



# Newsletter

OCTOBER 2019



Business in Focus:

## The Business Center



Building  
homes &  
creating  
happy memories for

36 | 15

YEARS  
IN DHAKA

YEARS  
IN CHATTOGRAM



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*bti has always focused on customer satisfaction and has come through for them again and again. They have already made a name for themselves in the real estate world, and are now expanding in other directions. We talked to Fazle Rabbi Shayokh Ahmad, Executive Director, SBUs. He gave us insights on how bti is diversifying their business and how the operations are going. This month's issue also features GrihoKabyo, a television show about home construction and décor and our latest edition to the Classic Collection, La Esencia. Have a great read!!*

# In Conversation with

Mr. Fazle Rabbi Shayokh Ahmad  
Executive Director, bti SBUs

*In this month's issue, we talked with the Executive Director of bti SBUs – Mr. Fazle Rabbi Shayokh Ahmad who shared with some helpful insights on the how bti is expanding its reach and diversifying its business.*



## What are bti's SBUs?

bti SBUs are a diverse range of businesses in various sectors. The objective of having this SBUs are to, in some cases facilitate the core business of bti. That's one part of it that consists of approximately 10%, 90% is to open up avenues to generate revenue from other sources which are not necessarily aligned with their core business. We have Do-Dial, Management Development Center, The Business Centre, On The Go, 360 Solutions.

### *Please give us an overview of the SBUs.*

Let's start with the Do-Dial, which was started to provide complete business process outsourcing service to the prospective customers. Do-dial has three units, first of which is providing bti in-house support to customers of Luxury+, Classic, Standard Collections, Business Development, bti Brokerage, and to some extent to Interior Solutions and Building Products. We generate leads for them which help them close deals. This brings us to Do-dial domestic, which helps other businesses like MetLife, Link3 Technologies Ltd. and Akash, some of the best consumer services available in the country. We provide them with call center operations for their businesses and generate leads for them that they convert to sales. Similarly the third wing, Do-Dial international does the same for clients overseas, need call center services for their life insurance to recruiting agencies to microfinance companies. We are also in discussion with signing a deal with Netflix, so something interesting may await our customers.

Next is the Management Development Center, which provides services like corporate training, skill development and e-learning. To conduct corporate sessions, we get some of the best trainers in the industry to train corporate employees from various organizations. For skill development, we host a range of training sessions for skill sets ranging from MS Office, graphic designing to digital marketing by experts. We also developing an E-learning platform which will enable self paced students foster their skills. We are in talks with Google Kormo to collaborate and help deliver proper e-learning facilities to potential customers.

The Business Center is a fully serviced, furnished office space for customers who don't require a permanent office space for clients ranging from entrepreneurs, freelancers to businessmen. This is very convenient for startups and freelancers who require an office environment to work but investing in an office is not feasible for them. TBC provides



While diversifying and catering to different clientele is our target, the objective of having SBUs are to, in some cases facilitate the core business of bti.



them with a wide range of amenities which are catered to individual needs. We have private rooms for teams of different sizes, conference and meeting room facilities and seminar halls (See Business in Focus for details). We also have an adjacent cafe, On The Go, which provides both TBC clients and bti clients and employees with hygienic and delectable food with discounts available for TBC clients.

### *What can clients look forward to?*

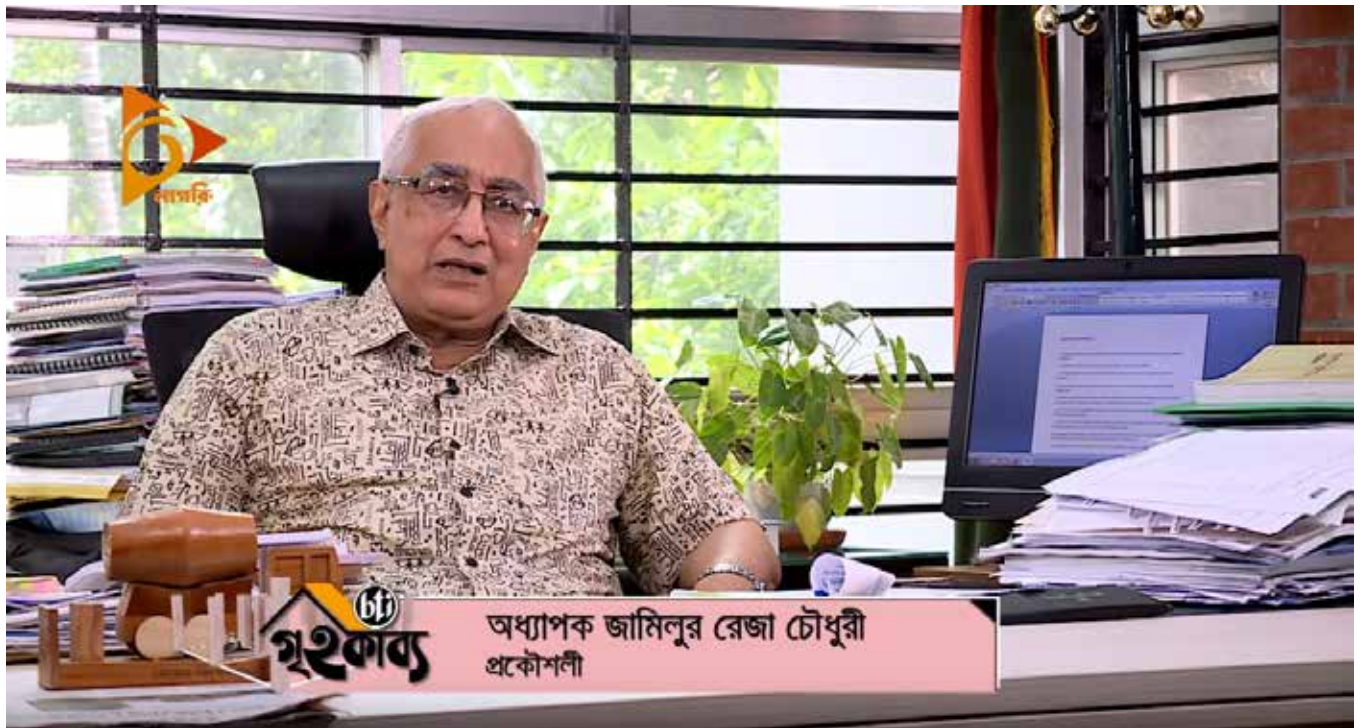
Very recently we launched a new SBU, 360 Solutions that provides complete service solutions one might need at home. These include servicing, repairs, plumbing, electricity, pest control or support staff for the building like guards, cleaners, etc. We have signed deals with service providers like KENT (water-purification), OTOBI (home-furnishing) and many more. Our customers will enjoy special discounts for being affiliated with us from our partners. All in all, 360 Solutions is aiming to provide a plethora of services under one bundle.



*GrihoKabyo is an informative show brought to you by bti, designed to answer your questions on how your homes are constructed, how you can decorate them to your taste, what landmarks you can visit, followed by good places you can live in.*

Building technology & ideas Ltd., bti, presents a television show which airs on Nagorik TV, on Saturdays at 8:30pm. It discusses everything you might want to know about home construction and decor. The show is divided into different segments which covers construction, home decor, interior design, landmarks and locations to live in followed by a Q/A session.

The first segment covers the procedures of construction, how safety is taken into account while designing and building a home. Explaining how the standards set for the industry have to be maintained and why they are important, provide very insightful sessions for people looking to understand how their homes are built. The second segment mostly covers the fittings inside an apartment; which fit well with the design as well as the possible expenditure. Which brings us to the next segment where like the first session, experts



**bt** **গৃহকাব্য** অধ্যাপক জামিলুর রেজা চৌধুরী প্রকৌশলী

talk about the planning of how the inside of the apartment is designed in keeping with both the aesthetic and structural integrity? The discussions also include how light and other factors have an effect in maximizing the interior space.

The 4th segment covers different landmarks located across the country. Here, the architecture and beauty of the landmarks and their significance in discussed in detail, a very informative segment for people who may want to visit these distinguished landmarks. The next segment covers different localities and features their highlights and advantages. This segment serves as a guide to those who are looking to move to a different neighborhood. Finally a question and answer

segment ends the show where any home-ownership related question asked in the previous episode by the viewers is selected and answered. And that concludes this insightful and knowledge-filled show. So stay tuned!!



**bt** **গৃহকাব্য** দায়িক আজম হুপটি



**bt** **গৃহকাব্য** মুজিব খালিদ পান্থ হুপটি



**bt** **গৃহকাব্য** ড. এম. শাহীম জেড বসুগিয়া প্রকৌশলী





## Business in Focus: The Business Center

*When starting a business, your office management duties can get in the way of your progress. It is especially important to focus on the plan you prepared for your startup or project to make it successful, so spending time on office management is a luxury seldom can afford. The Business Center can take care of your office management issues, while you focus on making your business a success.*

At the heart of Gulshan, a premier business address, The Business Center provides you with a fully serviced, furnished office space for clients who don't require a permanent office space. Office management can get hectic, and it takes a good chunk of the time out of the working day, which is not feasible for startups or businesses trying to focus on running and expanding their business or organizations experimenting to launch a new project.

TBC provides a one-stop office services for every kind of business. We have options for all kinds of teams. Whether it's a single person or a



2-10 person team, there are different categories of suites available for them, namely startup suites, executive suites, manager suite. There is also a general co-working area for clients who prefer working in an open space. If a client doesn't want to sit at TBC we have a virtual office option for them where their calls and emails will be received by TBC staff and basic office operations will be managed by them.

There are conference rooms available that seats 14 people, which is perfect for holding important meetings and presentations, complete with overhead projector, PA system and video conferencing. Seminar and training halls are available to clients for their perusal for seminars, trade shows and training sessions. All the services come at a very nominal price depending on the choice of the bundle that can range from tk50/hour to Tk200000/month.

TBC is fully air-conditioned with high speed internet for its clients, dining halls and a pantry. There is also an adjacent takeaway cafe, On The Go, that provides hygienic and enticing food. OTG has exciting offers available for TBC customers like unlimited snacks and discounts on beverages.

All-in-all, The Business Center is a great place to start a business and grow it, not just because it has so many facilities, but also because it enables networking amongst the clients, who also get exposure to not only other startups but international clients as well. Clients can run their businesses smoothly while leaving the office management up to TBC.



# Customer Testimonial



“My experience with bti has been wonderful. It was very reassuring for me to see them committed to their work throughout the whole process.”

Kazi Shaela Akhter and family  
Shouthern Height, Uttara, Dhaka.

## Upcoming Project: La Esencia

La Esencia, an upcoming project of the bti Classic Collection, is located at Uttara Residential Model Town, Dhaka. Uttara is a peaceful haven, and you can feel the true culmination of grace and elegance at La Esencia, as you enjoy the view of the vast expanse of the airport runway close to your abode. Discover all kinds of fine establishments near you just a few minutes away from home.

This 9-storied beauty sits on 4.97 katha land and includes apartments of 2137 - 2159sqft with 4 bedrooms and 3 bathrooms. Here you will enjoy an incredible lifestyle with all the modern amenities that an apartment can offer. You enter through the elegantly crafted gate and are greeted by a concierge, and as you enter you see that the outside is neatly decorated with greenery to give the building a more natural look, similar to the rooftops, that can be used for a quiet retreat or a social gathering. La Esencia is designed to protect the resident against the weather and keep it cool during summer and safe from dampness during monsoon. These single unit apartments are very well ventilated. They are designed keeping the orientation of the plot in mind to maximize comfort.

La Esencia is near some of the best dining hubs for you to enjoy with family and friends. Just stone's throws away are some of the best educational institutes, hospitals and banks. Truly a splendid choice for a home, La Esencia has been designed to balance between the city chaos and green serenity.



# Joint Venture Agreements

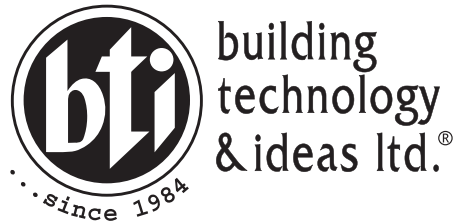
We appreciate the trust and faith our landowners put in us. We strive to provide the right value for their most treasured asset.



*Land signing of  
'Oak Land',  
an 4.09 Katha land at  
Uttara, Dhaka*



*Land signing of  
'Pinehurst',  
an 5.256 Katha land at  
Uttara, Dhaka*



building  
technology  
& ideas ltd.®

*in pursuit of excellence...*

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