



Newsletter

OCTOBER 2017

PROPERTY
IN FOCUS

LAKE VIEW

at Gulshan 2





Building
homes &
creating
happy memories for

34
YEARS
IN DHAKA

13
YEARS
IN CHITTAGONG

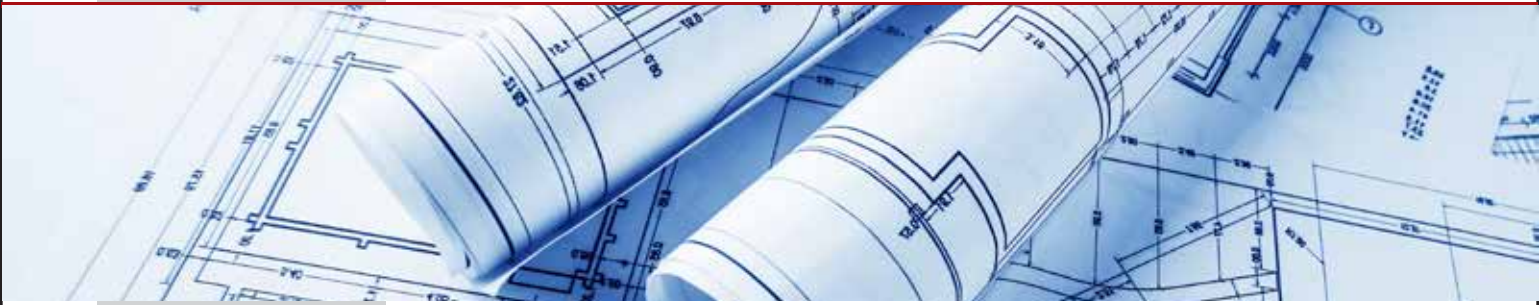
4
YEARS
IN COMILLA



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34 years of excellence in design

At bti, design is more than just the means to build homes. It is the starting point of goals, visions and expectations. For over 34 years, we have been providing innovative design solutions that are both functional as well as inspirational- be it a residential or commercial project. Our customers always come first in everything we do. With more than 5000 customer profiles, we work with a diverse range of people and we ensure that the needs and expectations of both the landowner and the customer are met in all our projects. Whatever the size of the project or the location is, we are set to deliver designs that are transformative and construction of the highest quality.

In our 4th issue of the newsletter, you will find a tête-à-tête with Mr. Ahsanul Haque, COO (operations) of the Design Department, home buying guide on “Design Factors to Consider When Buying an Apartment” as well as Lake View, our property in focus this month. You will also get to know about the latest happenings at bti such as events, upcoming projects, etc. We hope you will find the content informative and interesting which has been our endeavor in bringing out this newsletter.



In Conversation with Md. Ahsanul Haque Chief Operating Officer of Design Department at bti

Besides construction, design is a core function of a real estate business, one that requires creativity, understanding of customer mindset as well as problem solving skill. In this month, we sat with Mr. Ahsanul Haque, Chief Operating Officer of Design Department at bti who gave us an insight into his experience at bti as well as crucial elements in the design aspect for ensuring customer satisfaction.

How long have you been with bti and how has your journey been so far?

I have been with bti for a long time, for over 16 years. I have had a quite exciting and enjoyable career from the very beginning. I joined here as a Manager and then was gradually promoted to General Manager, Executive Director and then to Chief Operating Officer. Initially, I used to look after the construction department and then had responsibilities of logistics, purchase and other departments. Now I am looking after the design team. I have been nominated as the management representative of "bti" for ISO 9001:2008 certification since 2006 as well for LEED certification of bti Landmark at Gulshan Avenue. It has been a remarkable and enjoyable journey working with the entire bti team.

What do you think is the main focus when designing a building?

We focus on customer centricity since our buildings are essentially designed for our customers to live in. We consider various aspects of the building, such as functionality, aesthetics, location, orientation, etc. for the comfort of the users. We also ensure the design economy to justify the value of money of the customers. We design buildings on the basis of several factors like location, customer requirements and socio-economic factors concerned with the proposed building. Our customer is always our first priority and it is reflected at the start of land procurement, when we take up a new project. Our architects interact with the landowner and customer to take their feedback and incorporate those for successful design.

Building safety is important in design and construction. How does bti ensure that in design part?

Of course, we give paramount importance to building safety and we ensure that in several ways such as we design building in compliance of Imarat Nirman Bidhimala 2008 and fulfill other regulatory requirements including environment pollution impact, earthquake, fire safety etc. We follow building codes such as BNBC, ACI, ASTM, etc. Apart from these we have in-house engineers for electrical, plumbing design who are all experts in their respective fields. Since we are committed to our customer safety we have a zero design violation policy.

bti is known for on time delivery. What is the role of the design department in ensuring this?

Our brand promise is "Delivering quality and on time handover" and every department including the design department is involved in this regard. The design team provides the design and drawings before commencement of construction so that the concerned

departments can go through the design and overcome any discrepancies for smooth construction work. We provide the design in full set including architectural, structural, electrical and plumbing in the very beginning. Our designers visit the project site to meet any design requirement for faster execution of construction

work. During the finishing stage, the selection of finishing materials is also done earlier by the designers so that work is not hampered.

Apart from these, our designers and architects also meet the landowners or customers along with customer service and construction team to solve any issues or discuss modifications required by the customer or landowner for faster execution and on time delivery.

Recently, we have seen a lot of fire outbreaks in buildings.

What steps are taken by bti to ensure fire safety?

To ensure fire safety, all bti buildings have modern

“We focus on customer centricity since our buildings are essentially designed for our customers to live in.”

fire protection system such as fire hydrant, fire alarm and also water sprinkler to prevent any fire hazards. Moreover, we have an option to provide gas detector in kitchen to avoid fires due to leakage of gas. We also ensure the regulatory requirement of fire department in every project.

What does bti do differently to reinforce superior earthquake resistant feature in its buildings?

We understand most of the people in the country are worried about earthquake safety in buildings. However, as aforementioned bti follows strictly all rules and regulations in design and construction. Apart from that we also focus on innovation through research and development. bti sponsored a research on strengthening building structures against earthquake. All bti buildings are now designed based on the research findings and incorporates steel column jacketing at ground floor for greater earthquake resistance.





Home Buying Guide:

Design Factors to Consider When Buying an Apartment

When you decide to buy an apartment, the primary thing to consider is the location undoubtedly. But beyond that, you also need to pay attention to other factors so that you can make a sound investment decision to buy a home that is comfortable, aesthetic and functional and that is where the design comes into the picture. In this home buying guide, let us take a look at the five important design factors you should note when choosing your first apartment.

Exterior design

Since most of the time buying a home is a once in a lifetime investment, you should be satisfied with the building's exterior façade. In today's competitive real estate market, you will find a plethora of high rise buildings in the city but very seldom you will find one apartment that is unique in design. When you buy a home, it is more than a place to live in. When choosing a home, make sure you will love showing off your address to your friends and family, after all it is where you will also be coming back to every day.

Real estate experts suggest that apart from an aesthetic exterior façade, you should note the materials used since exterior façade, being the most exposed, can deteriorate fast if good materials and finishes are not used.

Interior design

Master bedroom size

You want your bedroom to be the most comfortable zone so before buying make sure the master bedroom is adequate in size. You can customize it later to your heart's content by adding a walk-in closet if you love shopping or adding a small office corner if you are a workaholic. You can even add a bookshelf wall and make a small reading nook if you are a book lover.

The options are endless so make sure your bedroom is perfectly sized for all that you want it to be.

Separation between private and common space

When you invite guests over, you do not want them to be able to peek into your messy bedroom or any other private zone. Make sure that the apartment layout of the home you want to buy segregates common spaces like living room, dining room, guest room from bedrooms, bathrooms and so on.

Ample light and ventilation

In Dhaka city, bright light and clean ventilation are often rare elements in apartments which are clustered together with little space between buildings. While browsing through apartment layouts, you should ensure there are enough window or openings and verandahs to allow ample light and ventilation. A reputed developer company will ensure not only the building safety but also the quality of living it provides.

Most developer companies in Bangladesh will provide a standardized building but a few reputed real estate companies allow apartment customization so that you can make some modifications without changing outer elevation. So before buying a home, have a checklist of your wants and needs and convey those to the developer company so that you can find the perfect home for you and your family.



Property in Focus

LAKE VIEW

at Gulshan 2

Staying true to the flair of bti Premium Collection, Lake View is the latest addition to epitomized luxury living in the prestigious location of Gulshan 2. Situated in a prominent location on a South-East corner plot, Lake View overlooks Banani Lake where you get treated to serene lake view right from your apartment. It gives you easy accessibility to Banani, Gulshan 1, Kemal Ataturk Avenue with reputed schools, universities, medical facilities and ample recreation centers just around the corner.



From elegant entrances to luxurious rooftop, this apartment abounds with exceptional finishes and extraordinary architectural details. You will be greeted with elegant water fountain and soothing greenery at the entrance. Ample security provision with CCTV monitoring, intercom connection and a security room for monitoring of the gates round the clock ensure your home is a safe haven.

Lake View consists of single unit homes with 3 bedrooms and attached bathrooms and has a spacious apartment size of 2440 sft. Most of the bedrooms are south facing for ample light and ventilation and the living room is angled to give you great views of the lake. Apart from all these, Lake View rooftop is the perfect sanctuary for you with garden area, BBQ area and community hall. You can relax and enjoy by yourself or host a party night for your friends and family. An elegant water fountain also adorns the rooftop where you can hear the gentle flow of water along with enjoying the scenic beauty of the lake.

“ Situated in a prominent location on a South-East corner plot, Lake View overlooks Banani Lake where you get treated to serene lake view right from your apartment.”



Customer Testimonials

Our mantra is to win the customer's heart and it gives us immense joy and pleasure when we receive customer appreciation. It shows us that our hard work and dedication have paid off and motivates us to be relentless in our pursuit of providing unparalleled customer service in the real estate sector.

THESE ARE JUST A FEW EXAMPLES
OF WHAT OUR HAPPY CUSTOMERS HAVE TO SAY ABOUT US.



“bti was our first choice when we wanted to buy a home. Their reliability and strength in construction are already well known and on top of that, they have an excellent customer service team who always reached out to us and made sure we had a hassle free and smooth home buying journey.

Mr. Md. Mohosin Uddin & Family
Elan, Uttara, Dhaka

“bti is well reputed in the industry for their reliability and on time handover. So when we wanted to buy a home, it was an easy choice to go to bti. They were very much helpful, prompt and responsive with anything we wanted to know. They made our home buying experience a very pleasant one and we are very grateful to bti for giving us the perfect home.”

Mr. Mozammel Haque & Family
Good Fortune, Uttara, Dhaka



Handover Ceremonies

The greatest day in the life of a homeowner is the day of receiving apartment handover after waiting for a long time. At bti, we love witnessing the happy faces on our homeowners when they receive their apartment handover.

Here are a few of our happy homeowners celebrating their handover day.



Mr. A.B.M Shamsul Alam and family receive handover of apartment unit in Casilda



Shamsul Hoque and family receive handover of apartment unit in Oendrila

Upcoming project

The Sanctuary

MIRPUR -6

The Sanctuary from bti Classic Collection is conveniently located in Mirpur 6. It offers a refreshing home adorned with greenery on its front façade which gives you a break from the monotony of the city. A modern 8-storied building with only two units per floor ensures you get to enjoy living in a small community.

The apartments offer 1815sqft size with 3 bedrooms and bathrooms. Carefully arranged verandahs, doors and windows also contribute to the design and ensure your home has a healthy environment with fresh air and bright light. Apart from having modern features and fittings, The Sanctuary provides a great rooftop escapade with BBQ area, community hall and a stretch of lush greenery with sitting area where you can sit back and relax in the serenity.



Joint Venture Agreements

We greatly appreciate the trust placed in us by landowners when they handover their most treasured asset to us and we strive to provide the right value for their property. Our team takes into account the wants and needs of landowners as well as customers and incorporates those in the design of a building so that the end result is not just a building rather the fulfillment of their dream home.



Land signing ceremony of Royal Pines, a 27.5 katha land at Kalshi, Mirpur



Land signing ceremony of Lily, a 5 katha land at Uttara sector 3



PICKLE FEST 2017



Building technology and ideas ltd. (bti) arranged Pickle Fest 2017 on Saturday, 7th October from 10:00 am to 5:30pm at bti Celebration Point. It was a customer engagement program where bti customers showcased their culinary talent in making pickles, one of the trademark delicacies in Bangladeshi recipe.



Alpana Habib, a renowned Bangladeshi Chef who is a familiar face in many TV cooking shows such as Rannaghor was the honorable judge in this event.

bti Pickle Fest attracted a large number of participants who were highly enthusiastic about displaying their home-made pickles. The winning position was jointly clinched by Mrs. Nazmun Nahar of Summerlin apartment and Ms Anika Akram. Ms. Urmi of Shopnobilash and Ms. Asma Akhter Shiuli of The Gift secured the second and third position respectively. Mr FR Khan, Managing Director of bti awarded the certificates to the winners. Md. Shamsul Amin, Executive Director of Customer Service Department as well other high officials were also present at the Pickle Fest.



Signing Ceremony with BIAC

for Alternative Dispute Resolution



Building technology and ideas ltd. signed an agreement with Bangladesh International Arbitration Center (BIAC) for resolution of commercial and contractual disputes through Alternative Dispute Resolution on Monday, 9th October 2017 at bti Celebration Point.

Mr. F.R. Khan, Managing Director of bti and Muhammad A. (Rume) Ali, Chief Executive Officer of BIAC signed the agreement on behalf of their respective organizations. Other senior high officials were also present in the signing ceremony.

bti Sales Mega Event



bti Sales Mega Event is an annual event of the sales department to celebrate the achievement of the team and recognize the high achievers through award giving ceremony. It was held on 20th October 2017 at Istanbul restaurant. High officials as well as other department team members attended the program to celebrate the success together.

Mr. H. M. Tarikul Kamrul has an experience of 14 years. He completed his MBA in Marketing from IBA, University of Dhaka. Prior to joining here, he was the Cluster Market Director of Robi Axiata Limited. Previously, he worked in MGH Group, British American Tobacco Bangladesh and Transcom Electronics Ltd.

Mr. H. M. Tarikul Kamrul has joined our leading team this month as Chief Operating Officer for the departments of Business Development (BD), Sales, Brand & Marketing.



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