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**Strategic Risk Identification in High-End Apartment Seasonal  
Marketing Project for Real Estate Businesses in Dhaka**

School of Technology and Innovations  
Master's thesis in Strategic Project Management

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**ABSTRACT:**

This research study explores the strategic risk factors which are linked with seasonal marketing strategies for the Dhaka high-end real estate market. With rapid urbanization, increasing wealth and a substantial amount of infrastructure development, the luxury housing is in great demand. The study is based on risks confronted by real estate companies especially during the peak periods like Eid and Bengali New Year, and it gives emphasis on operational, market and external risks. It highlights key challenges that are like resource constraints, volatile demand, fierce competition and disruptions in the chain supply. The study highlights the need of differentiation strategies, market intelligence, and digital marketing using Porter's Five Forces conceptual framework and stresses on how to diminish the risks and enhance the efficiency of marketing efforts. The study provides theoretical insights into strategic risk management in real estate and provides practical advice for developers, marketers and policy makers to remain successful in navigating the multiplex dynamic of Dhaka real estate and successful seasonal campaign and long-term success.

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**KEYWORDS:** High-end real estate, seasonal marketing, strategic risks, Porter's Five Forces, risk mitigation strategies, luxury housing, urbanization.

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## 1 INTRODUCTION

The high-end apartment market in Dhaka is experiencing significant growth due to urban expansion, rising affluence, and significant infrastructure developments. This trend presents substantial opportunities for real estate businesses catering to premium residential segments. Dhaka's rapid urbanization and population growth have intensified the demand for upscale housing, with the Purbachal New Town Project, Bangladesh's largest planned township, offering around 62,000 apartments and essential infrastructure. The establishment of a Central Business District (CBD) within Purbachal, featuring the Bangabandhu Tri-Tower, is expected to attract affluent residents seeking proximity to business hubs. The overall real estate market in Bangladesh is experiencing a surge in demand for affordable housing due to rapid urbanization and population growth. Real estate businesses targeting the high-end apartment market in Dhaka should focus on leveraging infrastructure developments, emphasizing quality and exclusivity, and understanding demographic trends. By aligning with urban development initiatives and focusing on quality and exclusivity, businesses can effectively capitalize on the growing demand for luxury housing in the city (Mohiuddin, 2014). Additionally, urban development in Bangladesh along with economic expansion and employment opportunities fundamentally stem from the real estate sector according to Khan & Barua (2009). Seasonal marketing transparency enables the real estate industry to prosper best in competitive markets such as Dhaka which targets elite buyers for high-end residential apartments. Real estate companies utilize these promotional initiatives during Eid along with Bengali New Year and winter months as well as international holidays to target wealthy purchasers and investors throughout the campaigns. Strategic Dhaka locations serve as focal points for these advertising efforts which target prestigious consumers. The budget range of BDT 50–100 million funds these promotional campaigns which run from 3 to 6 months. The primary goal centres on obtaining maximum readability from target people during busy consumption times (Ahmed et al., 2017). Through these marketing initiatives project managers can optimize when they direct their marketing strategies for maximum customer reach therefore driving improved sales performance and better on-site visibility. These campaigns face

multiple challenges during management because of strict timelines and constrained resources as well as market and regulatory changes (Nehrin, 2023). Different industry sectors require risk management to achieve successful seasonal marketing initiatives. The retail and tourist industries require risk evaluation according to Anders Steene, (1999). The risks that affect successful marketing apply to changes in product demand together with challenges related to supply chains and variations between organizational operations and market performance. Project managers need to create contingency plans and mitigation methods during planning sessions so execution can benefit better according to Kolisch, (2010) who stressed the necessary importance of these actions. Khan & Barua, (2009) and (Kalam & Maren, 2017) identified general problems affecting real estate markets in Dhaka, but they failed to investigate how seasonal promotional activities affect the industry. Market readiness together with customer behaviour form the backbone of time-sensitive seasonal marketing campaigns according to existing marketing knowledge. The role of project managers is crucial for merging marketing strategies with operational plans to prevent marketing risks including delayed campaigns and failed expectations (Yanz & Ming, 2024).

However, research about the real estate sector of Dhaka primarily focuses on general marketplace principles together with consumer preferences and advertising methods. The research conducted by Ahmed et al. (2017) investigates marketing strategies as well as consumer engagement whereas Khan and Barua (2009) focus on regulatory issues and market volatility. The research by Kalam & Maren, (2017) examines macroeconomic variables with regulatory impacts on the housing industry yet it fails to understand complex marketing structures for seasonal campaigns. The research does not analyse operational challenges along with risk factors that project managers experience when organizing and executing seasonal marketing campaigns. Research within marketing about seasonal campaigns shows how customer conduct and timing matter (Yanz & Ming, 2024) without considering project management elements. The findings presented by Anders Steene, (1999) about risks in retail and tourism sectors lack applicability for the real estate industry. Research on how fundamental concepts of contingency planning and risk mitigation affect high-end real estate campaigns in Dhaka is scarce according to

Kolisch, (2010). Seasonal marketing operations expose significant critical risks that researchers have yet to fully understand since project managers regularly encounter time constraints and insufficient resources together with conflicting stakeholder requirements. Barua et al. (2010) document political instability together with regulatory changes as primary risks within Bangladesh yet fail to apply their analysis to seasonal marketing operations. External business forces including market volatility combined with supply chain complications and unprepared customers go without sufficient attention. Academics have disregarded the operational and risk management issues that project managers encounter within high-end real estate seasonal marketing in Dhaka which creates a substantial gap in industry knowledge. Previous studies look into marketing strategies as well as consumer behaviour (Ahmed et al., 2017; Kalam & Maren, 2017) but do not look at very crucial success hurdles such as resource limitations as well as regulatory uncertainties and also stakeholder misalignment particular to project administration projects. The research explores the risk factors that project managers encounter during seasonal high-end real estate operations in Dhaka while examining the operational issues marketing strategies independently cannot resolve. An analytical review of these risk factors with their campaign impact effects will enable the study to generate practical recommendations for risk reduction strategies. The research connects strategy development to operational delivery which advances effective risk management methods for the competitive real estate sector of Dhaka.

Moreover, the main aim of this study is to identify the strategic risks of seasonal marketing campaigns of high-end apartments in Dhaka real estate market. In particular, the research aims to pin-point and study the significant risk factors faced by project managers that have been put in place in the planning and implementation of these campaigns, to explore their overall effects on the success of the campaigns and to suggest ways of minimising the aggressive incoming risk to introduce the campaign impacts. The key research question is “What are the main risks that hitting seasonal marketing campaign for high-end apartments in the real estate sector of Dhaka?” The study aims to improve seasonal campaigns for Dhaka high-end real estate, contributing to urban development, economic growth, and employment. These campaigns, with

budgets of BDT 50-100 million, impact developers, investors, marketers, vendors, and buyers.

### 1.1 Explanation of Key Concepts

The fundamental concepts of this study are Real Estate Business in Dhaka, Bangladesh.

**Table 1.** Key Concepts

Term	Explanation
High-End Real Estate Business	The commercial activities of luxury property development and marketing which cater to wealthy customers fall under the category of high-end real estate business (Khan & Barua, 2009; Ahmed et al., 2017).
Dhaka	The real estate business in Bangladesh concentrates in Dhaka the capital city because of fast-paced urbanization alongside economic expansion while building high-demand properties for various customers (Khan & Barua, 2009; Ahmed et al., 2017).
Seasonal Marketing Campaigns	Seasonal in store marketing activities run through holidays such as Eid and Bengali New Year. Consumer activity increases, in particular in the real estate market, because developers focus on wealthy consumers who seek high luxury housing. Time-sensitive projects need to be implemented and implemented so as to capture most of

	the client engagement during the peak purchase season (Flores et al., 2023).
Risk Management	Project risks are identified, assessed, and mitigated via risk management. This involves managing operational risks like resource restrictions, market risks like shifting demand, and external risks like political instability or supply chain interruptions in seasonal real estate marketing campaigns. Risk management solutions assist real estate organisations overcome these hurdles and execute campaigns on time (Mohamad Khan et al., 2012).

## 2 LITERATURE REVIEW

### 2.1 Types of Risks in Seasonal Marketing Campaigns

The high-end real estate market of Dhaka exists in a dynamic condition that continues to grow more demanding. Project managers need to understand the important risks related to seasonal marketing campaigns because these tools serve both for increasing brand visibility and generating sales. An effective risk management system helps projects achieve their goals by dealing with unknown factors. This review examines all sorts of risks which affect seasonal marketing campaigns within Dhaka's premium real estate market using research from project management and marketing combined with insights from real estate literature.

Operational risks act as critical factors which determine the outcomes of seasonal marketing campaigns operating within real estate markets. The risks that affect success stem from limited resources and pressing deadlines together with coordination difficulties. Budgetary restrictions along with staffing problems both act as barriers to campaign execution because resources are used for handling various projects Kolisch, (2010). The success of promotional efforts suffers from delayed execution of digital content and advertising space acquisition particularly in high-demand times like Eid and Bengali New Year (Nehrin, 2023). Company performance depends on time-sensitive marketing which Anders Steene, (1999) showed affects seasonal promotions that occur during specific holiday seasons. Implementing a marketing campaign after optimal moments has passed reduces its effectiveness because missed peak customer interaction opportunities will result in unmet sales targets (Yanz & Ming, 2024). Seasonal campaign operations face important challenges related to coordination issues as a significant risk source. Project managers need to synchronize different stakeholder operations among marketing groups and media companies and suppliers and real estate project developers. Any unaligned stakeholder objectives or delay from any involved party will cause fundamental damage to the campaign strategy. Delays in construction timelines faced by Dhaka real estate developers would harm the credibility and success of the campaign (Barua et al., 2010).

The real estate sector faces three main market risks which include unpredictable demand levels together with industrial competition and consumer purchasing patterns. The unpredictable pattern of client demand remains a key risk factor since it becomes impossible to anticipate market conduct during festive times such as Eid or Bengali New Year (Ahmed et al., 2017). Numerous developers fight for the attention of wealthy buyers since it stands as a major competitive element. The implementation of parallel marketing campaigns at peak periods creates market rivalry which results in excessive competition when trying to make distinct offerings stand out within crowded markets (Kalam & Maren, 2017). Success rates of seasonal marketing campaigns directly depend on what customers choose to buy. High-income buyers normally proceed with real estate purchases according to season-specific preferences as well as social and cultural patterns. Market risk reduction in the real estate sector depends on precise prediction and behavior understanding of consumers. Reducing market risk in the real estate sector depends on an understanding of these factors and their prediction according to Khan & Barua (2009).

External factors create substantial challenges which affect both the delivery and completion results of seasonal promotional efforts in Bangladesh. The real estate development process encounters two distinct external threats from regulatory changes that halt project advancement and affect advertisement materials shown in campaigns (Barua et al., 2010). The volatile political environment of Bangladesh tends to create market instability and this causes buildings to take longer to construct while disrupting supply routes. Construction delays stemming from strikes or political protests would keep the real estate project unfinished which prevents marketing teams from delivering the completed properties on schedule. Project managers need to readjust their campaign plans or push out campaign schedules once they have to synchronize them with actual project completion dates (Nehrin, 2023). The delivery of goods and materials in stable supply chains represents a substantial danger to real estate projects. A marketing campaign needs an effective supply chain which facilitates timely printing services and secures necessary media platforms to deliver digital advertisements to market needs. Supply chain disruptions which include raw material shortages or delayed

digital ad placement interfere with campaigns particularly when campaign events align with specific dates or holidays (Anders Steene, 1999).

The high-end real estate sector produces substantial financial exposure for seasonal advertising campaigns based on the analysis by Kolisch, (2010). Financial losses occur because budget overruns combine with unexpected expenses alongside errors in advertising cost estimation. Economic challenges during advertising programs frequently arise from unconsidered expenses such as press acquisitions or unplanned design shifts which cause budget deterioration. In many cases, seasonal marketing expenditures do not result in the anticipated return on investment (profit) because the anticipated expansion in the market does not materialise as anticipated. According to Ahmed et al. (2017), the responsiveness of return on investment (ROI) in the real estate market is dependent on the market situation. This is due to the fact that a decline in economic conditions, even when combined with an incorrect marketing method, may still result in an unproductive selling consequence.

## **2.2 Types of Projects in Real Estate**

The acquisition of land parcels and the subsequent construction of buildings for the purposes of development and marketing are both sophisticated techniques that are required for real estate improvement activities. The marketing season for premium real estate properties in Dhaka features two main sectors which include building construction together with development operations. One must complete all steps linked to land acquisition together with construction plus architectural design activities and regulatory compliance processes. Privately held properties must be completion-ready before sales and developers should masterfully market their characteristics through promotional materials. The marketing campaign for a Dhaka luxury apartment development should emphasize project completion together with special amenities and exclusive neighborhood placement. Resource shortages or supply chain disruptions leading to construction delays would risk marketing campaign failure when marketing materials go public before the project finishing its completion (Khan & Barua, 2009).

Short-lived time-sensitive marketing initiatives focus on selling products or services during particular dates, festival celebrations or international public holidays. The promotional activities for these campaigns include advertising alongside media placements and events alongside special promotional offers that aim to allure investors and purchasers. A luxury apartment sales campaign for Dhaka Eid holiday depends on television promotions and social media platforms and outdoor billboards. Launching these campaigns needs to happen at the perfect time while also factoring in market developments along with customer predispositions to decrease market and operational risks (Ahmed et al., 2017).

The purpose of investment projects includes drawing investor capital for the development of real estate properties. Project managers supervise marketing efforts to guarantee their ability to fulfill the financial expectations of investors. Real estate developers from Dhaka district launch short-term promotional campaigns to acquire investors from foreign countries searching for expensive residential units. When financial projections do not align with investor relations there is often failure to attract investment (Kalam & Maren, 2017).

Property renovation and redevelopment within real estate projects require periodic marketing efforts to draw potential purchasers. An old building in Dhaka undergoes renovation work to draw the attention of high-end buyers during its upgrade process. The duration and additional expenses associated with final property preparations might negatively affect the campaign's success in case the building is not ready at its scheduled time (Barua et al., 2010).

### **2.3 The Role of Project Manager in Risk Management**

Real estate projects require project managers to handle risks through their responsibility for seasonal marketing campaign management. The project management team identifies all potential risks which will influence the project through operational issues and market changes and financial breakdowns and external elements. Risks that include property readiness delays along with budget overruns and changes in customer demand

must be recognized in luxury real estate projects. Demonstration of regulatory changes to real estate advertising practices throughout seasonal campaigns requires companies to modify their campaign plans. Risk management responsibilities of the project manager include three main areas described by (Kolisch, 2010) as risk identification and risk mitigation and stakeholder alignment.

The analysis of risks together with their evaluation stands as necessary features for successful project management. Project risks gain evaluation by determining their probability along with their effects on project performance. Based on how a risk could affect project success rates project managers establish risk classifications as high priority, medium priority or low priority groups. Effective mitigation strategies are able to develop through proper prioritization of essential issues. A combination of backup procedures along with resource movement and project duration reorganization constitutes these mitigation strategies. Specifically a project manager would create construction delay contingency planning to implement additional marketing strategies and improve communication channels with both contractors and suppliers to handle supply chain interruptions (Kendrick, 2015).

Managers must deliver effective communication to their stakeholders because it remains essential for managing project risks. The campaign needs consistent stakeholder support from developers and investors as well as marketing personnel who understand all potential risks. Regular dialogue enables both parties to understand expectations better while conducting swift problem resolution. When regulatory changes impact both timing and content aspects of the campaign the project manager should notify all stakeholders about risks and adapt the campaign plan properly (Barua et al., 2010).

During the project duration the project manager must actively track both risk elements as well as their corresponding mitigation measures so the project remains prepared for emerging threats and potential risks can be contained. During a Dhaka high-end apartment marketing campaign the project manager needs to track market developments and consumer behaviour along with media spending to guarantee

successful outcomes. The strategy needs strategic adjustment when unexpected changes occur in market conditions (Khan & Barua, 2009).

The documentation of risks and reporting process delivers essential value because it enables future projects and helps organizations develop optimal methods to handle risks in seasonal marketing activities. The project manager conducts post-campaign assessments through a post-mortem analysis to review risk management performance and establish future improvements according to (Kolisch, 2010).

This research analyses the problems and possible challenges which affect high-end real estate seasonal marketing strategies in Dhaka's market. Operational, market, external or financial sectors are the main risk fields for the campaigns of marketing. The executing of campaign activities during peak periods such as Eid and Bengali New Year get challenged from operational risk which include limitations on resources and time bound are linking with and coordinating disturbance (Wiegelmann, 2012). The effectiveness of marketing campaigns is based on the market risks as it is embedded within the dynamics that the demands of consumers are changing and increasing competition, and the behaviour of the market is changing (Ahmed et al., 2017). Those coming from the outside – related to political instability and disruption of supply chain – make it more difficult to carry out the campaign as it needs to be done as per. Budget overruns coupled with inaccuracy of the advertising expense expectation result to financial losses as well as reduce ROI amounts according to Kolisch, (2010). This review looks at the segment of the real property sector not unique to Dhaka that includes land development and also investment and construction activities that require individualized marketing. Seasonal marketing strategies must be coupled with project timelines and additionally market trends because it is reducing prices opportunity dangers (Khan & Barua, 2009). Project managers keep the project a success by identifying risks then measuring the danger and using stakeholder communications based on solutions that requires alignment. Project managers manage campaign direction through risk assessment as needed as making necessary strategic adjustments to keep up the flow of campaign progress. Process of documentation along with post project evaluation provides risk management improvement for upcoming future project ventures

(Wiegelmann, 2012). The Very achievement of successful seasonal high-end real estate advertising in Dhaka means effective Risk management in conjunction with timely project implementation and effective campaign management to tackle both organizational and environmental issues (Sarker et al., 2008).

## 2.4 Porter's Five Forces

According to Goyal (2020) and Porter (2008), Porter's five forces of competitive advantage provide a good insight into how an organisation may get a strategic position in a given market by utilising the five important aspects of the industry. This is something that has been recognised by both of these authors. A model like this was created by Michael Porter. It is anticipated that the five factors will have an effect on the strategic positioning of a company within an industry. Buyer power, supplier power, threats of new entrants, threats of substitutes, and threats of rivals are the many types of challenges that businesses face. Each and every industry is vulnerable to a number of elements that provide an indication of the amount of risk and its significance in a particular industry.

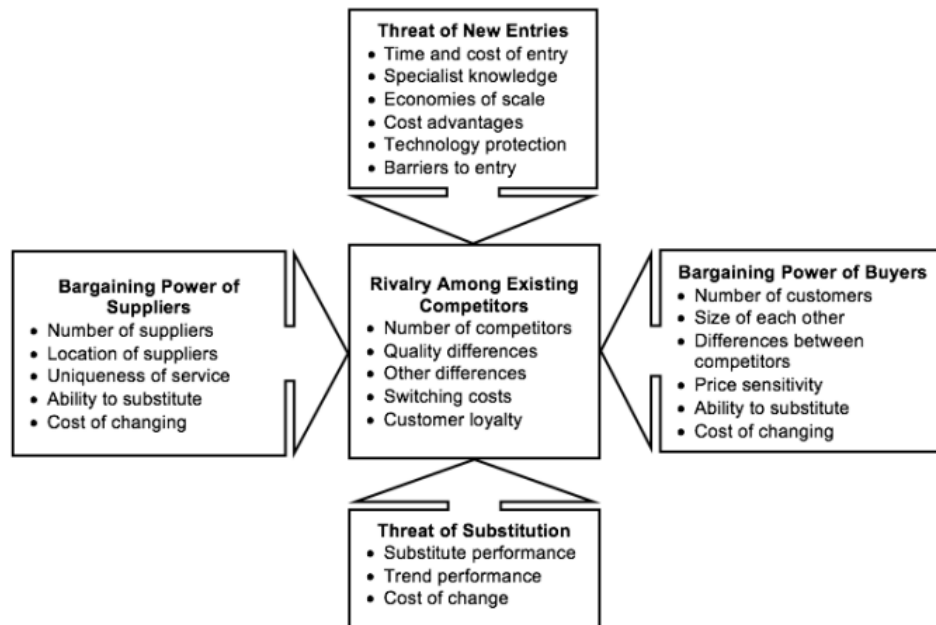


Figure 1: Porter's Five Forces, Resource-Based View, SWOT Analysis (Porter, M. E. 1980).

The market enters new competition when actual competitors launch operations within its existing structure. Porter (1980) explains that low-entry barrier industries welcome

persistent market entry which drives the competition levels among existing businesses towards intensity. New business ventures encounter two major entry barriers which demand big funding and require large operations combined with strong delivery systems and customer devotion. The ease of market entry for new firms allows them to reduce profit potential for existing competitors according to the description provided by Porter (1980). The market becomes risky for new industry entrants because businesses without technological constraints can enter without facing technical barriers as defined by Grant (2019). Online shopping systems created obstacles which prevented businesses from launching conventional retail businesses. The telecommunications industry alongside pharmaceuticals experiences deterrents to market entry due to requirements of substantial infrastructure setup and research expenses (Barney & Hesterly, 2015).

Businesses maintain their market power through setting prices and conditions in whole industries that they can enforce on suppliers. Suppliers gain market strength when they cut down their business existence and control required industrial vital products. Companies gain complete supplier bargaining power through operating with few organizations alongside supplying goods that can only be produced by them. Professor Porter originally presented this concept in 1980 (Porter 1980). According to market force analysis business entities that need special materials or services face strong control from suppliers. The automotive industry faces producer power increases from single-component suppliers who then cause cost increases and price changes (Grant, 1999). Businesses in the agricultural sector benefit from numerous raw material suppliers because this situation reduces supplier power thus enabling appropriate price strategy development.

Both purchasing efficiency that modifies product prices and the contractual provisions of buying agreements constitute the elements of buyer bargaining power. Strong bargaining powers develop from customer bases which are large and from their swift movement between service providers. The sales of a company experience higher consumer power which arises from two Porter's (1980) model indicators that include simplified product evaluation by buyers and their ability to generate substantial revenue. Attaining higher buyer bargaining power exists due to the minimal investment needed

to move between consumer electronics and fast food products according to Kotler and Keller (2016). The ability of consumers to negotiate obtains strength through online review platforms and price comparison websites and their ability to make informed purchasing decisions. The phenomenon of brand loyalty imposes limited purchasing ability on market stakeholders who operate within the spheres of luxury products and pharmaceuticals according to Barney & Hesterly (2015).

The threat of substitute products describes when alternative products or services stand ready to satisfy the same market needs thus causing demand for the industry to decline. Companies cannot charge excessive prices because substitutes create a maximum price threshold (Porter, 1980). The strong threat of substitutes exists mostly within industries characterized by low differentiation alongside multiple substitute products and services particularly in food and beverage sectors and telecommunications. Solar energy and wind power adoption disrupts the traditional fossil fuel industry through substantial market threats to established energy providers as Harris (2016) reports. Traditional cable TV subscriptions have been replaced by streaming services from Netflix thus forcing traditional media companies to transform their business strategies or face diminished market presence according to Luo & Bhattacharya (2006). The power of this force rises in direct correlation to how accessible alternatives are along with their pricing structure and performance capabilities combined with customer perceptive value assessment.

Competitive rivalry intensity describes the competitive level which exists between enterprises operating within a given industry sector. Price wars along with elevated marketing expenses and diminished profitability become typical when rivalry intensity remains strong. According to Porter (1980) the competitive environment depends on several elements which include competitive density alongside industry expansion speed and product uniqueness combined with fixed cost benchmarks. Slow-growing industries featuring undifferentiated products typically face extremely tough competition. Researchers demonstrate that competitive industries featuring numerous businesses like airlines and retailers experience scale effects on rivalry consequently reducing profitability across all firms (Porter, 1980; Grant, 2019). In markets offering distinct

products or service solutions manufacturers can manage to establish premium pricing structures (Kotler & Keller, 2016).

## **2.5 Porter's Five Forces in Business Applications**

The seasonal marketing venture for high-end real estate in Dhaka's market depends mainly on market uncertainties. Project managers in charge of seasonal campaigns encounter various obstacles from market conditions that change unpredictably as well as competitive pressure and shifting customer preferences in this sector. Knowledge of market risks enables the creation of preventive methods to enhance seasonal marketing project performance. This research evaluates market risks present within Dhaka's high-end real estate segment throughout seasonal marketing periods.

Real estate developers face unpredictable market conditions in Dhaka residential sector because demand levels fluctuate intensely throughout the seasons particularly during festive periods when consumers celebrate Eid and Bengali New Year. During these market periods developers face considerable uncertainty because purchasing power of buyers experiences rapid changes coupled with shifting preferences. The real estate market displays high competition because numerous developers target the premium customer segment for their attention and purchases. The dynamic market needs extensive market understanding so developers can overcome their substantial risks (Porter, 1980; Ahmed et al., 2017).

The research focuses on understanding the impact that market risks determined in advance can have on seasonal campaign objectives failing to meet expectations. Changes in customer demand regularly produce stock-level imbalances that damage profit-making potential and prevent marketing events from reaching performance targets. The crowded market conditions during peak periods make it difficult to create successful marketing strategies because competition reaches its peak. The combination of these risks generates major effects on sales success rates and brand position which lowers return on investment levels. A business needs to identify potential risks in addition to establishing effective management methods because they determine the success and survival probability (Kotler & Keller, 2016).

The study presents applicable strategies to reduce risks based on Porter's Market Competitor Forces framework. Market research about consumer behavior throughout slow periods combined with modern digital promotion platforms and distinct market propositions should form the basis for risk management strategies in crowded markets. Developers can proactively tackle market risks through operational methods which let them experiment with consumer forecasts and compete against rivals (Kotler & Keller, 2016; Goyal, 2020).

During 1980 Michael E. Porter created the Porter's Five Forces model that serves as an assessment model to evaluate market competition across industries. The analysis through the model explores five competitive forces which consist of threat from new entrants and supplier power and buyer power and substitute availability and market rivalry level. The high-end real estate market of Dhaka requires developers to understand these industry forces because they affect strategic risks during marketing events such as Eid and Bengali New Year (Porter, 1980).

Demand patterns for high-end real estate properties in Dhaka are inconsistent and multiple developments compete aggressively while market tastes continuously modify. Seasonal events as well as cultural factors drive the changing market conditions. Developers who utilize Porter's Five Forces model can detect both strategic market advantages and risks in busy periods so they create superior marketing strategies and make better strategic choices. Through this approach organizations can generate specific marketing solutions which respond to the distinctive obstacles found in Dhaka's changing market environment (Chowdhury & Sogra, 2015).

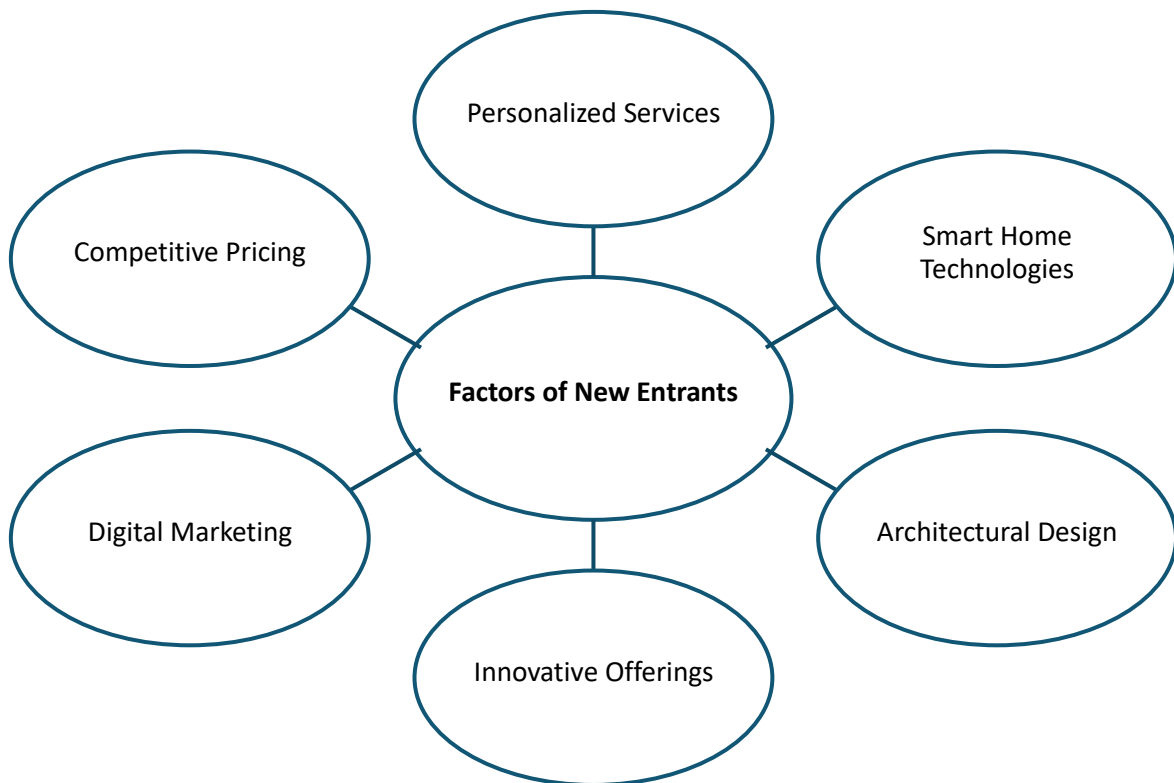
### **Threat of New Entrants**

The market for luxury properties in Dhaka faces important competition from fresh market participants in similar developed urban areas. The market becomes more competitive when new developers enter the market particularly during demand increases that happen at times like Eid and Bengali New Year (Das, 2016). The real estate market experiences an increase in new projects when peak seasons arrive and this boosts market competition. New company startups introduce fresh marketing

techniques to market new products through aggressive pricing activities thereby threatening the market position of established market participants (Lev Razumovskiy et al., 2024).

The festive season triggers developers to compete for buyers through attractive offers that challenge the pricing of established brands according to Vaidehee, (2024). Incumbents must increase their efforts in marketing strategy changes together with price adjustments in order to hold onto their consumer base. New market entrants gain an edge from using better digital marketing methods that capture potential buyers effectively thus creating difficulties for traditional companies to defend their market control (Li, 2022).

The new residential developers provide both distinctive design approaches and better smart home integration and tailored service packages which target the emerging population seeking state-of-the-art living experiences. These changes push traditional companies to develop new strategies in order to compete with numerous market competitors (Allameh et al., 2012).



**Figure 2:** Impact of various factors on new entrants in Real Estate Market (Gao et al., 2023).

The entry of new developers remains a major obstacle for traditional high-end real estate developers operating in Dhaka. The entry of new competition introduces modern methods together with new campaign approaches which shatter standard industry practices in pricing and marketing and project administration. The new market participants force traditional developers to redesign their business strategies and implement competitive methods particularly when the market experiences high demand. Competitive pressures affect both monopoly market positions of existing developers and complete market directions since new entries force standard benchmarks in the sector to evolve. The provision of affordable prices alongside diverse design options and contemporary facilities causes the market to transform by changing what consumers expect and accept (Islam & Arefin, 2009).

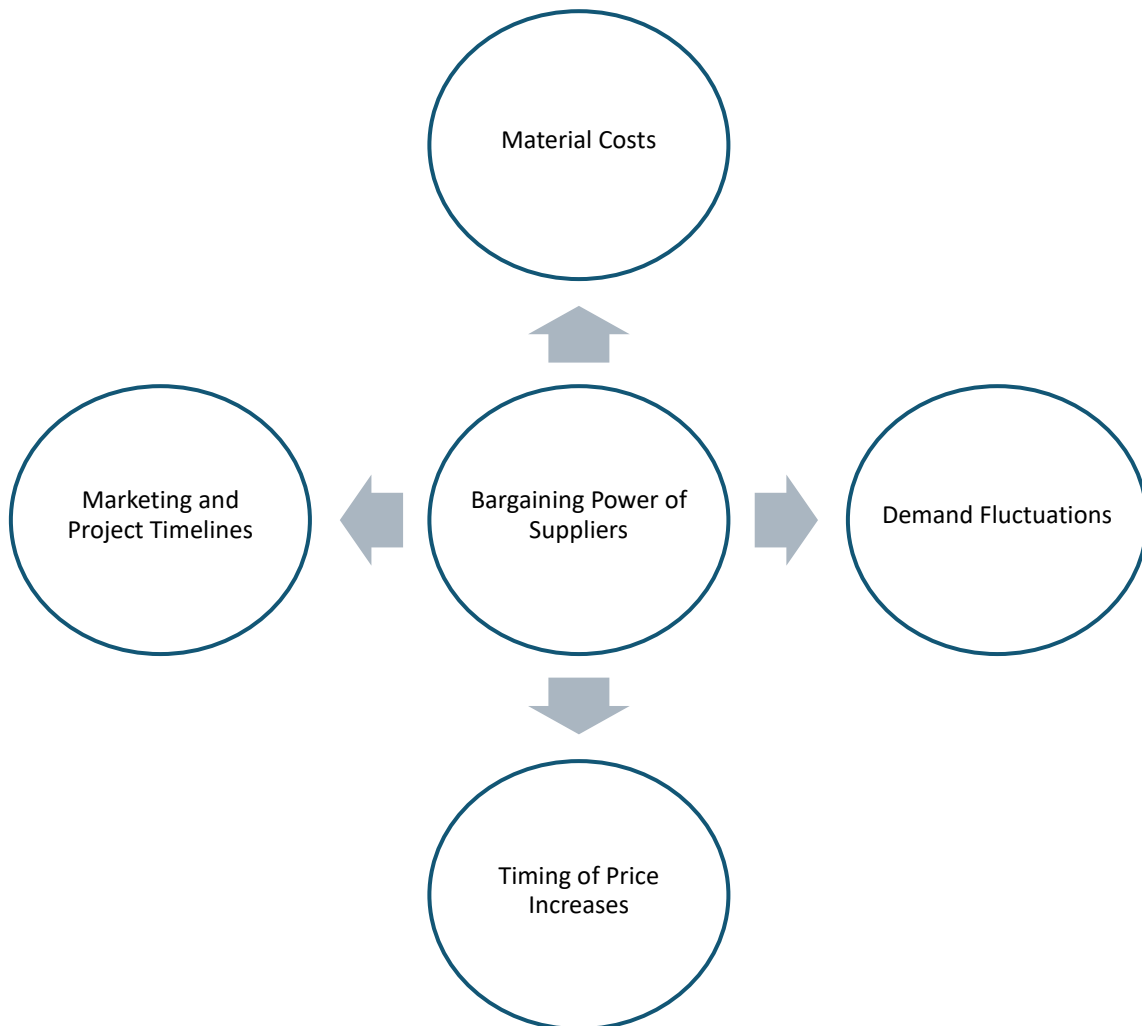
### **Bargaining Power of Suppliers**

The real estate sector experiences significant market impact through the significant bargaining power that suppliers of material products and construction companies hold over developers. The suppliers maintain control over valuable project materials including cement and steel and specialized finishes and this enables them to determine material availability and project expenses for developers. Developers in premium real estate markets heavily rely on this power because they need high-end materials for their luxury projects (Islam & Arefin, 2009).

Supply-side power is mostly exercised through changing material prices both seasonally and according to market events. During peaks in demand such as Eid or New Year suppliers tend to raise the prices of critical construction materials because of heightened market demand. Real estate developers face increased pressure since they need to cover higher material costs by reducing their pricing or risk losing market competitiveness in a sensitive market environment (Olatunji et al., 2018).

These price increases occur at times that affect how developers implement their marketing schedules and timeline management. şeyler the festive season leads to material price increases resulting in budget shifts and marketing campaign delays by developers. The market challenges for developers extend to maintaining their promotional strategies and sales targets because budget constraints affect their

marketing endeavors. Project completion delays will become necessary for developers due to rising costs and thus they might miss opportunities to sell their high-end properties to potential customers at prime investment periods (Olatunji et al., 2018). The real estate sector heavily depends on suppliers when luxury premium properties need to be marketed in premium price areas. The material price control capabilities of suppliers enables them to modify developer profitability alongside project schedules and organization-wide choices. Real estate developers need to stay flexible by keeping their pricing plans compatible with their market outreach activities to handle changes in supplier pricing that affect performance in peak market periods (Olatunji et al., 2018).



**Figure 3:** Factors influencing the bargaining power of suppliers in the real estate sector (Olatunji et al., 2018; Gui Qin Zhang et al., 2006).

### **Bargaining Power of Buyers**

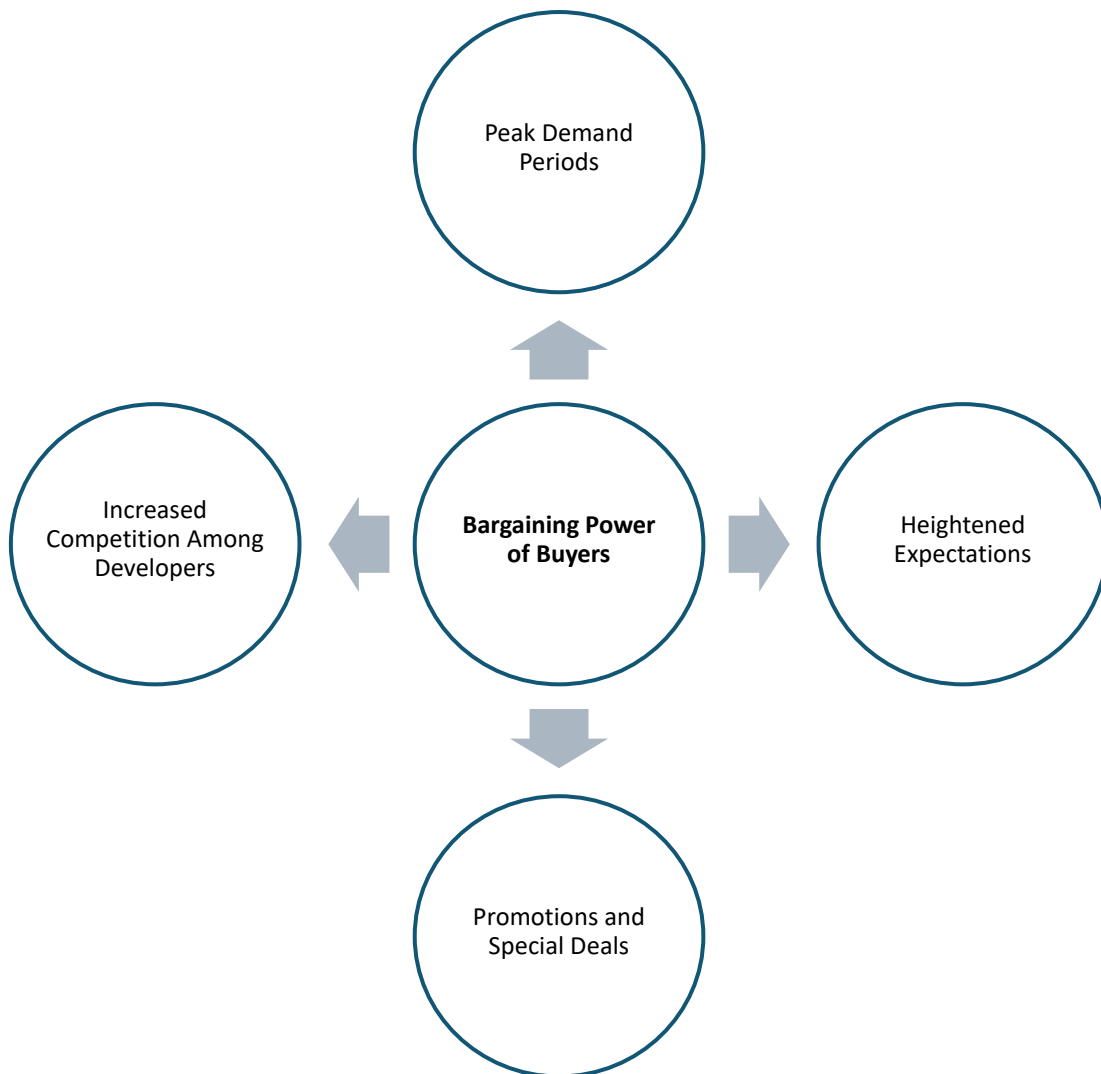
In upscale real estate markets buyers wield substantial bargaining power since it creates vital influence on the relationship between demanding parties and supplying parties. This power is particularly pronounced during peak demand seasons, where factors like cultural events, holidays, or seasonal trends can influence consumer behavior and expectations (Larsen & Coleman, 2014). In such periods, like the festive seasons such as Eid, there is often a surge in demand for luxury properties. As a result, developers face increased competition as buyers have a wide array of choices from different market players (Lee et al., 2018). This heightened competition leads to a shift in power toward the buyer, who becomes more selective and discerning about the properties they choose to invest in, seeking more value for their money.

Additionally, during such high-demand periods, the expectations of buyers in the high-end market escalate. Buyers expect not only luxury in terms of the physical attributes of the property but also superior customer service and additional value-added offerings such as enhanced amenities, premium features, and even personalized services (Islam, 2024). This trend forces developers to go beyond merely offering properties with premium designs and features; they must also create an experience that satisfies the refined tastes and desires of these buyers. In this context, luxury becomes a blend of product and service, with buyers looking for an all-encompassing experience that meets their elevated standards (Larsen & Coleman, 2014).

The strong bargaining position of buyers also arises from the fact that during such peak times, developers often offer promotions and special deals to attract attention and secure sales. Buyers know that these seasonal fluctuations give them an opportunity to negotiate better prices or additional perks. Therefore, if a developer fails to offer attractive packages or value propositions, buyers have the freedom to explore multiple alternatives offered by competing developers, which further strengthens their negotiating power (Harding et al., 2003).

The bargaining power of buyers reaches its peak strength during high-demand periods when festivals occur in the high-end real estate market. Developers face significant

pressure because buyers have multiple choices available together with high expectations about product quality services. Developers operating in such markets should pursue strategic methods beyond luxury property development by offering superior comprehensive competitive solutions in order to attract and maintain buyers (Harding et al., 2003).



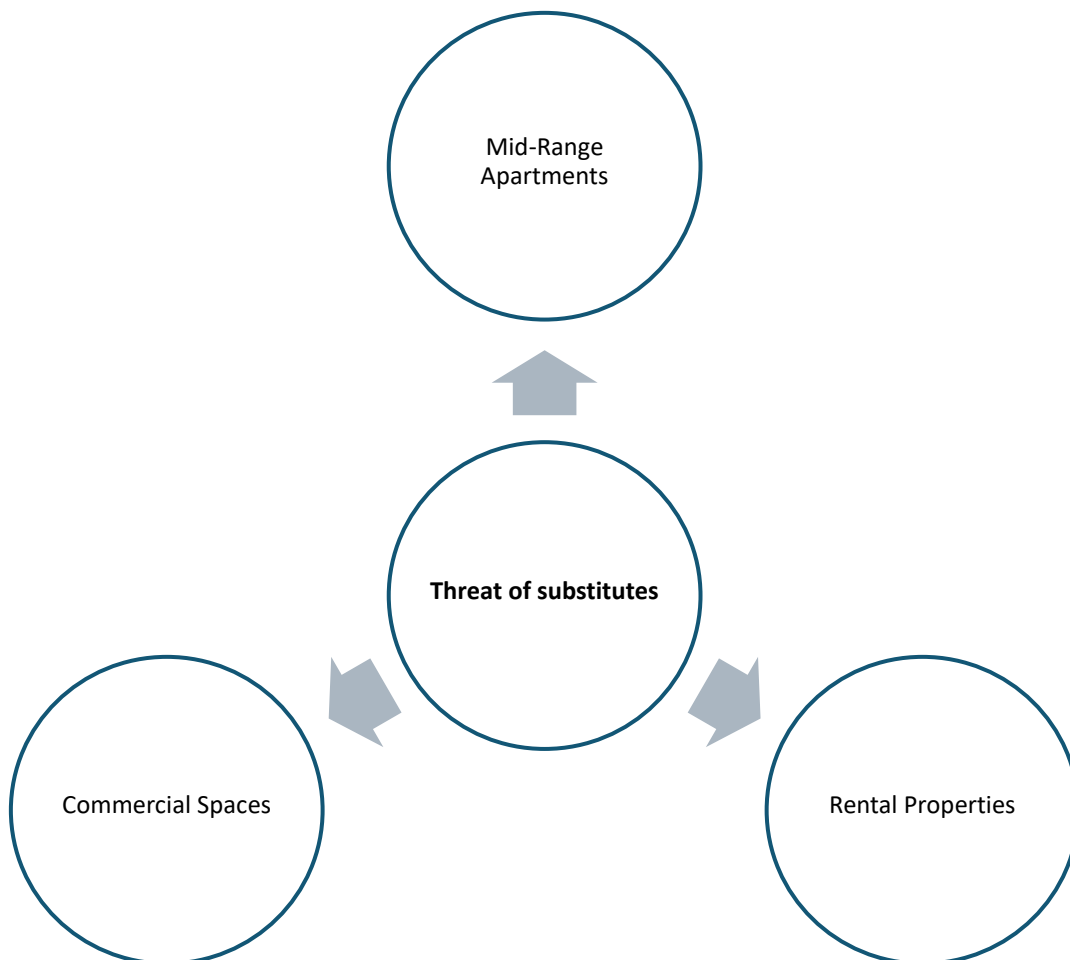
**Figure 4:** Factors influencing the bargaining power of buyers in real estate market (Harding et al., 2003)

### **Threat of Substitutes**

Luxury real estate buyers must evaluate substitutes carefully because they face competition from mid-range apartments rental properties and commercial spaces across the market. Customers will prefer alternative housing options during seasonal

changes that alter their purchasing patterns including both festive occasions and economic crisis periods (Sung & Ki, 2021).

The Bengali New Year period leads to rising demand for affordable mid-range apartments because they present better options than high-end properties. People choose mid-range apartments mainly because of their affordable prices and lesser financial requirement compared to upscale real estate options. The rental property leasing system of mid-range apartments draws various demographic groups and budget-conscious individuals or families who seek either short-term residences or lower-priced living solutions (Barua et al., 2010).



**Figure 5:** Factors influencing the threat of Substitutes in real estate market (Doan et al., 2025).

In some cases, a shift in the demand of buyers occurs from changes in the economy or overall tightening of consumer pockets that leads to decrease in the demand for luxury apartments. A larger initial investment for luxury properties may make potential buyers

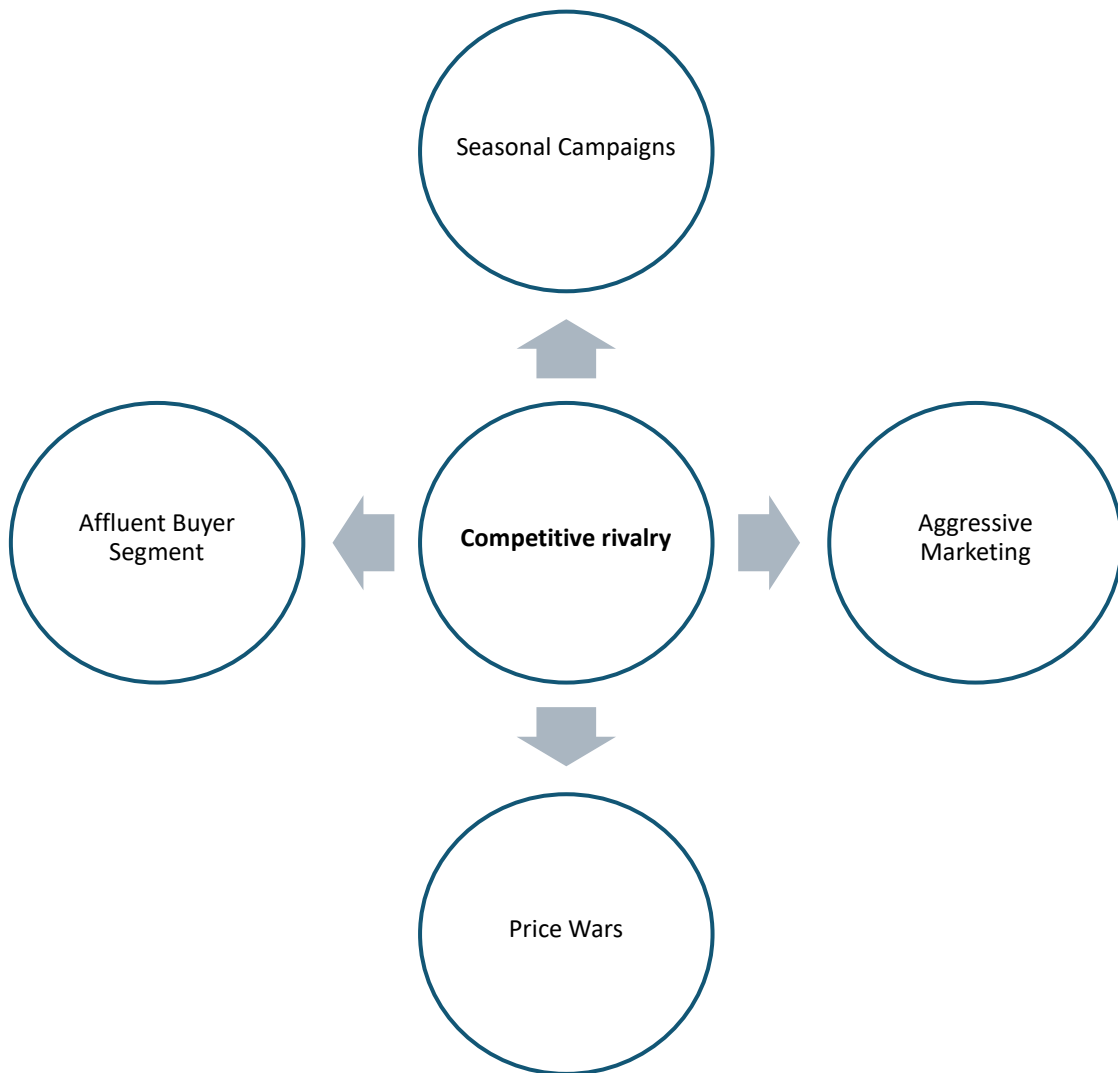
choose smaller flats or renting units as methods to control their expenditure. This trend impact the luxury one of the more considerable pieces, as buyers consider alternatives cheaper or opting for for rental markets that are more flexible (Doan et al., 2025).

The substitution effect can be a significant, thus a huge risk to luxury real estate developers who face the management of any consumer preferences shift and growing list of alternatives. Hence, the luxury real estate segment has to continue adapting to these trends and adapt its services in order to remain competitive in the presence of new substitutes (Doan et al., 2025).

### **Industry Rivalry (Competitive Rivalry)**

Dhaka real estate market is highly competitive rivalry especially pre dominated periods demand of properties they increases. This increased competition amongst developers is brought forth by the fact that each provider aims to be part of profit making affluent buyer segment that is frequently target of the campaign in the recent times. Developers employ various strategies, for instance, the premises of aggressive marketing campaigns, promotional offers, and time-bound discounts are implemented to draw the attention of potential behaviourists within these very demanded periods (Anne-Mette Hjalager et al., 2023).

For instance, during holiday seasons such as Eid when consumption is known to rise, numerous developers will compete by launching season specials aimed at buyers. These kinds of campaigns usually contain discounts, VIP service, added-value extra features like whoever, cost reductions, plus specials while in the ! Although these tactics are successful in the short run, they also tend to initiate price wars and developers lower their prices to stay ahead and end up reducing their profit margins (Irin Akter Shuchana et al., 2021).



**Figure 6:** Factors that influence industry rivalry in real estate market (Marija Burinskiene et al., 2011)

Rivalry is especially intensified when developers are competing for the same upscale buyer market. The competition among the companies compel them to carve their offerings apart to distinguish them between other promotional attributes. Without distinct differentiation, developers are at risk of losing their market edge, because the buyers could favor the most attractive offer even if they decide on long-term worth or premium quality property. It is very important for developers not only to focus on price competition but also position themselves with unique selling points such as location and design or services to maintain competitive advantage as we move into peak seasons (Lau & Wong, 2019).

In this scenario, the degree of rivalry in the property market in Dhaka plays significantly in moulding strategies and allegiant of developers. With competition heating up, developers have to face these difficulties in publication, safeguarding that they strike a deal with between promotional offers that end up contributing, long-lasting stability. This also involves holding product quality and additionally providing various services that meet the special needs and satisfaction of their intention ally buyers. Ultimately, superior differentiation, intelligent pricing and solutions with the service excellence are key for developers hoping to win in this competitive market (Flores et al., 2023).

### **3 RESEARCH METHODOLOGY**

#### **3.1 Philosophical Foundation of the Research Methodology**

Qualitative approach is based on interpretivism philosophy belief which concentrates on subjective nature of human's life. As Creswell and Creswell (2018) stated that interpretivists hold an idea of reality which is not objective, realities are shaped by individuals' perceptions and meanings. In this study, the interpretivist approach is applied to explain how the Real Estate companies decide to making a marketing project based on their individual perceptions of risks and opportunities in the market of High-End Apartment Seasonal Marketing Project for Real Estate Businesses in Dhaka. The intermediate research question attempts to uncover these subjective decision making processes that are focused on the individual beliefs with their activity of the annual campaign planning and execution of high end in Dhaka real estate sector.

According to its aligned approach to the interpretivist approach, this research adopts constructivist paradigm that maintains reality being constructed socially through human engagements and perceptions. Johnson and Onwuegbuzie (2004) refer to this paradigm as characterizing reality as being in constant change and construction by people's perceptions and social situations. This study in consideration of Dhaka's Real Estate market, how Real Estate industries accordingly reinvent their strategies according to the ongoing market. As Bowen (2009) commenticonsport that the constructivist epistemology is obviously the most well-suited for the qualitative research for it grants the researcher the possibility of conducting deep, participanrevision of the individuals' experiences, as well as perceptions within a specifivated beingastos context, recovering oneself of all the complexities existing in the real estate Marketing sector.

The study bases the data collecting on in-depth interviews, being a more qualitative research method, that aids in deeper investigation of the experiences and perspectives carried by the participants. In-depth interviews with participants mean that individuals have the opportunity to articulate their views in their own words in order to produce personal insights into the research subject, as stated by Newbert (2007). Open-ended

and-depth interviews were conducted on officials of various departments of Real Estate firms in Dhaka, allowing the research to delineate the sloppy knowledgeable strategies, eventful comings-apart and interaction that inscribe marketing determinations. This qualitative approach also does qualitative work that yields worthwhile insights into the real estate business in Dhaka; it broadens both the practical and theoretical comprehension of the real estate dynamics within the nation. The interviews provide insights into the evolution of risk management techniques and decision-making, shaped by social variables and cultural influences, as well as organizational features within Dhaka's luxury real estate industry.

### **3.2 Inductive Research Approach in Qualitative Strategy**

The research applies qualitative methods because they provide an in-depth analysis of Dhaka's real estate sector. The research explores key risks that project managers face during seasonal high-end apartment campaigns at AB Company while selecting real estate firms in Dhaka. Qualitative research approach provide the effective way for researcher to explore important business issues of real estate sector of Bangladesh as per existing literature. Qualitative technique offers detail insight to stakeholder views as well as market trends and cultural influences on firm decision and risk management techniques as stated by Hjelm & Berterö (2009). The research technique generates a significant amount of knowledge of the real estate sector complexities with a particular focus on the seasonal marketing strategies used by the Dhaka-based firms.

The research design is based on inductive method of data collection, which results in theories by establishing patterns and relationships between the obtained data. Qualitative research is improved as a result of the inductive method, given its ability to provide a strong research method to comprehend the Dhaka real estate space and its influence on business expansion. The study covers various aspects that hinder marketing campaign preparations such as consumer behavior, administrative policies and chain system intricacies, along with market trends, start-up strategy and consumer trend and consumer behavior. Proudfoot (2022) surmises that this form of qualitative date methodology gets on well ethically with numerate quantities so as to end up ruling

better strategic dangers well by making the decision effectively. Decision-making practices in the very specialized culture of Bangladesh need qualitative research methodology as mentioned by Giordano et al., (2013).

Researchers can employ opportunistic, open-ended qualitative approaches to use flexible collection strategies and best suited and modify them following the detection of emerging data and participant feedback. Long-term strategic decision systems within risk management require adaptable research methods so as to be able to observe how they arise in the real estate sector. Ability to alter research behaviors fits the comprehension of intricate decision making processes in environments that are ever shifting according to Morgan (2014). Qualitative research gives researchers detailed information about complex real estate marketing decision-making processes because these decisions originate from subjective conditions that vary with context. Qualitative research serves Dhaka real estate sector risk management studies effectively through its deep examination abilities which follow flexible inquiry methods according to Patton (2002). This method generates crucial insights needed to comprehend modern real estate operations especially regarding the critical risk factors challenging high-end real estate companies.

### **3.3 Case Study Research Design**

Qualitative research is a structured way to create ideas and understanding about a particular theme or phenomenon. Qualitative research is paramount within the business world for strategic decision making, especially in the case of discovering and learning about risks pertaining to all projects. It enables business to know and control risks for better operational performance and successful project outcomes. In the field of real estate for instance market research, consumer behaviour analysis, competitor strategy and product development are key elements to be used to identify strategic risks and opportunities (Collis & Hussey, 2009). Qualitative methods, particularly in research exploratory, facilitate considerable insights about emergence trends, customers preferences, and potential risks and risks these inputs are very useful for decision-making. These informations are used to conduct strategic planning as a business is able

to learn and gain insight into the market and the competitive landscape of the business as they are considering and have influences on the project success (Ghauri, & Grønhaug, 2005).

Qualitative research enables organizations to more effectively identify strategic risks, assess potential obstacles, and anticipate prospective developments. This paradigm facilitates the formulation of effective strategies, optimal resource allocation, and sound decision-making that contribute to the long-term success of projects. This case study research design was prevalent in the qualitative design of the prospect real estate business in Dhaka, investigating the kinds of dangers that decision makers go through during the design and administration of seasonal marketing efforts. The study seeks to put together a comprehensive framework to an effective strategic risk management and a decision-making model of the property industry by exploring and describing these risks (Collis & Hussey, 2009).

This study use purposive sampling to select respondents providing valuable information pertinent to study utterance. Purposive sampling for selecting individuals who possess specific knowledge and experience required for the study as modified in Patton (2002). In this study the target is to find out the critical decision makers in marketing risk management of the real estate firms working Dhaka's real estate market. According to Creswell and Creswell (2018), participants should be selected purposefully and represent competence knowledge of decision--making in marketing project management processes. This methodology assures that the sample involves people with the applicable experience, allowing the researcher to pick up rich, thorough data which will add to know better human-expectation risks, opportunities and growth prospects in Dhaka's locality property division. As mentioned by Gregory et al. (2019) and Taherdoost (2016) that, purposive sampling is a best sampling method for collect high level data from experts participants and that provide the lessen depth and relevance in the study.

### **3.4 Empirical Data Collection Methodology**

The research uses a semi structured questionnaire to collect data because it effectively respects the vast qualitative responses from respondents with extensive expertise in Dhaka real estate sector. A total of five respondents participated in the study who possess decision-making authority in their organizations because of their extensive experience in selecting real estate companies. Qualitative research demands a sufficient sample quantity to achieve extensive analytical depth until all case themes reach saturation according to Patton (2002). The field participants fulfilled the necessary qualifications of working experience in the real estate industry to deliver detailed insights about sector strategic decision-making procedures. Users of an interview guide enabled researchers to conduct extensive discussions about Dhaka real estate market elements such as risk factors and business development criteria for real estate ventures selection.

The research concentrated on essential business domains that influence Dhaka property markets. The main focus of this study was to examine market risk analysis criteria through discussions about influential present-day features of Dhaka's real estate sector. The study explored real estate primary business objectives together with competitive strategies that respondents utilized in the market according to Beatty et al. (1986). The High-End Apartment Seasonal Marketing Project served as the basis for participants to identify their most important operational challenges during project implementation (Parasuraman et al., 1985). Customer satisfaction together with customer engagement and their experiences received examination within the research as it investigated factors that affect these elements in real estate platforms (Xia Liu, 2008). Participants revealed their insights regarding the technology resources for real estate activities during discussions that mirrored Schniederjans et al. (2013). The discussions extended to growth opportunities, market segments and product categories within the sector as per Mullane et al. (2001).

The researchers selected in-depth interviews for data collection since they enable researchers to comprehend how risk management decision-makers within the real estate sector make their choices and take actions and determine their motivations. The

interviews provide an exceptional channel to explore extensive information about actual operational and strategic issues that Dhaka-based real estate firms encounter (Ferdous, 2010). The use of self-administered questionnaires enabled participants to express their thoughts about the real estate industry through subjective data collection methods. The collected data effectively covered an extensive perspective on the Dhaka real estate market to determine key business challenges while identifying opportunities. Open-ended interviews conducted through qualitative research methodology established a strong foundation for acquiring detailed information that would support the analysis concerning strategic risks and decision-making within the examined sector.

### **3.5 Empirical Data Analysis: Thematic Analysis Approach**

The researchers used thematic analysis for their qualitative interview data evaluation which holds broad acceptance as a pattern and theme detection technique in qualitative research. Thematic analysis represents a flexible data analysis approach for qualified investigations which involves structured work to find and examine themes in research data. The research method provides analysts with the ability to discover authentic relationships among data elements which generates better insights about study subjects. The flexibility of thematic analysis enables researchers to use it across various research environments and data collections thus making it perfect for studying high-end real estate marketing in Dhaka (Thomas, 2006).

Through its non-prescriptive nature thematic analysis assists researchers to uncover consistent themes among insights which results in an all-encompassing view of complicated matters (Braun & Clarke, 2006). Research employing thematic analysis proves specially effective for analyzing qualitative information through its system that allows identification of less obvious behavioral patterns. This research method suits well for detecting subtle strategic risk identification patterns in the Dhaka real estate market during seasonal marketing initiatives.

Researchers followed Xu & Zammit, (2020) specified procedures for thematic analysis to provide transparent assessment while retaining traceability of their analysis. Research methods using this approach enabled investigators to both identify prominent thematic

elements and study information extensively in order to draw relevant conclusions. Through thematic analysis researchers built connections between separate data points which helped them find their meaning concerning practice along with theory. The chosen technique helped researchers gain valuable insights about vital challenges project managers must overcome in high-end real estate properties alongside delivering effective seasonal marketing initiatives.

Thematic analysis consumes substantial time during analysis of extensive datasets or intricate research components. Researchers need to provide extensive time and concentration toward code development and theme discovery as well as results analysis. Thorough and detailed coding techniques remain essential for thematic analysis to deliver valid results in which data and themes match (Xu & Zammit, 2020).

The main difficulty in thematic analysis research stems from biases that researchers might introduce into the analysis. Any interpretation needed for thematic analysis allows analysts to introduce their personal perspectives which might influence the results. Systematic and rigorous analysis methods help reduce the impact of researcher bias which affects main themes during the analytical process. Data coding together with theme development must follow a transparent approach according to Braun and Clarke (2006) for establishing analysis validity and reliability.

The research utilized open-ended interviews with five high-end real estate sector professionals from Dhaka to detect marketing campaign seasonal risks. The research utilized thematic analysis to both recognize and study and document major patterns within interview responses (Thomas, 2006). The method enabled researchers to discover detailed information about the critical risks real estate developers of Dhaka need to address.

Researchers conducted their first assessment of interview transcripts as the thematic analysis started. Research teams repeatedly reviewed transcripts to acquire knowledge about the data elements alongside their background information. Their interaction with the responses helped them detect recurring ideas and substantial patterns throughout all participants' statements. The process of becoming familiar with data is key according

to Braun and Clarke (2006) since it helps researchers detect all possible meaning within their data.

The process of initial coding began by underlining important phrases and concepts which evolved into preliminary codes directly from the interviewee responses. The interview responses were arranged into main categories which reflected the vital concepts that arose during each interview. The identified themes received detailed assessment to confirm their importance and research-related relevance according to Braun & Clarke (2006). The repeated theme development cycle proves vital for attaining themes which correspond faithfully to the research data.

After theme selection the researchers studied their meaningfulness and the relationships between them. These themes helped researchers understand the strategic risks regarding seasonal marketing tactics in the Dhaka high-end real estate market completely. The researchers developed a detailed understanding of developer experiences through these methods while understanding both the difficulties and possibilities of their situation.

After the key themes were identified, the researchers positioned a risk level code to each identified strategic risk. The risk levels were measured on a range of 1 to 10, with higher risks signalling a greater height of risk impact on decision-making. The researchers ranked these illnesses by considering both the coverage of each theme in the interview data and the perceived severity of the threats. The level of emphasis given by participants to each risk as well as the potential impact on the real estate development process in establishing the risk levels. This method of risk rating created a mechanism for ranking risks in terms of their relative significance and time fueness (Xu & Zammit, 2020; Braun & Clarke, 2006). Based on assessing the relative importance of each theme, the researchers were able to identify which risks are most critical to seasonal marketing campaigns in the high-end real estate market of Dhaka.

### **3.6 Research Validity and Reliability**

Both in the empirical study analysis of challenges and opportunities when designing and running seasonal campaigns of high-end apartments sustainable real estate developments in Dhaka of Bangladesh, it is very important to be ensured that the construction of validity and reliability is done in valid manner. The confirmatory validity of the research outcomes is ensured through using of systematic methods and a scientific tool (Golafshani, 2003). This research intend to develop the reliability the mentioned strategic risk and opportunity faced by real estate companies in Dhaka from context, construct and internal validity point of view. The interview questions applying in this study were based on a thorough analysis of the literature and input from practitioners in the field ensuring they were based in well-established theoretical propositions (Rupp, 1994). In this way, research has a high validity to the construction, specifically the identification of the risks and opportunities in the real estate sector.

For the purpose of internal validity, the data analysis was performed in a systematic and close match manner, between the inferences made and the interview findings. This process allows us to assure that the problems that face real estate companies in Dhaka in planning and implement seasonal marketing are precisely demonstrated (Rupp, 1994). Furthermore, the reliability of the results was enhanced by the application of inter-coder reliability after thematic analysis. The multiple-coder coding technique split data analysis between different researchers to develop common understanding of encountered themes which strengthened the research findings' credibility. Data triangulation served as an additional method to overcome the single-data limitation in this research study. The authentic analysis of the interviews led to valid conclusions through their combination with relevant business documents and subject specialist materials (Sekaran & Bougie, 1993).

### **3.7 Ethical Considerations in the Research**

The research procedure depends on ethical practices that protect participant rights and their wellness throughout all research development stages. Hoonard (2018) states that normal ethical procedures should be followed during participant selection and interview

activities in research. The research applied recorded informed consent terms to let participants choose autonomously whether to take part. Research participants received comprehensive information describing the study aims as well as procedures and expected effects and benefits to help them freely decide whether they wanted to join.

Research confidentiality endured through the entire duration since researchers combined both participant numbers with data anonymization techniques. The method of research ensured participant anonymity that allowed obtaining full access to thorough response evaluation for the researchers. Part of an ethical framework the participants could choose horrific questions barring any feeling of injury amid the meeting. Special attention was afforded by the research panel to guarantee participant privileges continued to be sustained along the study procedure in spite of the excitement of being involved in their study and thereby treated with empathy and respectful complying with all participants involved in his research. The research was confirmed to meet both legal and ethical endpoints for governmental agencies such as HCRA by the institutional review board. This research established participant rights as in honestly having rights to all ethical codes and at the same time broadened the knowledge in the fields of risk management and marketing and project management and real estate business strategy.

## **4 THE EMPIRICAL RESULTS FROM CASE STUDY**

The Dhaka real estate business has several strategic hurdles in using seasonal marketing operations to sell luxury residential properties. The cumulative pressure from external industries and internal operational issues exacerbates these concerns, particularly during peak seasons like as Eid and Bengali New Year. Companies must have a consistent marketing strategy throughout these pivotal moments to sustain their current position in the future. Consequently, it is essential to ascertain the competitive elements that influence corporate strategy within the real estate sector. The researcher has been used Porter's Five Forces framework to analyse these issues.

### **4.1 Threat of New Entrants**

News that newer entrant bring into the play field of the luxury real estate market is worrying the agents of great threats. Investors using contemporary technology, and introducing new business models as new players in the real estate market that are bringing in financiers all across the globe which influencing the market condition on the response of the respondents. For instance, Respondent 1 elaborates: "New entrants pose a constant and ongoing threat especially if seen new entrants, foreign funded or tech-savvy funded." It affects us so to speak by making us re-questioning what we're actually doing in the way of value proposition. On the other hand, also Respondent 3 refers to the fact that competitiveness leads to lack of stability of the price noting that "new entrants can destroy pricing and there will be speculations just to get the right one valuation" The threat of entry of new comers, real property developers compelling old players to improve with smart technology and community amenity in order to strengthen the market to make them successful in maintaining their positions. The action signifies a foretaste of battles against anti-competitive practices via internationally innovative choices that safeguard the brand reputation of the sole originator of the specific brand.

## Discussion

The entry of new players in the Dhaka high-end apartment market through the seasonal marketing strategy poses a number of strategic threats for existing real estate companies and startups in Dhaka. Market saturation was a major problem because competition was arriving from abroad, as well as technical companies putting products in the market area. Community entry by many various new entrants forces the increase of market competitors which leads to an over production of homes in sought after locations. The fact that one cannot determine their properties leads developers of real estate to cut prices or create ones in aggressive marketing campaigns to get market share. The high level of competition in the marketplace makes price stability difficult to maintain because it reduces profit margins of player's existing. Latest technologies through new firms arrive with virtual property collection, AI publicity technologies and automatic managers tools generating disturbances in traditional business technique. The use of new tool by competition poses biggest challenge to Companies running Business through traditional method.



**Image 1:** Strategic Risk Levels in High-End Apartment Projects (Dhaka) for New Entrants

Aspiring new businesses will need to be able to bring a high quality company's service at a reduced cost to attract customers already on board with an existing company especially as existing companies are struggling to keep up to speed with their operational demands driven by huge new competitors green field businesses with new technology. Indeed

companies that manage to keep their status as well-established market leaders can be vulnerable to competition whenever they sit back and do not embrace a fast pace of technology upgrades. Advanced technology embedded in new competitor operations allow them to provide more value to customers, deliver operational efficiency and competitive value offerings which are very appealing in particular to young technology-aware consumers. In this situation, established companies are under increasing pressure to innovate with technology because they must preserve and compete for the future market position. Price fluctuations are downright impossible to predict and this makes itself to be an uncompromising business challenge. Property prices as well as lands valuations undergoes aggressive fluctuations resulting from new competition to market that got diverse valuing systems and better predictive analytics tools. Uncertainty of the economy creates fears that stop both investors and consumers making transactions because the market is likely collapse or price inflation gallops. Customers pick unique realty as they enjoy properties with intelligent technologies & well-known accreditations and community activities. Real estate developers are at risk of market loss because there is a growing consumer interest in bespoke property features, so. The property companies increasingly find it challenging to reconcile differentiation and profit in the highly competitive market they force into value proposition changes in line with the evolving patterns of the market.

## **4.2 Bargaining Power of Suppliers**

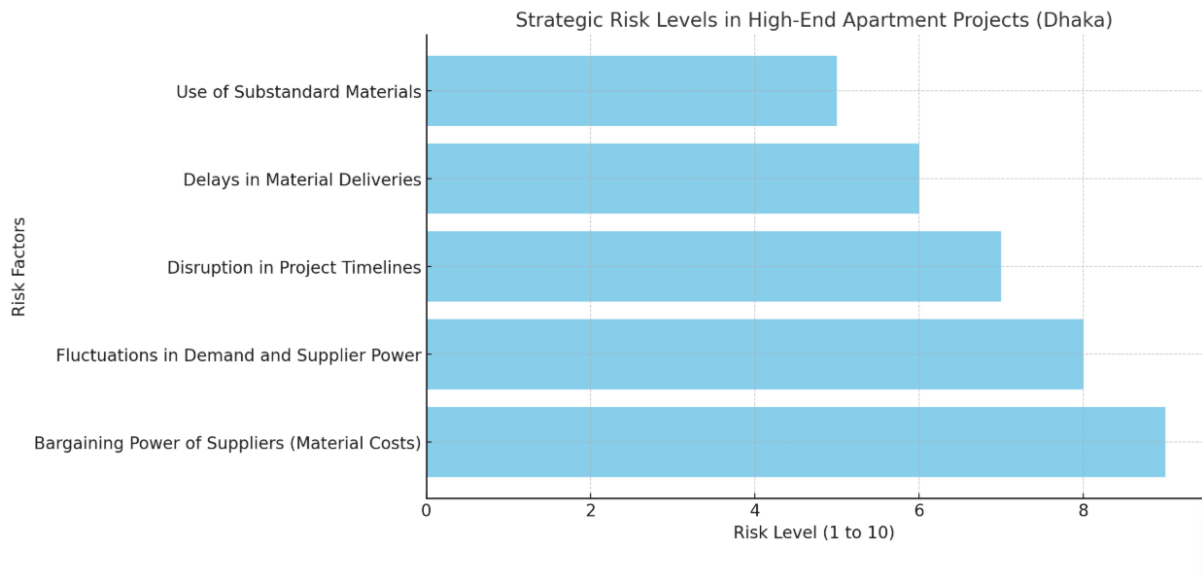
Suppliers possess significant Amount of bargaining Power in construction supply in peak periods when the infringement of materials & services is at its intense. Respondent 4 claims that, "Supplier factors is one of the biggest (headaches). Paint finishes, electrical fittings or tiles usually turn up in the last week in peak season. The supply of paint finishes, and terms of electrical fittings and tile runs late during the peak season. Increasing demand for unprocessed elementary substances of raw materials, as well as skilled employees, even further intensifies this problem. Delayed shipments or quality control problems in hundreds of crucial pages cause significant impacts on the project timeline and indeed the final project outcome. Developers mitigate supply risks by

establishing strong supplier alliances and sourcing of various raw materials and materials booking in advance prior to project on stream date. Respondent 4 comments, "We have a vetted supplier network, and we do stock purchasing fairly far in advance to try to prevent delays. the strategic planning facilitates the campaigns to happen by season without being disrupted by an interruption to the supply chain networks.

This factor is very closely related to the "Bargaining Power of Suppliers" force. High demand suppliers gain big market share which allows them to dictate the pricing and the terms for their scheduling. Developers have to deal with the power of suppliers via reliable supply with variable delivery dates that don't cause delivery delays.

### **Discussion**

The largest strategic risk for real estate firms, especially the developer companies engaged in Dhaka province of high-rise apartment projects, is the supplier bargaining power, as it directly affects the material cost. During periods of high demand, buyers become better leverage to suppliers and grant the latter more pricing freedom amid essential construction materials such as tiles, electrical fittings and paint finishes. This rise in material costs may significantly affect budget for the project, thus supplies management should be the important part of a negotiation of buys. Developers have to plan for these cost changes and include these in their financial plan to prevent any surprise price increases from damaging to the financial stability of the project.



**Image 2:** Strategic Risk Levels in High-End Apartment Projects (Dhaka) for Bargaining Power of Suppliers

Project costs in the Dhaka real estate market face substantial strategic risks due to the extensive power suppliers hold over developers. The existing elevated demand for construction materials gives suppliers the power to demand more fees from developers who must bear those added expenses. Development projects that lack proper planning for rising material costs will surpass their financial budgets thereby damaging business performance. Competitive Dhaka's high-end property market demands effective management of materials which remains essential for project success because unique features matter when selling premium real estate properties with special designs. The reduction of price fluctuations from suppliers requires developers to establish robust supplier relationships and early acquisition of materials followed by establishing contractual agreements with long-term price assurances.

The high-end apartment developers operating in Dhaka face the challenge of delayed schedules because demand changes and supplier bargaining advantages might disrupt their construction schedule. When construction peaks during specific seasons suppliers tend to boost their buying power thus leading to problems in delivering essential materials. Any project delays will affect the marketing strategies and sales planning as

well as the planned completion schedule. Postponement of marketing strategies that depend on project completion dates will compromise stakeholder and potential buyer communication which will negatively affect profitability together with reputation.

The real estate sector of Dhaka typically experiences shifting market demands thus increasing the risks linked to supplier negotiations. Suppliers receive overwhelming orders when seasonal demands peak and this creates challenges for developers to obtain deliveries within suitable timelines. Companies face material shortages and end up selecting inadequate materials because of these circumstances that lead to project delays and higher expenses. The solution requires developers to schedule material procurements ahead of time and build up stocking supplies specifically for times when demand reaches its highest peaks. Developers who implement these risk management strategies during their supplier power assessment will ensure their project schedules stay on track while their marketing plans continue on schedule and their financial plan stays on budget despite external market changes.

Successful high-end apartment seasonal marketing projects in Dhaka require effective identification of supplier power to reach desirable outcomes. Developers who plan for changing materials costs and demand patterns enhance their supply chain performance as well as safeguard their financial plans to achieve time and quality goals throughout their projects.

### **4.3 Competitive Rivalry**

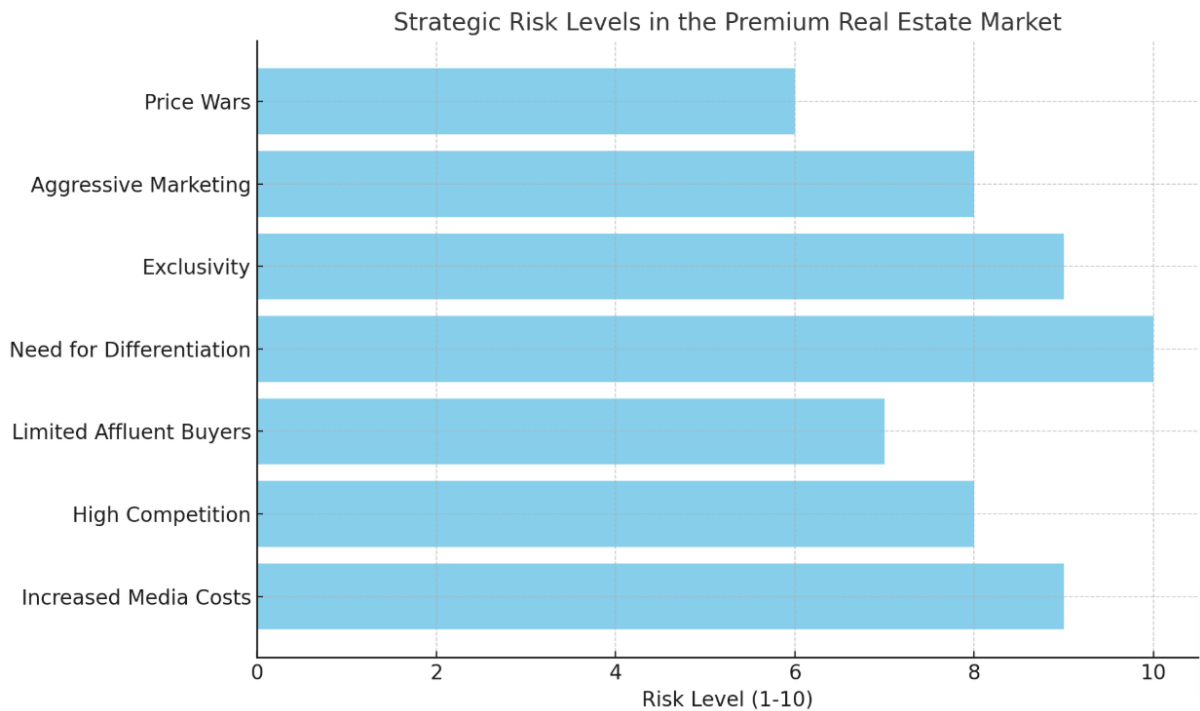
During festival times the premium real estate industry faces high competition as various developers begin their promotional activities at once. According to Respondent 2 the overwhelming number of advertising campaigns has transformed into an active marketing competition field. Our brand strength fails to overcome challenges in differentiation even when we have an impressive brand. These conditions drive the prices of media spending upward. With an established brand we struggle to achieve visibility when competing against other companies in the market. Property market media costs become escalated because of uncontrolled competition in this field. Such intensely saturated market promotions make it difficult for all development projects to

obtain the attention needed from prospective homeowners. The core priority for daily operations should be differentiation because it remains the most vital requirement. Real estate companies should resolve their strategy by providing special permits to wealthy customers through superior products and premium services that offer magnificent views. In the assessment of Respondent 1 it is evident that exclusivity receives extensive marketing emphasis. The company features boutique architectural designs in addition to specialized USPs that extend past essential product features. An efficient application of this business method successfully captures market attention enabling the development of better brand leadership compared to market rivals.

Developers create innovations during high seasons due to market competition which drives them to establish unique service attributes. The increased business rivalry between competitors requires each business to enhance their product standards simultaneously with strategic price adjustments and detailed marketing channel decisions for market sustainability.

## **Discussion**

High-end real estate properties face increased market competition most prominently during periods of major festivals and special events. The marketplace becomes congested and competitive since multiple developers choose these specific moments to begin their marketing initiatives. Luxury property markets face competition difficulties because they contain less than a handful of wealthy customers. Well-established brands face significant difficulty in attracting potential buyers when they operate in such an environment. Excessive promotional activities result in higher media prices which reduces developer abilities to establish prominence between competitors.



**Image 3:** Strategic Risk Levels in High-End Apartment Projects (Dhaka) for Competitive Rivalry

A significant obstacle in this competitive environment is the media expenses increase, resulting in that developers invest more in advertisement and promotional campaigns. As more and more developers compete for PR space, share the same platforms and media, it jovially gets more pricey to be seen through digital ads and billboard space. In the era of growing marketing costs, competition also becomes fiercer requiring differentiation. Developers should be trying to discern unique selling propositions (USPs) that differentiate their products from others. In a today flooded industry, just launching campaigns is not more profitable for developers - they have to make exclusive and unique offers to get attention of potential customers.

In order to attract in the super competitive market, developers rely on differentiation strategies are aimed at the affluent head buyers, with big level, one of a kind features to lure prospects. With bespoke architectural designs, the high-end amenities and the best locations, developers can create upgraded positions for their property. By highlighting these otheriators, developers build an air of exclusivity that appeals to the high net worth individuals.

Exclusivity is a great means of making luxury processed exclusive. Developers that convey successfully their USPs can set their projects apart in the minds of buyers. Things like stunning views, one-on-one services and/or prime locations not only increase a house's attractions, but also its perceived worth. These distinctive characteristics make consumers more prepared to pay an extra, because the house also represents their lifestyle and social status.

In this highly competitive market room you really need more than just aggressive marketing. Developers have to kick up their marketing in peak seasons but marketing must be both pushy and creative to stand out. The danger of over-saturation in the market means that general adverting is less useful, and a developer needs to build innovative campaigns when you look at the effective advertising. Price wars often are a result of such a competitive environment, and developers must decide to compete with Price or the Value-Exclusivity of their properties. Maintaining a delicate balance between premium goods and an effective value for money is required to protect brand worth and capture the attention of shoppers.

In summary the high end of the real estate market needs to stimulate competition for property developers to take innovative and strategic methodologies. Developers can gain a competitive advantage by competitive advantage by focusing on exclusivity, delivering luxury features and making the most out of creative marketing. But don't see the acute solutions, as the rising media cost and market fierceness, increasing the disagreement of way extremely significant. Ultimately, the effectiveness of a pricing strategy, the effectiveness of marketing tactics and distinct value proposition will be what matters most for a developer in a competitive market. Developers who can successfully merge these components will be well prepared to flourish.

#### **4.4 Bargaining Power of Buyers**

The high-end real estate market place permits buyers to gain with bargaining power as his or her buying decisions within peak demand period stem from their emotional and personal tastes. Respondent 5 says, "It is a well-furnished apartment that generally seals the deal," The buying experience gives consumers the opportunity to bargain either way,

over price allocations or high festive time premium feature add-ons. Comment from Respondent 3 suggests developers should shun “flash discounts” and short-term sales deals that do a discredit to a luxury brand image in favour of bundling their products with additional values that help maintain the luxurious brand image. These steps help developers to lock product monopoly, whilst providing the consumer sufficient buying incentive. Having practical and emotional value features combined, making possible the satisfaction on client demands with no loss in the highest level brand quality for construction professionals.

Developers must enhance the functions and services of their products and services because the “Bargaining Power of Buyers” force pressurizes them to do so when the customers have the potential to compare different available options in the market. Real estate companies need to know the need of a aware customer who inspects their product, if they want to keep up with competition.

## **Discussion**

In the high-end market, the bargaining power of the buyers is even firmer in nature as well as emotionally and personally because of the way the market is and the way that people buy. In contrary to basic commodities, luxury residences are typically bought by their individual tastes, lifestyle preferences and emotional connection to the property. Buyers in this segment usually have strong financials and are very particular where it affords them the capacity to talk superior offers of payment reductions or extras particularly when it is peak period such as festivals.

The commercial bargaining power of purchasers implies that several entrepreneurs must be very responsive to the requirements and more or less wishes of likely customers. Even though buyers in this segment are not often the same price-consciousness as in the lower market segments, they still require value that goes beyond just the cost of the property. The way to purchase experience is turning to be key half of the choice-making course of action, and consumers are frequently looking for homes which will possess alternative selling proposition, extremely quality, and satisfaction of the emotion. This

generates a balance where development priorities need to be given over the physical life of the building, and what is provided beyond this.



**Image 4:** Strategic Risk Levels in High-End Apartment Projects (Dhaka) for Bargaining Power of Buyers

Developers can mitigate the high bargaining power in one way, that is, by eschewing short-term, superficial marketing techniques such as flash sales or limited-time offers. Such promotions might lure some attendees, but they jeopardize the luxurious brand image which is what high-end real estate professionals aim to have. Instead of that, the developers should prioritize on creating value added that maybe complements the overall buying experience. The amalgamation of customized high-quality fittings with personalized luxury services and exclusive private access to amenities identifies this property as high-end luxury. Developers should value enduring value instead of temporary incentives to protect their brand status while providing authentic buying incentives.

According to the FAQ on real estate sales processing the buyers obtain something more than physical property because they acquire a life style through the estate plus societal status. Real estate properties need dual functional qualities with emotional appeal because of this explanation. To succeed developers must break free from dealing only with physical space and design products that touch emotions and psychology. Each area

of these properties needs to create matching attributes to match all aspects of customer desires.

The developers must maintain continuous improvement of their product quality alongside service quality to respond to buyer bargaining power. Buyers in the presently highly competitive real estate industry have a wide variety of property options at their disposal alongside excellent analytical skills for comparison purposes. Building companies must continuously develop their properties because failure to improve leads to lost market control by more responsive competitors. The current development market demands that developers implement modern trends together with new technologies and features to satisfy buyer requirements.

To understand customer bargaining power builders must learn how their homes should be constructed for maximum efficiency towards both functional needs and emotional standards. Developers maintain their ability to attract discerning property buyers through providing additional functional value despite keeping some design uniqueness since these customers want lifestyle experiences which mirror their successful lifestyle and sophisticated preferences. Both these concerns can be minimized while developers maintain their market competitiveness by utilizing the extensive buying power of customers in a superior expectations market with numerous attractive options.

#### **4.5 Threat of Substitutes**

High-end apartments function independently from mid-level options and rental properties while having minor interdependent market factors. The opinion of Respondent 3 indicates that mid-range housing mainly targets customers who are both young and cost-conscious. The residents move toward higher apartment tiers after their income increases. When their financial circumstances advance buyers begin seeking superior real estate investments. This market development enables high-end luxury builders to capitalize on upcoming buyer opportunities because lower-priced properties create situations that allow successful upgrades to luxury units. The development industry develops mid-range properties which serve as bait to conduct high-end investment opportunities in the future market. Building the aspirational luxury housing

facility brings multiple benefits that help grow future possibilities for luxury residential occupancy.

This scenario relates strongly to Threat of Substitutes force. The market influences from medium-level property developments together with rental properties although these housing types do not provide direct competition against luxury real estate. High-end buyers need developers to provide valuable product offers which present exciting upgrades for potential upmarket consumers.

## **Discussion**

High-end apartment markets demonstrate no protection against changes observed within mid-range properties and the rental sector. Succeeding stages in personal development along with financial changes cause buyers to start with lower-priced housing which leads them toward luxury properties. Mid-range properties along with rentals create a natural transfer process which enables them to develop future high-end property consumers.

Budget-sensitive yet younger buyers select mid-range apartments because they offer the first affordable opportunity to purchase real estate. The different features draw potential homebuyers at two main stages - both beginners and cost-conscious searchers. The growth of their financial situation wakes in buyers the desire to change to luxury living spaces with premium amenities and strategic locations. The evolving preferences of home buyers among the population stands as a major component which drives the success of upscale apartment properties. People who advance in their careers combined with improved finances switch from middle-range housing options into luxury apartment residences which becomes an essential foundation for long-term high-end market purchase activity.

High-end property developers benefit from this evolution in housing requirements. The mid-range market represents an essential pipeline that delivers valuable investment opportunity toward luxury properties so developers stimulate this sustainable source by promoting their mid-range units both independently and as part of their broader luxury property investment strategy. Developers target owners from basic demographics

through their mid-range construction tactics by adding premium features which these buyers plan to upgrade into their future luxury accommodations. The strategy aims to construct middle-range properties that function as initial encounters before upcoming customers start looking for expensive counterparts.



**Image 5:** Strategic Risk Levels in High-End Apartment Projects (Dhaka) for Threat of Substitutes

The market dynamics of luxury apartment competition remain greatly affected by mid-range housing options and rentals even though they do not engage in direct group competition. High-end property developers need to implement strategic plans that target homeowners looking to buy affordable properties because estate substitute options currently exist. Developers provide upscale features and amenities which enable people to experience upgraded living despite being unable to afford luxury now but planning to move up in the future. Mid-range developments of superior quality from developers enable their brand to connect with luxury-seeking buyers of the future who will consider higher end options when their financial position improves.

The main concern stemming from substitute products focuses on promoting mid-range properties and rentals so they become accessible entry points to luxury residential properties. High-end property developers must persistently provide innovative upgrades to their products as they recognize that the mid-range market develops future affluent buyers. Their products must be distinctive through both pricing strategy and

exclusive luxury attributes which will appeal to potential customers as they transition between different life stages and income levels.

High-end apartments operate as an individual sector yet they feel market effects from both rental properties and mid-range units. Obtaining prospects from these segments functions as a fundamental mechanism to establish future clientele for luxury apartment residences and developers need to grasp their power. Developers establish long-term success against luxury real estate market competitors when they provide premium improvements while sustaining luxury aspirations across all market sections to develop prospective high-end buyers.

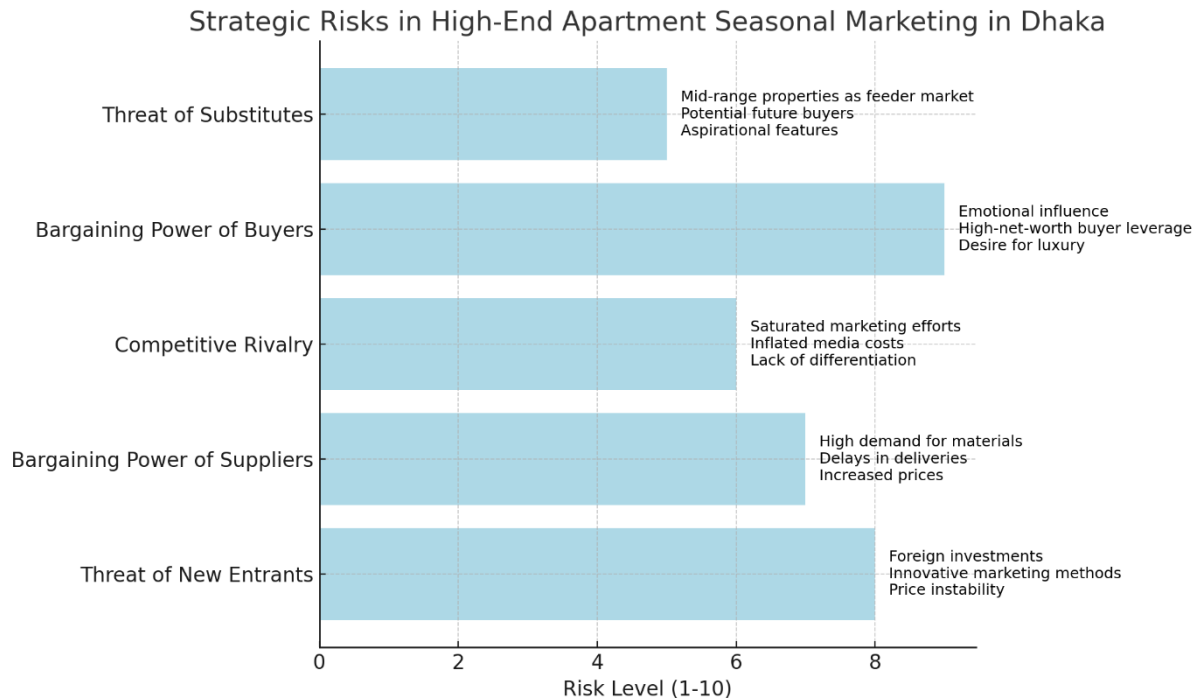
## 5 RESEARCH SUMMARY AND IMPLICATIONS

### 5.1 The Research Summary

The study explores various strategic risks developers of high-end apartments in Dhaka need to address during peak periods including Eid and Bengali New Year. The study implements Porter's Five Forces model to determine major obstacles that influence developer choices and operational planning at this sector. New competitors present the greatest danger to existing businesses. Foreign investment-driven firms along with their state-of-the-art technology capabilities challenge the existing industry norms through new market entry. New market entrants bring innovative marketing solutions involving virtual property viewing and AI technology to the market thus modifying established practices and resulting in price fluctuations. The growing competition requires established developers to implement smart technologies together with community-oriented features to defend their position in the market. The introduction of new business paradigms by new market entrants simultaneously destabilizes the market while making incumbent firms speed up their adaptation to preserve their market shares.

The Bargaining Power of Suppliers significantly affects the industry because it appears most strongly during periods when construction activity reaches its peak. Construction material suppliers encounter substantial buying power because of elevated customer demand that produces higher costs and extended delivery times for materials. A study found that major construction materials such as tile, electrical fittings experience frequent delivery delays which would in turn lead to project duration delays and higher cost. Developers protect themselves from supply chain risks by creating solid supplier partnerships and placing advance material orders together with flexible delivery arrangements. A poor approach to managing supply chain risks leads developers to face delayed projects and canceled marketing plans and financial weakness in their operations. The intensity of market competition increases robustly because different developers simultaneously start their promotional activities during significant real estate market seasons. Excessive marketing activities cause media prices to rise beyond levels affordable to small developers regardless of their established market presence.

Developers respond to competition by adding special features to their offerings such as luxurious amenities and unique architectural design choices and prime locations in order to draw wealthy property buyers who seek homes that symbolize their high status and lifestyle.



**Image 6:** Key Strategic Risk Factors in High End Apartment in Dhaka

Also, the study highlights Bargaining Power of Buyers as a key criterion in determining real estate strategies. Buyers in the high-end market hold significant leverage, particularly during peak demand periods. Rational buying decisions are not always made by Boomers, resulting in informal negotiating and an expectation for perks. These luxury consumers, in buying these buildings, are not just buying walls but a lifestyle, an emotional one at that. As a result, the need to simply present beautiful features will not be enough; developers have to cover the fully distinguished buying experience to flaunting exclusive services, top-class finishes, and personalized designs while keeping the property's luxury brand intact the same. Lastly, The Threat of Substitutes plays a significant role, with mid-market and rental products being a feeder to top end of the market. A lot of clients start off with more inexpensive housing as his or her budget expands down the road they are able to get nicer living spaces. This is a situation that

makes it necessary for developers to no longer regard mid-range properties as merely competitors, but rather as future luxury buyers. By providing aspirational qualities in mid-range constructions, developers can manoeuvre potential buyers for the future who will find the inclination to up-gradation towards the luxury apartments.

In short, the research finds that the major apartment developers in Dhaka that are catering to high-end market need to engage proactively in these strategic risk to succeed in highly contested and dynamic market. The company demonstrates persistent innovation along with embracing new technology while using exclusive strategies to position themselves in the premium market segment. By managing these risks well and being aware of the changing dynamics of the market, the developers can ensure long term success and profitability of their projects, thereby securing their place in Dhaka's competitive real estate industry.

## **5.2 Theoretical Implications**

This study contributes distinctively to real estate marketing study area by implanting vividly a accurate analysis of the tactical types of risks compared for seasonal marketing in the context of high cost apartment construction in Dhaka. One of the main theoretical contributions of the research is the application of Porter's Five Forces model which serves as a theoretical tool for the competitive analysis in the real estate market. By applying this model, the study provides a more detailed knowledge of the external market forces—such as the threat of new entrants, supplier power, and buyer power—that condition marketing strategies and direct the risk management practice of developers. Components such as economy, interest rate, tourism and centered specifications are the tools that are such as enable strategic decisions that the developers are making, especially when to advertise luxury properties in the periods of peak.

Also, the research unravels the significance of seasonal fluctuations shaping market demand anding By looking at such periods of high market activity the study provides insight into how the seasonal changes affect not only supply but also demand in the luxury real estate market. This abstract model expands the comprehension of risk

management, competition by the market and consumer behavior in the highly volatile and competitive market. The study also advances theoretical understanding in these fields but also provides a new perspective for viewing strategic risks in the real estate sector, assisting both in the field and academically in managing these risks in the sector.

### **5.3 Managerial Implications**

From a managerial point of view, the study provides several practical insights that can assist real estate developers and project managers, specifically in case of high-end apartment projects in Dhaka. One of the main managerial recommendations concluded by the research is the need of good risk management methods. The study puts a premium on pro-actively recognising and resolving possible risks such as supply chain interruptions, resource constraints and market volatility. By developing strong contingency planning and resource distribution techniques, project administrators might guarantee which marketing marketing campaign are realized punctually, specifically in higher demand durations, for example, festivals. This approach in addition to aiding in profitability works to improve customer interaction. Managers must be expected challenges early and have adaptable plans that can contain disruptions, ensuring typically operation even throughout high-demand periods.

The study also highlights the importance for managing project timings and controlling costs of supplier relations. Supplier power has major significance within the property industry and the study reveals the pre-eminence of project managers to focus on building strong,-long term relations with important suppliers. Able early procurement and smart negotiations can reduce the risks of shortage of materials, delayed delivery, or increase in cost during peak season of construction. By solidifying dependable supplier relationships, managers can stay away from delays and ensure that construction as well as marketing timelines stay on track, cutting project disruptions and keeping costs under control. Besides, Idea of competitive differentiation is important in Dhaka's Luxury real estate sector more competitive. In such highly competitive time of seasonal marketing campaign, developers need to make their projects be noticeable. Managers should stress the scarcest things, deliver the best product features, and design

tailored-to-the-individual customer experiences to draw luxury consumers. Using digital marketing tools, and ones that will suitably apply customer segmentations, allows them to lock target audience quicker and keep their competitive selling strength on hand of when times are selling high.

Stakeholder communication, is also a critical work of managing upmarket real estate project. The study points out that, alignment and open communication across all stakeholders like investors, developer, marketer and suppliers are vital for handling challenges tilt seasonal marketing campaigns. Managers need to make sure every party has clear expectations and said expectations should be constantly reviewed during the campaign. This will allow the project team to make fast reaction to market changes or regulatory changes, resulting in disjunction free campaign execution and reduced risk of conflicts or delays. Effective communication makes everyone see it from the same perspective, and real estate developers are therefore able to carry out their marketing plan without a problem and reach their desired business objective.

#### **5.4 Policy Implications**

This study highlights the necessity of better policies which would enhance high-end real estate development throughout peak marketing seasons within Dhaka. Flexibility of rules is first important condition. The real estate market of Dhaka faces major sensitivity to sudden external events particularly political instabilities and unforeseen regulatory changes which impact marketing campaign performance during festival seasons with high demand. Developers require flexible healthcare marketing regulations from policymakers to manage their promotional strategies while avoiding major financial consequences. Real estate market stability can reach its peak through such measures which provides developers the ability to deal with obstacles during times of peak demand. Real estate sector investment will continue when the government implements adaptable policies that support sustainable growth in the market.

The government should implement support programs for risk management practices because it stands as a vital policy consideration. Governments act as vital stakeholders which should guide businesses in the real estate sector by creating supportive

frameworks that assist creators in developing robust risk management practices. During market evolution policymakers need to furnish developers with intelligence systems that generate data reports to help them forecast customer trends thereby enabling better marketing planning along with reduced exposure to strategic risks. Supporting these practices allows policymakers to empower developers with data-based insights that result in better marketing resilience for the real estate sector by ensuring readiness against unknown market factors. Insufficient attention should not exist toward infrastructure development. The policymakers need to prioritize investments in critical infrastructure because upcoming urban growth demands luxury housing while transportation networks and utility systems need development. Strategic infrastructure construction also adds two advantages, it decreases operational risks while creates manageable project schedules. The improved high-end real estate market in Dhaka will become more attractive because of this investment while offering a sound base for enduring expansion throughout peak periods. In conclusion, this research provides a multifaceted approach to understanding the strategic risks that high-end real estate developers face during seasonal marketing campaigns in Dhaka. This study provides useful insights that could be of use for both managerial and policy-making making and formulate, and improve upon effectiveness and sustainability of marketing strategies in real estate industries. By discussing the theoretical, managerial, and policy issues, research paper not only improves understanding of challenges and opportunities in high-end real estate market in Dhaka but also offer a guideline in controlling challenges and making benefits on market.

## **5.5 Research Limitations and Future Research Suggestions**

This study is useful for the high-end real estate market in Dhaka during seasonal promotional campaigns, but a number of limitations must be accepted. The main constraint is the narrow focus of the research which targets the seasonal promotional activities in connection with significant occasions like Eid and Bengali New Year. Such results are unlikely to be applicable to other segments of the residential marketplace, including mid-range and restricted income attributes, nor do they enlighten regarding

long-term marketing strategies whether in excess of peak seasons. Furthermore, the sample of five Industry Experts is quite modest and their views might not represent the broadness of the Industry experiences and risks. The absence of insights from other stakeholders, such as consumers or a broader range of real estate professionals, limits the comprehensiveness of the study.

Another limitation originates from the data collection method. This study was individually predominately based on qualitative interviews which of course introduces opinionated perspectives which can be confounded by desiring socially or recalled view. Even using thematic analysis, to identify patterns the recurring, it may in fact, have been influenced by the personal informative of the participants of interview. Moreover, the research did not take into account extra external factors, such as the influence of economy or world-wide events just as pandemics or changes in the law, which can greatly effect sexual health market and kind make the analysis of strategic interpersonal insecurity more outstanding complicated.

To extend these limitations, future research may be advantageous by means of a further market evaluation and explaining various components of the real long estate market, like to say mid—grade and industrial properties, and also to evaluate the right way seasonable advertising suggestions as well as risks differ throughout various markets. A priori, an associated quantitative method could also be a good option, adding surveys, or market data analysis information, in order to an added objective control on effectiveness of marketing strategies, and risk factors through bigger sample size that really makes it raises outcome generalizability.

Moreover, engaging consumers as a part of our thinking definitely could help to open up more clearly to what the problem situation is in that marketplace and as a result of that how buyers' behavior impacts marketing risks, that would add to the information you get from real estate professionals. As the technology gets more advanced within the industry of real estate, potential future research might analyze how technologies such as virtual tours and AI marketing systems change the competitive market and optimize the seasonal marketing risks. It would also be beneficial to look into the long term strategic risks that come with developers and how they might adjust to changes that

consumers over time would have in terms of consumer behavior, and how they can ensure their sustainability in a very dynamic market. These areas of future research would provide valuable insight to risk management in Dhaka's high-end real estate market.

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## Appendices

### Appendix 1. Interview Questionnaire

1. How do the changes in high-end apartment buyer demand throughout Eid and Bengali New Year affect your promotional approach?
2. During seasonal marketing periods what major difficulties emerge from the high level of competition between real estate developers?
3. Which methods do you use to analyze and change your business approach when customer behavior adjustments occur throughout peak cultural or festive times?
4. What are some game changers you do to make your luxury apartment unique in a glutted market, specially during seasonal campaigns?
5. What effect do price adjustments during seasonal seasons maintain upon your promotional results and return on investment?
6. What do you believe about emerging competitors entering the upscale Dhaka real estate sector and how will it affect your planned marketing initiatives?
7. What impact do supplier-related elements including materials and service costs and quality have on your seasonal campaign deliveries?
8. Real estate options including mid-range apartments and rental properties present what impact on high-end buyers and what challenges or possibilities exist for their appeal?
9. What is the part that digital marketing tools to increase the effectiveness of your seasonal campaign?
10. How do you use the overseeing of data and analytics to indicate buyer behavior during seasons of vigorous require?
11. What question do you ask people in Dhaka's high end property market, to build and sustain luxuerousness brand loyalty amongst wealthy buyers.
12. What measures do you employ to deal with market risks that include variable demands and rising competition during seasonal marketing initiatives?
13. Are cultural and festive trends relevant factors when creating your seasonal marketing initiatives regarding timing and design?

14. How do you calculate and track the success of seasonal campaign on the ROI and long-term market positioning?
15. What is the emerging trend or possibility in the Dhaka Incorporate real estate market that may impact seasonal marketing approach?