilated and wear gloves while cleaning.

Among the surfaces we touch regularly are door handles, kitchen surfaces, tables, switches, chairs, cellphones, etc. To clean such surfaces, we need to use bleach solutions to disinfectant afterwards. We can also use detergents diluted in water for that purpose. We need to follow proper instructions before cleaning the surfaces. It is equally important to clean the corners of your house to make sure to prevent a dengue outbreak as well by throwing out any water that may have been sitting for a while. Dark corners and stagnant water often serve as breeding grounds for the mosquitoes.

## Properly cooking and handling food

While there has yet to be a case of someone catching the virus from food, it's best to practice caution. The surface of the packaging can serve as a fomite and there is a risk that arises from ordering food from outside. If at all possible, we need to stick to home cooked meals in clean utensils, dispose of expired foods, store and cook them at appropriate temperatures. If outside food is ordered, takeout containers disinfect them before unpacking the food and discard immediately after use. Hands need to be washed both before and after the meal.





# Real Estate Investment What to Consider Right Now

The current situation across the globe has all of us feeling scared and lost. With an uncertain tomorrow, it is more important than ever to make the right decisions, especially investment-wise. Maybe even a few months ago we had plans to invest in the real estate sector, but the present condition seems unfavorable to go ahead with those plans. Nevertheless, for numerous other reasons, investing right now in real estate could prove to be advantageous for us! Let us see how and why!



## Survival of the Fittest

Currently, a lot of small businesses have seen a collapse due to the pandemic. Moreover, businesses that were not small yet unfit to meet a lot of criteria too have been wiped out of the market. That has only left the strongest competitors in the real estate industry. So we have the privilege to choose for the best of the best!

## Our Wish is their Command

Yes! Because the surviving developers are trying to stay in the market, they are more lenient than ever! We now have the upper hand in negotiations, so we can easily grab a superb piece of property at an attractive price! An investment right now, therefore could yield great benefits.

## An all Around Fruitful Investment

If we are not convinced enough, we could still ask, why real

estate? The answer lies in analyzing the present situation. Once we get through this, the recovery period will undoubtedly see an inflation in our economy. And as we know, the value of real estate mostly goes up, so that would mean great return on investment over decades to come. Such cash flow in a future that is so unpredictable could help us survive in prosperity.

## What to Consider

Even though the market currently holds a limited number of developers, it does not mean we should blindly choose one. It is essential to do our research, look into each developer's strengths. If a developer cannot guarantee to keep their commitment, no matter how small it is, it is not for us. Experience and credibility right now very important, so let's take our time and do some strict evaluation to make a great investment!

# Customer Review



“I chose bti solely because of their reputation of not compromising on quality construction. They delivered just as promised; I got a beautiful home in a place where I can rest easy with my family.”

Prof. Dr. M.R. Khan & Dr. Nahid Fatema  
*Ivory, Niketon.*

Upcoming project

# Experience living at Mirpur

## A place full of life

In the heart of Dhaka, Mirpur beats so lively that it attests the other locations in terms of different perks and connections. This area has been flourishing like a blooming flower, with exciting new dwellings taking shape in it. Let's take a look!







Royal pines

Mirpur has always been a place which attracts people to reside because of the many perks it has to offer. One of the major advantages which this place has is the easy commute system. You can travel to any part of the city from Mirpur very easily at any hour of the day. This area is known as one of the focal points of public transports. Furthermore, Mirpur can be a great place to dwell also because of the availability of any kind of civic facility one might need in order to lead a hassle-free life. Let it be grocery shops, medical shops, hospitals or shopping malls, if you are living in Mirpur, you wouldn't have to travel a long way to access any of these. Every amenity is just at your fingertips and is accessible whenever you might require.

Mirpur is known as one of the liveliest places in all over Dhaka. There are a number of options for entertainment including the National Cricket Stadium and the National Zoo. The place is filled with loads of good dining places, so if you want to take a



Sanchari

break from the kitchen, you wouldn't have to worry living at Mirpur. You can just dine at any of these many restaurants of different cuisine and have a quality time with your family and friends.

bti has a number of upcoming projects in this amazing location of Mirpur-

- Cosmopolis ● Royal pines ● Sanchari ● Shoronika
- Green View ● Splendor Mansion ● Welcome Home

All of these projects are located at such places which would be very convenient for anyone to live a trouble-free and comfortable life. Moreover, the buildings come with all sorts of necessary amenities and services which could be required by the residents, ensuring a healthy and peaceful life for them.



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