

**“REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER-DRIVEN
MARKETING STRATEGIES”**



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ABSTRACT

Digital Marketing is an important tool for every business in today's world. Without digital marketing no business can be successful, yet traditional marketing is still prevailing in the market, but everyone has adopted new techniques of marketing.

This report is useful in identifying the use *of Digital Marketing Campaigns* and social media in 21st century. The study shows that how it had changed the businesses and helped companies to grow in very short time period.

This study is about *Dwelling strategies*, how they market their products, what mediums they are using and are they gaining any profit out of it or not.

The study is conducted to determine the impact of revamping on Dwelling, and the research has introduced new marketing techniques in this company to improve their business output and reach. As they are lacking behind in marketing and following old means of marketing.

Dwelling also introduced CRM for the company for their ease of work, CRM will help them in many ways to gather the data of their clients, it is also going to help them in the ease of communication in the company itself and they can always get back to their customer with different strategies because of the data they have and will be getting in future.

Dwelling application is going to help them a lot in as almost everyone has a smartphone so it gets very easy to browse and get information through application and due to the application Dwellings will be getting insights and data of customers which can help them in several ways.

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1 INTRODUCTION ABOUT THE PROJECT:

A digital marketing campaign is the application of a marketing strategy across all of the sophisticated platforms where consumers are drawn to a brand, typically to increase an organization's conversion rate. Marketers should be aware of their target audience before launching a campaign and understand how to better contact them. Marketers need to integrate digital marketing initiatives into all of their platforms. Due to the internet's widespread use, digital marketing is now an essential tool for every company looking to expand. Businesses use social media to promote themselves, post content, conduct online sales, and readily attract clients from all over the world. Each company now competes on the basis of how they can raise more exposure. This is why we are working on this project and have selected Dwellings to work with. Dwellings offers comprehensive contracting services to the building industry, including construction, maintenance, and concrete solutions. Their main focus is on interior designing along with renovation and construction. Right now they are focusing areas in DHA Islamabad as they are based in DHA. Now a days without social media and digital marketing none of the company can survive so in this project we are offering our services of marketing to dwellings. We will work on their social media, digital media. Dwellings is not focusing on their marketing department as the owner said that they are working or functioning through word of mouth but they do need marketing , our research will cover this market gap of the company . Our research will be about introducing CRM, making decisions on the basis of customer history and preferences. We will also introduce an application through which customers can easily decide what type of wood they need or furniture and everything that is included in interior designing and construction will be available there. Along with that we will promote and advertise dwellings on different social media platforms like Facebook, Instagram and YouTube. Website is a very important part of digital marketing our research will be about the insights we gain from website, we will link our website with Google analytics and will check on every insight and growth.

This project will be focusing on growth of dwellings through social media, digital marketing and introducing some new methods like crm and application.

2 MISSION:

Dwellings through its dedicated teams will strive to bring positive change in real estate and construction community by establishing a trust worthy environment in client-contractor relationships, which is essential for the long term relations in the related fields of services.

3 VISION:

We work in close relations with clients, service providers, and experts in the related fields to obtain optimal efficiency through dedicated teamwork. Besides, we believe in targeted planning and excellence in service as the foundation for all successes

4 DWELLINGS:

Dwellings offers full-scale contracting services including construction, maintenance services, and concrete solutions to the Construction fields. Company is diversified across market segments, the Company deliver seamless solutions to customers in the automotive, health care, education, steel, food processing, industries, and government. Dwellings anticipates to deliver a very strong complement of construction services to their respective clients.

Dwellings objective is to bring positive change in real estate and construction industry of Pakistan, by offering trust worthy environment for their customers. Based on long term relationship with clients they really want to strive hard.

Dwellings have worked with Hamdard University, Bahria town Karachi, Emaar, DHA Islamabad and Rawalpindi, Eighteen and Care (center for advance research in engineering).

Dwellings have a diverse group of local, national, and international corporate partners and associates. We are also fortunate to have highly skilled, highly motivated managers, supervisors, engineers, surveyors, accounts supervisors, and tradespeople of all crafts who have the necessary experience to manage the tasks and projects.

5 PARTNERS AND COMPANIES:

Dwellings have partnered with following companies:

- Artists Dot Com Studios
- Muzh Architects
- Mk construction co
- MKK and Co

6 SERVICES:

Dwellings offers multiple services in construction, interior designing and renovation as:

- Water taps
- Furniture
- Electricity
- Wood edition
- Ceramics
- Pipelines
- Cimento
- Hummer

- Digging
- Raiser
- Screwsrive
- blueprint

7 COMPETITORS:

The art of interior design may change the way your home looks overall, make the most of your space, make it more functional, and add aesthetics like the right color harmony, textures, and patterns, among other things. This makes hiring a skilled interior designer valuable. They may help you carry out your chosen design, prevent any costly mistakes, and ultimately increase the allure of your house to potential purchasers. In order to give your house the best appearance possible, they can also contribute their own ideas. For those who live in Islamabad The best real estate website in Pakistan, Graana.com.

Following are 10 top competitors in Islamabad:

- Ideal Home
- Shaz'e Interiors
- Recency
- Interior Decor
- Glow Interiors
- AenZay Interiors and Architects
- ArcoDesk
- AIDO
- Stonebox Designs
- Décor klub

Dwellings does not have any direct competitor at the moment, they basically work with an individual or a company that undertakes a contract to provide materials or labor to perform a service or do a job.

8 REQUIREMENT ANALYSIS:

Dwellings provide construction, maintenance and concrete solutions to the construction fields. This company is not active on social media pages like Facebook, Instagram and they don't even have a CRM or application. So our research is providing them Facebook, Instagram, CRM and application, so that they can perform their tasks in an efficient way. Through introducing digital and social media they will be able to grab more target market. Crm will enhance their operations and application will make customers purchasing more easily as they will be given multiple choices.

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

Following points are to be introduced in dwellings:

- Dwellings have to enter digital marketing, as everything is getting digitalized so one has to be present on different platforms such as Facebook and Instagram for better performance of the company and grabbing the market.
- Facebook and Instagram will have all the required information of our products and services that are being offered by Dwellings, pictorial representation of previous projects done by Dwelling and the ones that Dwellings is currently working on.
- CRM that will include past history of customer that will help Dwellings with knowing customer's preferences and their buying behavior, it will help us maintain data in a single place and aligned without any difficulties being faced.
- Dwellings target market is increased by showing a better presence on social media platforms by engaging customers with quality content online and showing quality work on social media through their previous projects or customers.
- Dwellings can increase their presence by being active on social media post by providing basic information of products and how the products Dwellings if offering is better as compared to its competitors it can be because of quality, pricing, time period or information that is provided regarding the item or project.
- Dwellings also require application through which customers can easily make purchases of equipment's and materials.

9 DESIGN AND IMPLEMENTATION:

GOALS:

- Dwellings will be present digitally on social media platforms and will be doing social media marketing on platforms that will include Facebook and Instagram.
- Dwellings will be working on YouTube videos and will promote Dwellings with posting videos regarding their ongoing projects, previous projects, informational videos, educational videos and videos with their satisfied previous customers.
- Dwellings will make videos and images that are going to be posted on social media platforms i.e. Facebook and Instagram with keeping in mind the analytics to get the most traffic out of it.
- Dwellings data is going to be maintained under a CRM through which Dwellings will have all the insights of the customers and will have a single platform will all the data under the CRM.
- Dwellings will be developing an application through which the customers can easily decide what type of material and equipment. All the information will be provided on the application for the ease of the customers.
- Customer representatives will be available on social media , crm and even on website to overcome their queries

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

- Dwellings will operate their social media and their website according to the data that is given to them by insights of social media and their website by the data we are going to get through Google analytics and social media pages.
- To gain more customers Dwellings will be providing discounts and offers on different advertisements.
- Dwellings will be keeping a track of CTRs, Impressions, CTA, and Google analytics to gain more insights about customers. By comparing old data with new.

10 SET A BUDGET:

10.1 FACEBOOK:

CPC:

CPC is determined by dividing the cost of advertising by the number of clicks produced by an advertisement. The cost of a click is determined by how competitive your sector is. When there is more competition, the cost of getting your ad viewed rises. Location, market niche, and competition will all influence how much money your company will pay each click.

Cost-per-click (CPC) \$0.44 (Rs126.50)

Clicks ÷ impressions = CTR.

Cost-per-thousand-impressions (CPM):

The cost per thousand ad impressions on a page or site is indicated by CPM. Because advertisers pay a predetermined amount depending on the number of impressions received by an ad placement, it is the optimum pricing strategy for larger publications. It is formulaically expressed as: **Total Campaign Spend ÷ Number of Impressions × 1,000.**

Cost-per-thousand-impressions (CPM): \$4.65 (Rs1, 336.88)

Cost-per-like (CPL):

CPL, or cost-per-lead, is a digital marketing pricing strategy in which the advertiser pays a set amount for each lead generated. CPL is frequently used in ecommerce by firms that provide subscription services or high-value items. The cost per lead (CPL) is the amount of money spent to produce a single new lead for your company.

The cost per lead (CPL) measure is calculated by dividing marketing campaign spending by the number of gained leads.

\$1.07 Cost-per-like (CPL) Rs 307.62

Cost-per-download (CPA):

CPA is a pricing model in which marketers pay ad networks or media providers for particular conversions (such as a purchase or registration) that occur within an app as a result of ad engagement. PA, or cost per action, is a pure performance pricing model in which marketers pay media suppliers a fixed charge based on a predefined activity.

Cost-per-download (CPA) \$5.47(Rs 406.89)

Ecommerce store related android app:

Starts from: Rs325000

Includes front end information, user panel, admin panel, all design work, sale and purchase of furniture, colors of tiles, different materials and other products.

Time duration of developing an app: 3 month to 2 years

App developer experience: of max 2years

Commerce integration: yes

Social media: yes

Customer support: yes

Cost to Develop App: Estimated Price Range is Rs. 325,000 – 1,050,000

Google Play Store Account Fee: \$25 it is a onetime set up cost

10.2 INSTAGRAM:

CPM: \$5.68 → Rs 1,000.53

CTR: 0.4% → Rs 70.46

CPC: \$1.41 → Rs 248.37

10.3 WEBSITE:

10.4 GOOGLE ANALYTICS:

Google offers two versions of Google analytics. The standard version of Google Analytics is free and the premium version Google analytics 360 is the paid version.

For boosting Facebook following cost will incur:

Rs 176.15 per day (1USD)

For making personalized advertisements on Facebook they will charge Rs540. But as stated in the study they are using our own graphic designer we don't want Facebook to make their ads

10.5 EVALUATE EXISTING DIGITAL MARKETING CHANNELS:

Dwellings is lacking behind in marketing their products digitally. This project and research is about introducing them into the world of Digital Marketing. So previously they made Facebook page and website but they don't have a market team and are not active on social media pages. So we as a researcher will make advertisements for them and will post on social media pages and website to grab more audience.

11 IMPLEMENTATION:

- Dwellings is present on social media and is doing marketing on both the platforms i.e. Facebook and Instagram posts are being published on these platforms and are engaging traffic.
- Dwellings is now using a CRM through which they are gathering all the data of new customer and entering the data of all the previous client to keep it in a single place and make it simple for them in the future run. CRM is helping them with knowing the buying history and behavior of their client due to the history of the clients they have kept with them.
- Dwellings has launched its application which has made easier for the customers to get the information of the products and services, they can always buy items from their application it will also tell them that how much inventory do we have and if we can provide them with all the products required by them.
- Dwellings social media pages insights will be checked after couple of days to check whether our posts are engaging or not, if they are the timing is good or not. To check whether we are getting the right traffic that we want to engage if not change the strategy and target a different location or a different segment.
- Dwellings consists of customer support, we are always available to help you with the questions and the information that you required, whether its social media pages, Dwellings site or application.
- Dwellings is providing consultancy for customers who want to avail that even if they do not buy our physical products they can always come to us for consultancy whether it is physical or digital Dwellings is ready to provide their customer with right information and knowledge.

11.1 TARGET MARKET:

Target market of interior designing companies are divided into two categories:

- Residential customers
- Commercial customers

Individuals who are basically into redesigning their existing homes are a prime market for interior designing companies.

Other than interior designing dwellings also offers construction and renovation services:

- Residential properties
- Commercial properties

They mainly are targeting interior designing, construction and renovation of houses in DHA. But they wish to expand their business in near future.

11.2 POSITIONING:

For positioning two main points should be kept in mind:

- Dwellings mainly was targeting audience in DHA Islamabad but as we have started to go digital we will have more audience in this way through google analytics and social media insight we will have a more clear understanding that where our customers are coming in from then we can target them accordingly, this way we can cover more are areas other than DHA Islamabad.
- Dwellings social media pages are up and they are also always available on phone and social media pages if there is any query or questions regarding customer's project or any inventory items. Aftersales services is another thing we are providing and we at Dwellings are always asking out customers about their experience with us so we can create the best relation with our clients.

We can engage and interact with customers now:

- Dwelling is always available and ready to answer your queries regarding Dwelling's services being provided one can contact us on our social media pages or on our website and their concerns always solved through a professional manner.
- Dwellings is always attending events which can be beneficial for them and customer in this way we can always tell people about our services and if they find it good enough they can always be our potential clients.
- We at Dwellings always try to attend expos as they are good for our own learning and a number of opportunities stand in these events.

Positioning can be done by:

- Dwellings always offers the best products to their clients are construction is something that is done after a very long time of period and is very costly so we always advise our clients to use the best material unlike local vendors, if they are buying cement products from us we always educate them about the grades i.e. 33, 43, 53 we educate them before selling any product to them for their greater good.

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

- Dwellings is always available even after a project is completed to help the client in future issues if any faced, we try our best to resolve in the most professional manner and keep contact with our client for our own good.
- Dwellings first priority is always the satisfaction of the customer if they are not satisfied we try our best then give out incentives e.g. discounts, free after services because in construction there are very small things that are to be kept in sight while you are doing a client's work so it has to be perfect in order to satisfy your client.
- Brand loyalty is something which can get you to places, so we try to keep a relation with our clients so that they work with us in a longer run and if they do they will always speak good about us and if the word of mouth is good then you have to do minimal as a company to bring in a customer.
- **Consumer expectations** should meet
- **Consumer perceptions** about digital marketing campaign should be good enough to build positioning.

Dwellings is not just a construction companies but they also are providing solutions to customers in the automotive, health care , education , steel , food processing , industries and government . They are trying to position their services and brand into customers mind by delivering all these services in an efficient way.

11.3 SEGMENTATION:

Areas: DHA

- planning to expand

12 DEALERS:

CEO FOUNDER Shahbaz Uddin Siraj, **Domain:** Accounts, Financials, Business Executive

Syed Rizwan Ur Rahim, **50%** partner, **Domain:** Site engineer, Accounts.

Muhammad Tauheed, **Domain:** AutoCAD designer, Blueprints.

Saalar Zulfiqar, **Domain:** On site observer, Supervisor

13 MARKETING TEAM:

There is no marketing team in dwellings right now and this project is basically a main part of their marketing as this project will start welcoming dwellings in social and digital marketing. Dwelling will now further proceed with these marketing strategies like crm, Facebook, Instagram and application.

Dwellings is a well-known interior designing and construction company based in DHA Islamabad, they have variety of products and services. Their main target audience ranges from middle to upper class. Even though they have amazing designs and piece of art but still they lack behind in some aspects related to marketing.

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

The team examined Dwellings current marketing techniques and strategies, researcher recognized that dwellings lack behind in grabbing market from online, social and digital market world. They are still following traditional ways of marketing. Researchers discussed their marketing campaign with CEO Shahbaz that how they can revamp dwellings by implementing customer driven marketing strategies.

Researchers introduced them the idea of CRM, application, posting advertisements on Facebook and instagram. They really liked the idea and teamed up with us. We then started working for dwellings and made all of the above marketing plan for them.

Crm and application will be a game changer for dwellings as it will help them a lot in handling, nurturing leads more effectively, can track client interactions. This as a whole will improve their entire customer experience.

14 FACEBOOK POSTS AND DETAILS:

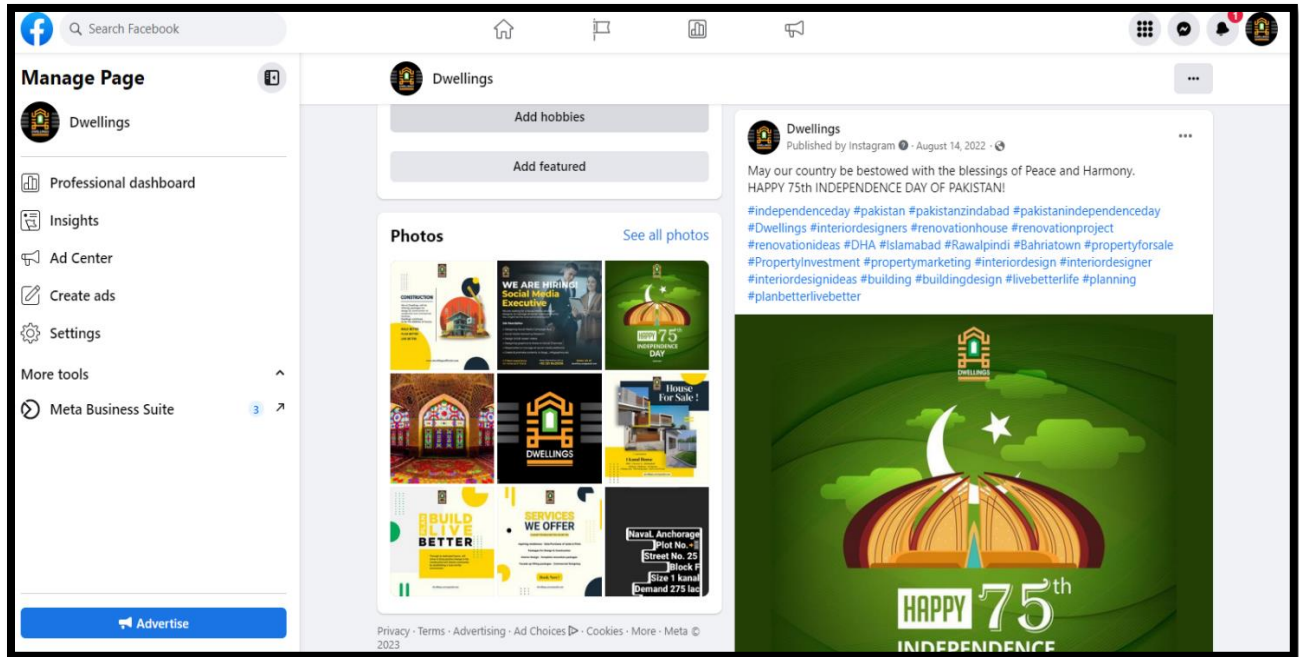
Facebook now a days is a very essential social media tool for any business. Facebook has introduced separate marketplace for business to promote themselves. Dwellings is an interior and construction company which aims to provide upper level lifestyle to its clients by providing highly efficient services. But according to our research they lack behind in being active on social media pages.

Dwellings have a Facebook page, but they are not active on social media as they more prefer word of mouth instead of promoting their business on social media or digital media.

14.1 Following are some pictures of their Facebook page before our research:

Link of Facebook page: <https://www.facebook.com/dwellingsofficial>

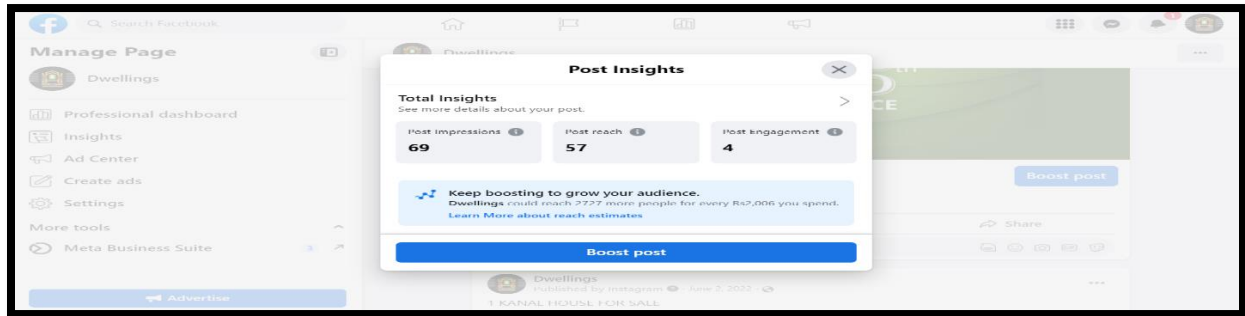
Figure 1



As you can see this picture was posted on August 14, 2022. They do not really focus on social media pages to promote their business. So, this gave researchers opportunity to fill this gap for dwellings and try to grab more audience and stay active on Facebook.

Following are insights of above mentioned post:

Figure 2 insights of above post



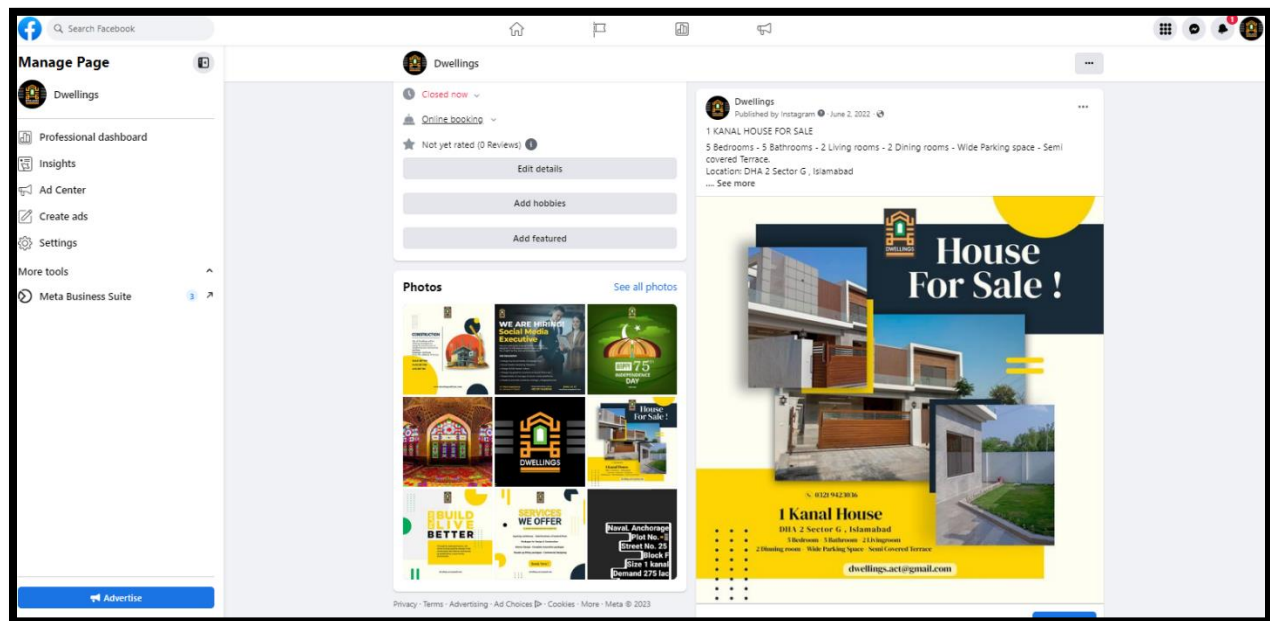
In above attached pictures as you can see there are not many impressions, post reach and post engagement.

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

Above insights:

- Post impressions are 69.
- Post reach is 57.
- Post engagement is 4.

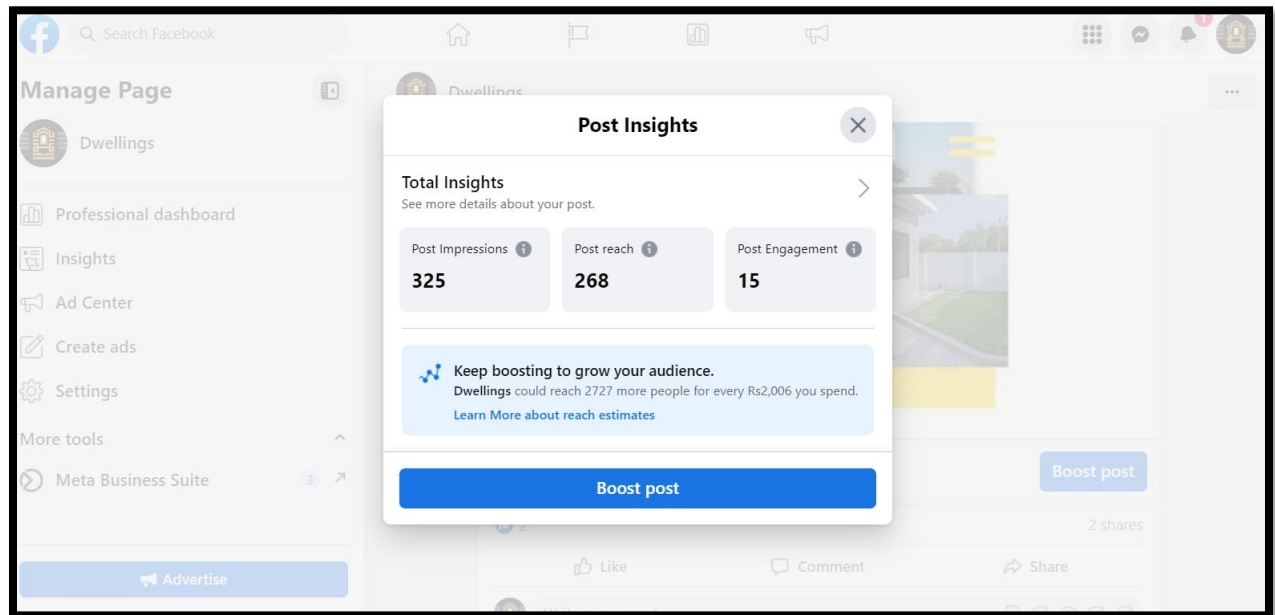
Figure 3



This post was made on June 2, 2022. As you can see, they are not much attractive, and posts are not even boosted to grab more customers. But somehow, they managed to get more impressions and post engagements from this post.

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

Figure 4 insights of above post

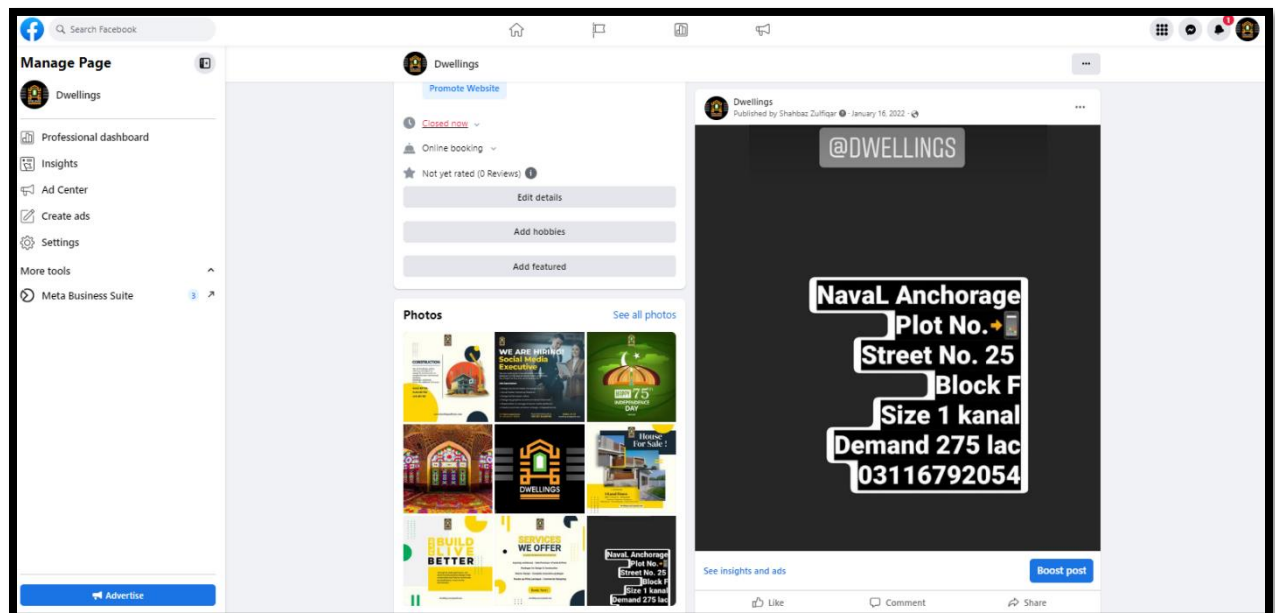


They had better post impressions and engagements on this post.

Above picture have following insights:

- Post impressions are 325.
- Post reach is 268.
- Post engagement is 15.

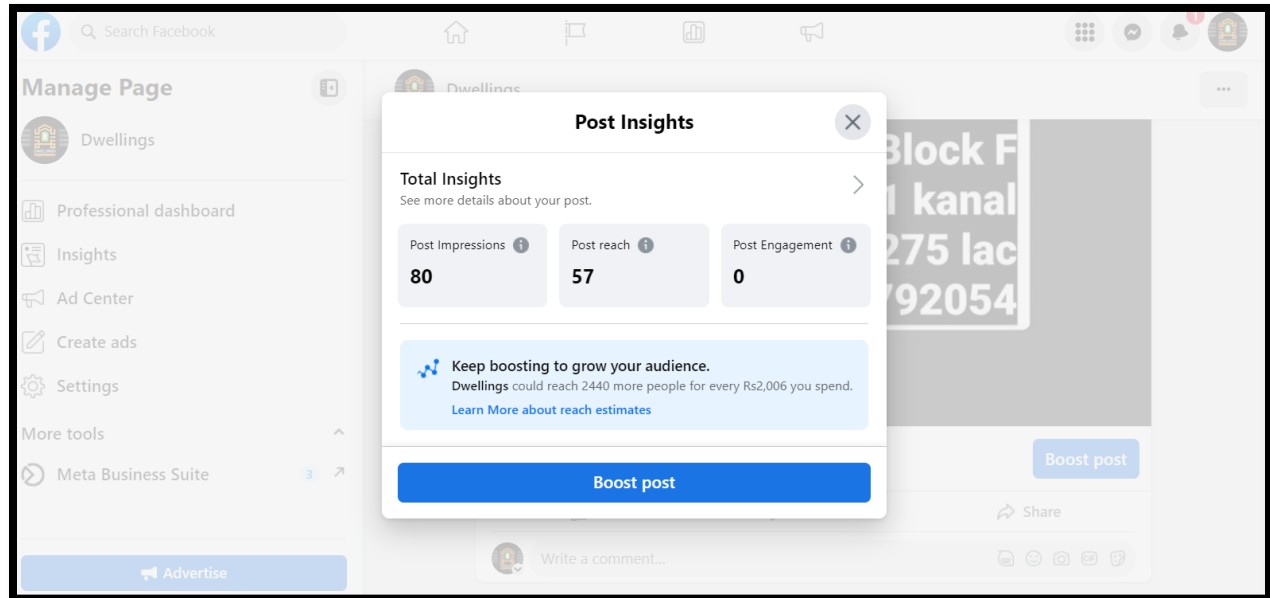
Figure 5



REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

In this post is very clear that they are offering some kind of plot, but the post is very dull , no colors , no proper template and design and so is why this post had very few impressions.

Figure 6 insights of above post



As you can see this post has 0 post engagement and very less impression and reach

Above insights are:

- Post impressions 80
- Post reach is 57.
- Post engagement is 0.

Following are some posts that researcher made for dwellings social media:

Figure 7

14.1.1 Post 1

Figure 8



In above inserted post, researcher made sure that they use updated pictures, content and key words. This post has a tag line of “WE MAKE YOUR HOME BEAUTIFUL”, which clearly is aligned with dwellings mission and vision statement. Researcher have also used vibrant color combination of yellow, black and white which represents dwellings logo and office.

This post is about the offerings of dwellings related to interior designing.

POST

Figure 9



This post is regarding construction services of dwellings as they provide furniture, cimento, electricity, hammer, digging etc.

Researcher have used same color combination of text.

14.2 Following is comparison of the post insights researcher made for dwellings and old post insights:

Figure 10 Researchers post 1 insight.

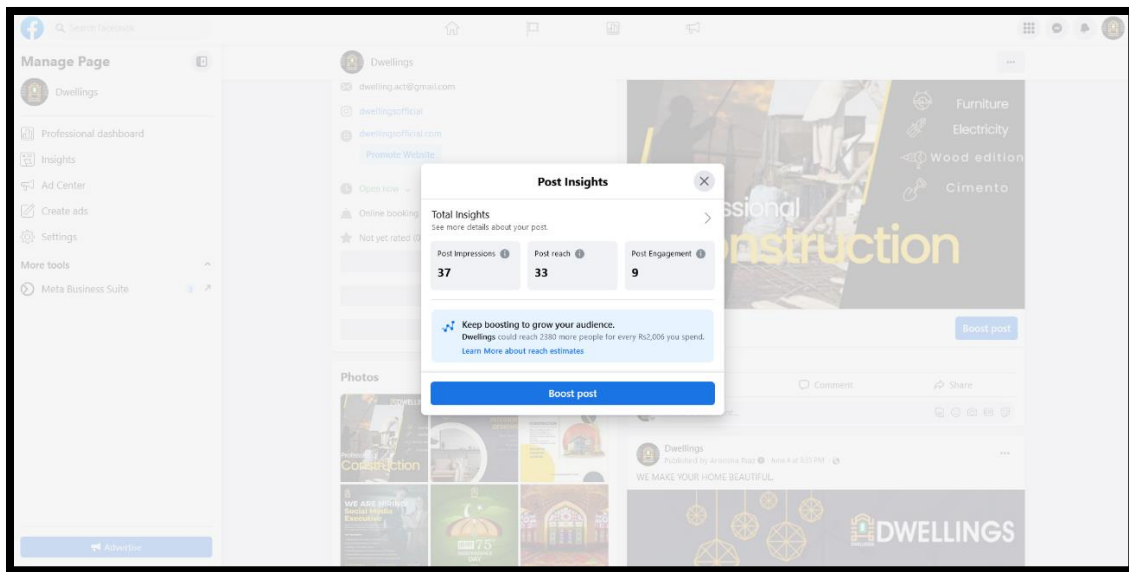


Figure 11 Researchers post 2 insights.

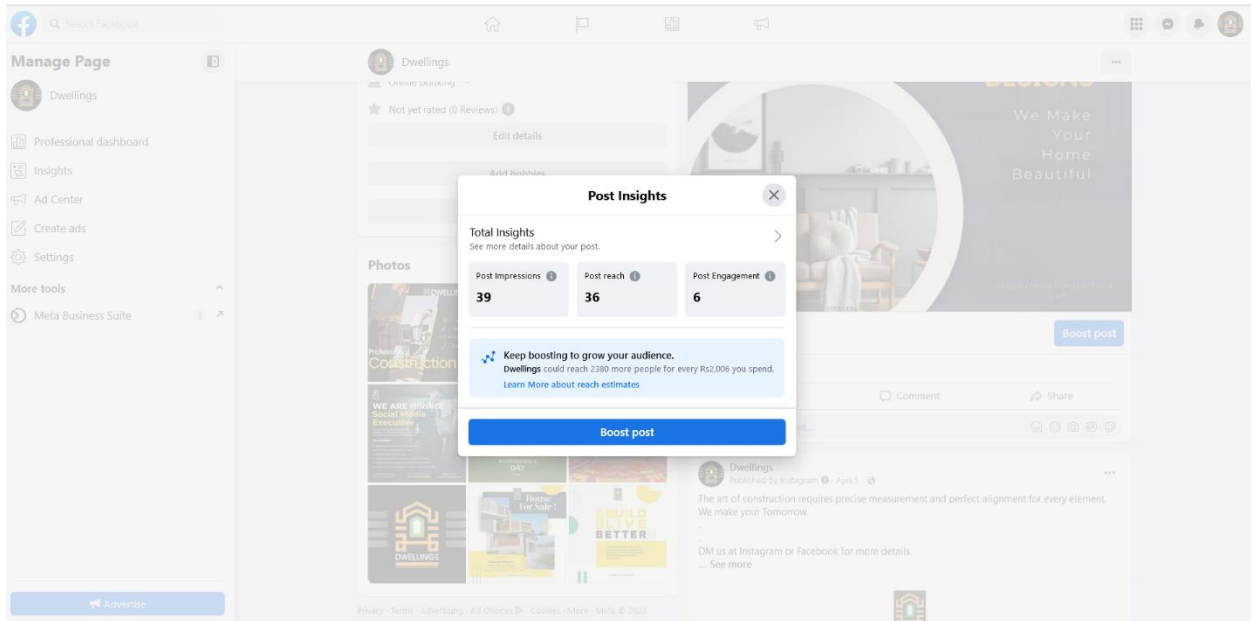
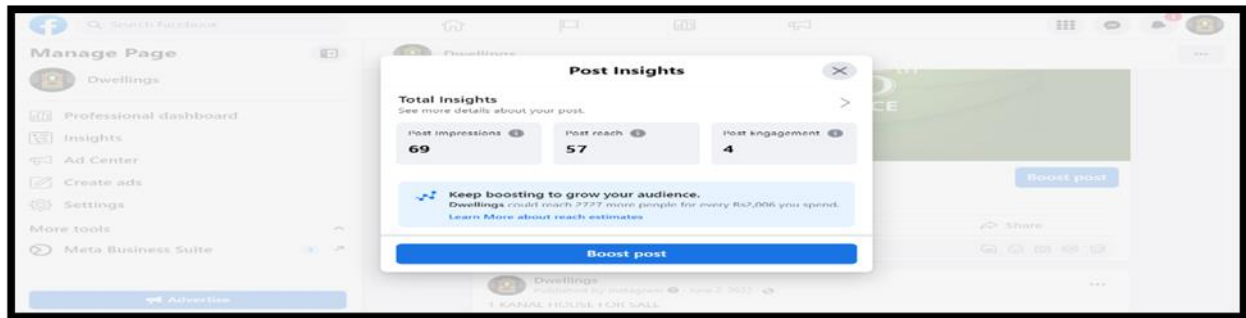


Figure 12 Dwellings old post insights



14.3 FROM ABOVE INSIGHTS, COMPARISON:

Our post got more post engagements in less than 3 weeks as compared to dwellings old posts that were posted 3-4 months ago.

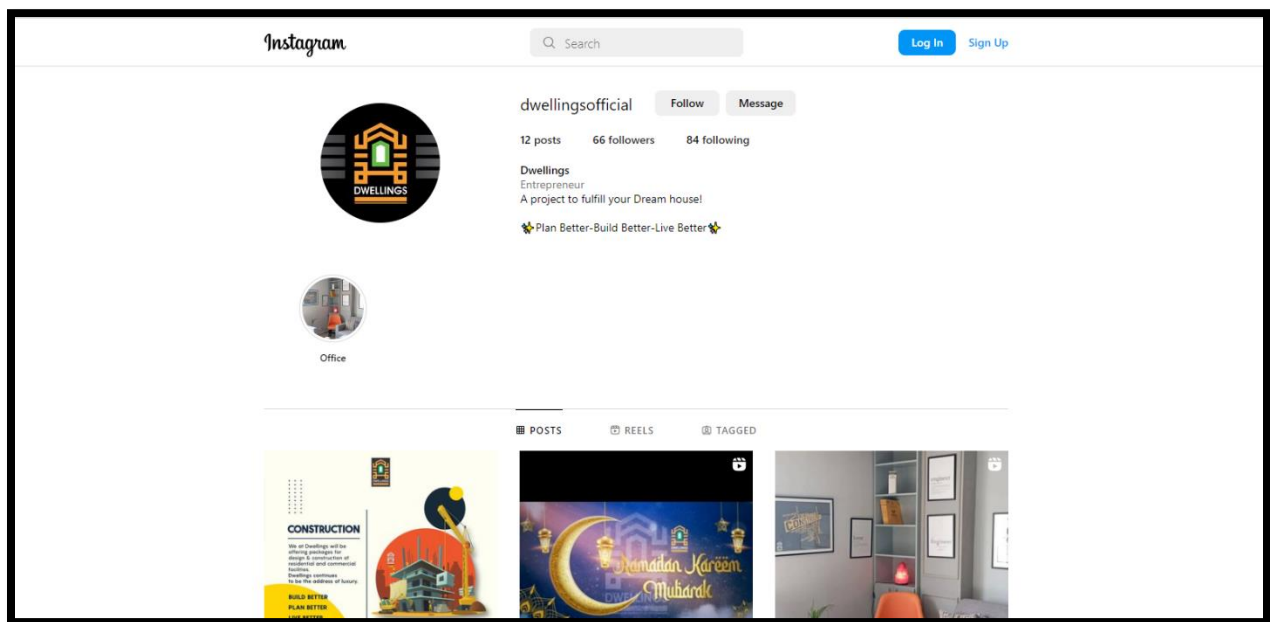
- Our post got post engagements 6 , post impressions 39 , post reach 36

15 INSTAGRAM POSTS AND DETAILS

Dwellings is not at all active on Instagram as well, they have total 12 posts on their page. Dwellings is an interior design firm that has yet to fully exploit Instagram marketing potential. As researchers we recognized the importance of social media and digital marketing for dwellings. Researchers want to attract a larger audience and generate more interest in the company's services by utilizing the power of social media marketing. As now a days due to trendy hashtags, instagram post gets really viral and trendy posts gets customers attracted, we made some posts with trendy hashtags to grab more target market.

15.1 Following are some pictures of their Instagram feed:

Figure 13



Above picture is showing that they have 12 posts, 66 followers and they are not active, as they posted same posts that were on Facebook and last post is about 10 weeks ago.

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

Figure 14

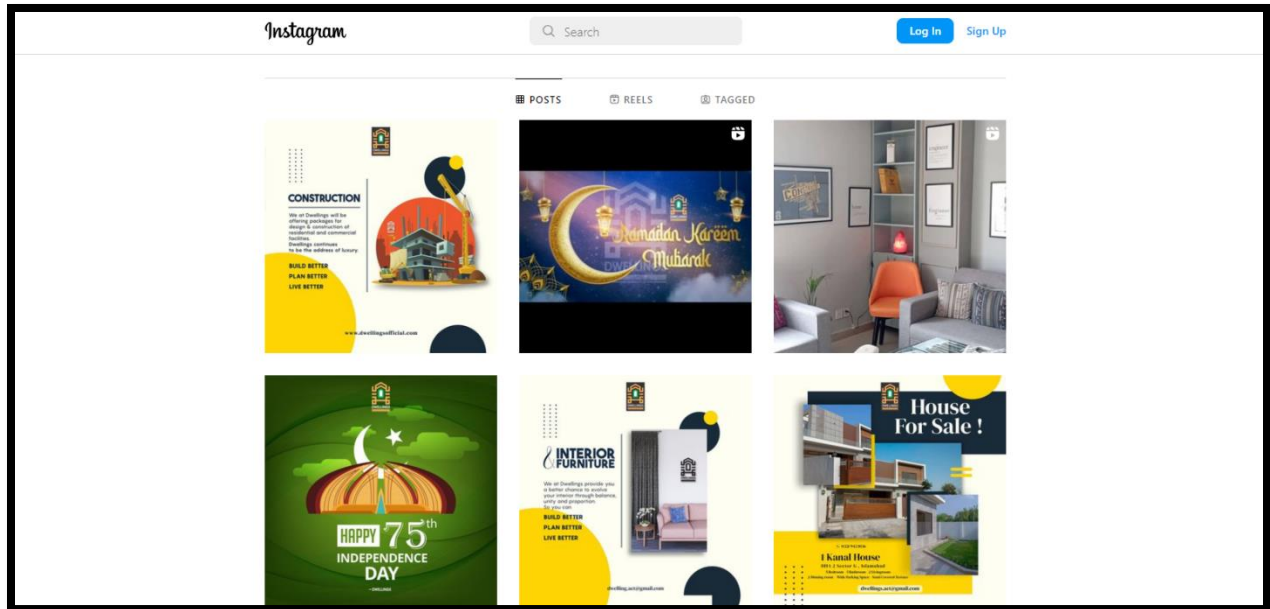
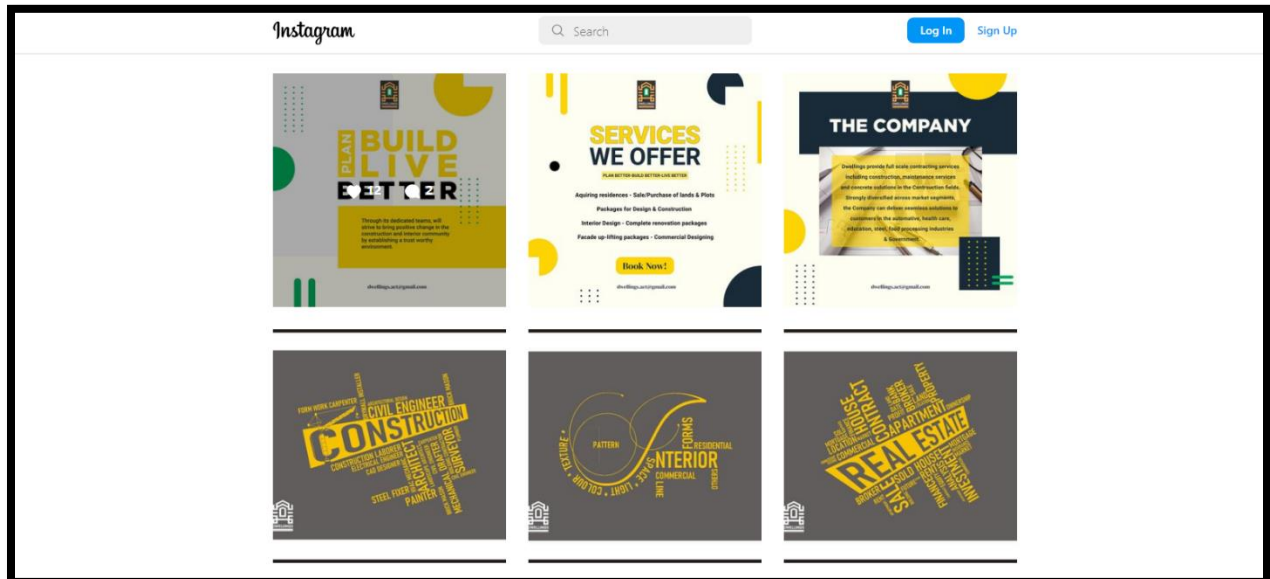
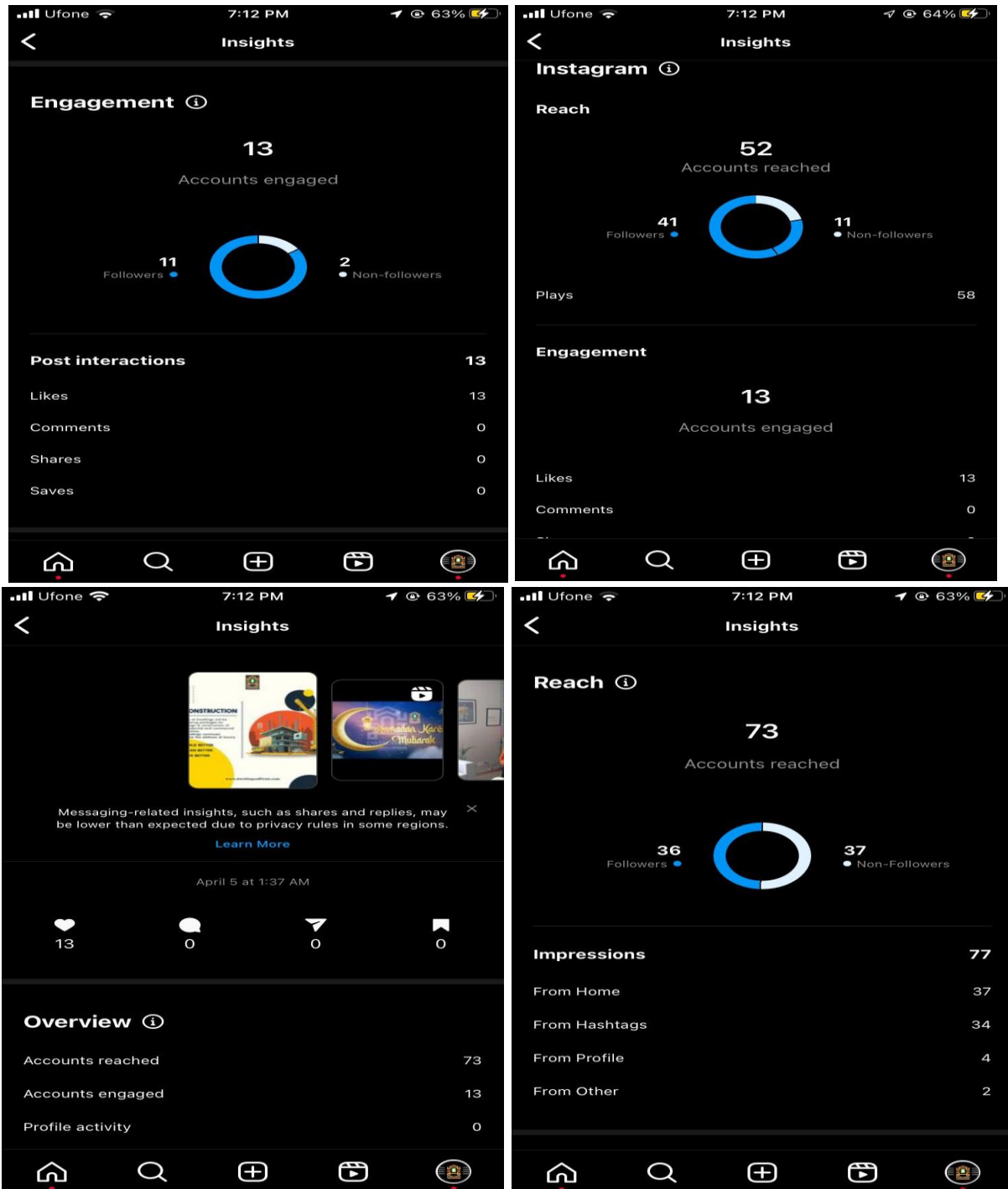


Figure 15



These are total posts made by dwellings, they really are lacking behind in marketing themselves.

15.2 Following are some insights of Instagram posts:



as you can see there are very less post interactions and engagements . Researcher will make new posts and will grab more audience.

Intgaram insights are:

ENGAGEMENT:

- Accounts engaged 13
- Followers are 11
- Non – followers 2
- Post interactions 13
- Likes 13

REACH:

- Accounts reached 52
- Followers 41
- Non-followers 11
- Plays 58

16 Intagram posts :

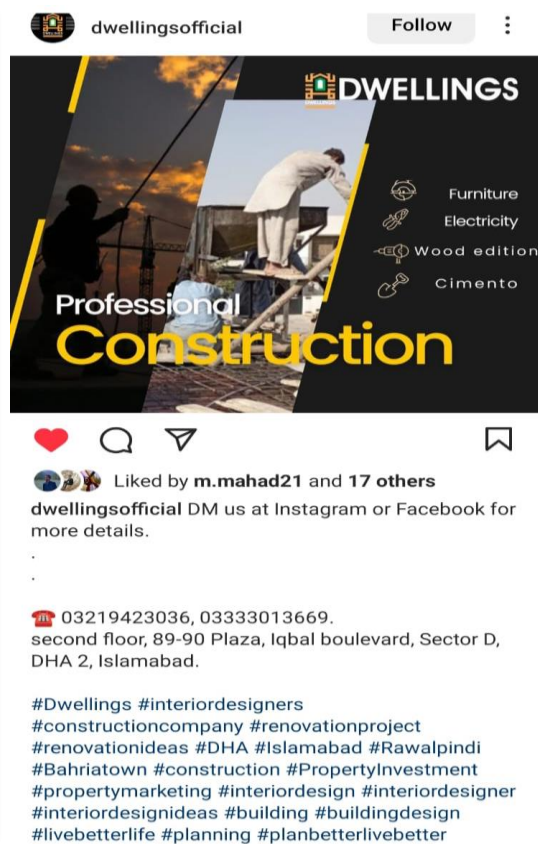
Researcher posted the same advertisement on dwellings instagram page

Intagram page link: <https://www.instagram.com/dwellingsofficial/>

Figure 16 post 1



Figure 17 Post 2



17 APPLICATION AND ITS DETAILS:

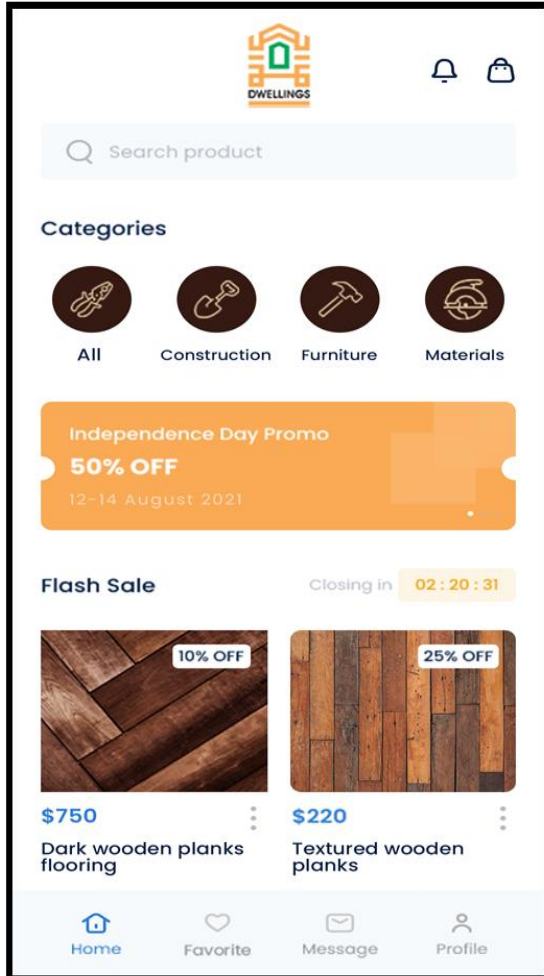
In today's digital era, where everything is available online and e-commerce has got a boost, researcher made dwellings realize the importance of stepping up their digital marketing efforts. As a researcher, I have developed an innovative application specifically for dwellings, enabling customers to buy exactly what they demand or desire. This application caters with needs, including furniture, interior designing, and construction-related products. With just a few clicks, customers can purchase multiple products.

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

17.1 Following are interface, and some pictures of application that researcher made:

Figure 17 application

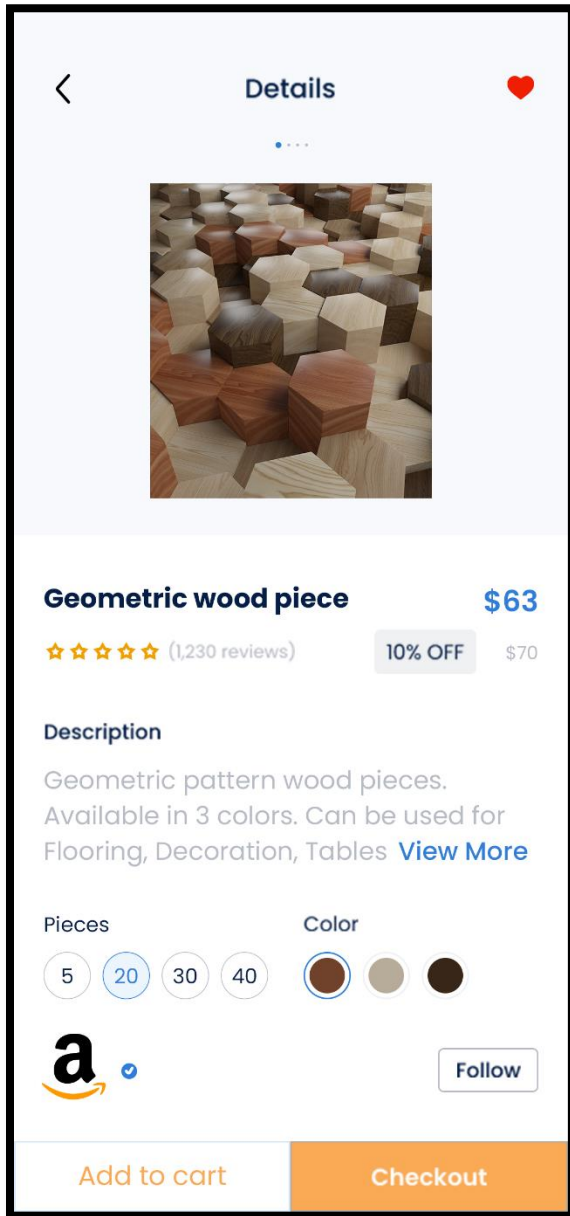
interface



As you can see in this pictures researcher have integrated following:

- Logo of dwellings
- Construction, furniture, and material related products
- Sale tag
- In application researcher has made an option of flash sales, have mentioned sale prices.
- At the bottom of this picture, application has option of home, favorite (wish list) , message(contact us) and profile

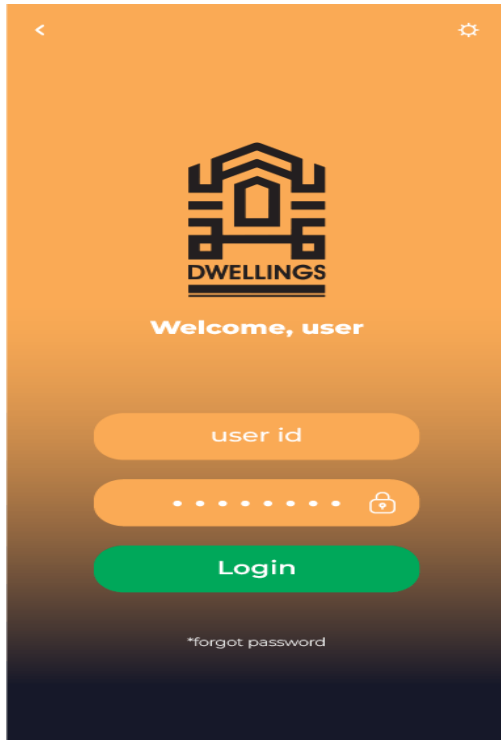
Figure 18 Product Details



As you can see in this pictures researcher have integrated following:

- Product details, geometric wood piece
- Description of the product, colors available, what it can be used for
- Pieces numbers
- How many left
- Price
- Discount 10% off
- Add to cart and check out options.

Figure 19



As you can see in this pictures researcher have integrated following:

- This is the main login page.
- In this researcher have integrated an option of making your own user id
- Each customer will have to register themselves by signing in with their respective ID, they must insert Gmail and passwords.
- Each customer or application user of dwellings will have their own unique ID or profile.
- It has logo of dwellings and stating welcome user.

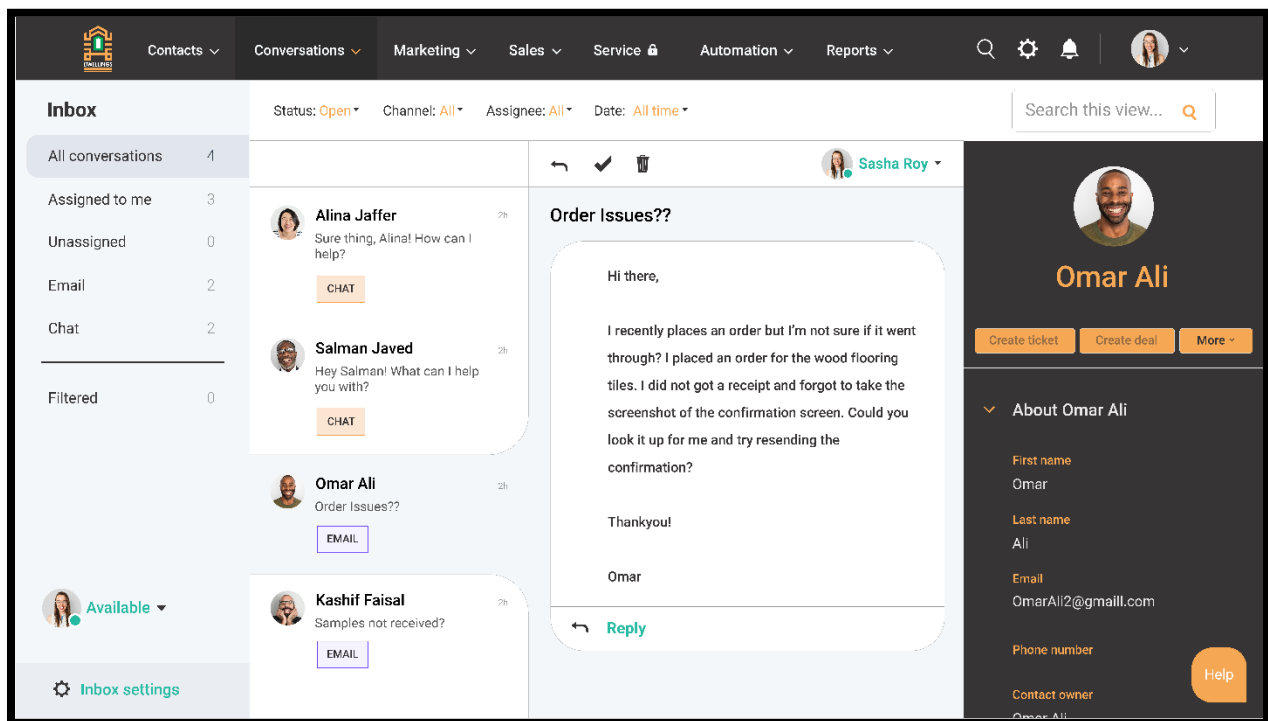
Above mentioned and attached pictures shows that researcher had made an effort to introduce dwellings in digital marketing world. Application plays a vital role in today's business, as it's very important to stay in trend and marketing world. Dwellings was way behind in marketing their products and services, Researchers introduced them application which made their operations, functions and customer related services easy and efficient. It ensures that results meet their exact requirements. Customers can easily customize their package through this application, they can choose their favorite colors, furniture, and construction related products. In case of queries they can contact Dwellings through this application. Application will provide valuable insights and analytics and will enable business to make informed decisions.

18 CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

CRM (Customer Relationship Management) has become a must-have for organizations in today's world, especially in fields such as interior design and construction. Researchers have made efforts to develop CRM software, customized it for houses in response to this necessity. CRM enables organizations to capture and update client history and data in an effective manner, allowing them to create and sustain strong customer connections. Interior designers and construction companies can access vital information about their clients, such as their preferences, previous projects, and communication history, using this CRM system. As CRM is now part of dwellings, they can record past history for their clients, can schedule meetings, handle order issues, contact clients and client queries can get solved through crm.

18.1 FOLLOWING ARE SOME PICTURES OF CRM:

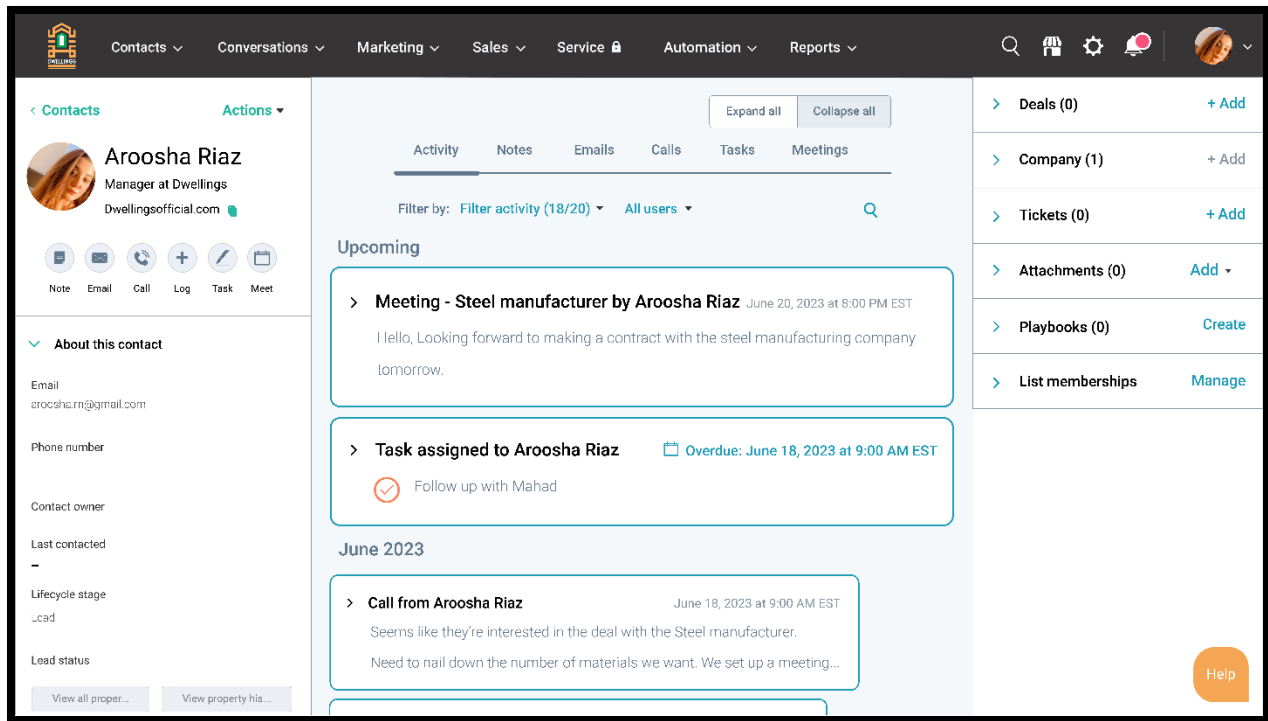
Figure 20 crm conversations



Above picture has following elements:

- Dwellings logo
- Inbox containing details of all customers related conversations.
- Order issues and names, details of employees and customers
- Tasks details assigned and unassigned.
- Researcher has introduced contacts, conversations, marketing, sales , service , automation and reports in crm

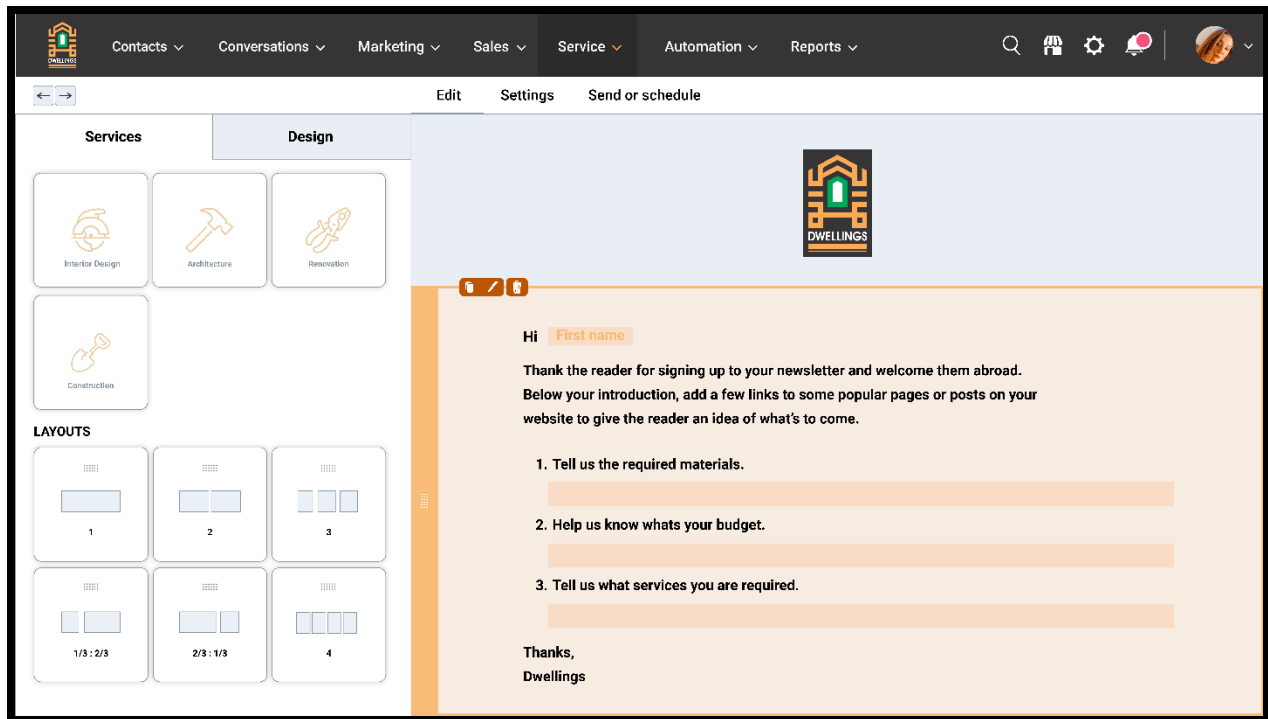
Figure 21 employee and task details



Above picture has following elements:

- Employee Aroosha Riaz details
- Activity, tasks details along with dates and time
- Deals, company, tickets, attachments, playbooks, list memberships
- Notes made by employees using crm, calls history of customers and meetings arranged with other employees and customers details.
- There is a help option in right corner as well, it is automated.

Figure 22 service, design



Above picture has following elements:

- Details of services and design
- Layouts
- Customers can tell dwellings through crm what exactly they need, how much budget they have and what services do they want.

The researcher aims to revolutionize the way Dwellings operates by implementing customer-driven marketing strategies, and as part of this transformation, they have introduced a CRM (Customer Relationship Management) system. Recognizing the importance of understanding and meeting customer needs in the interior designing and construction industry, the researcher acknowledges that a customer-centric approach is crucial for success. By leveraging the power of CRM, Dwellings can gather valuable insights into their customers' preferences, behavior, and interactions. This data enables the company to tailor their marketing strategies, personalize their services, and create meaningful customer experiences. The CRM system facilitates the recording and analysis of customer data, allowing Dwellings to track customer interactions, identify trends, and make informed decisions to enhance customer satisfaction. Through the implementation of customer-driven marketing strategies and the utilization of CRM, the researcher endeavors to establish Dwellings as a leader in the industry by delivering exceptional customer experiences and fostering long-lasting relationships.

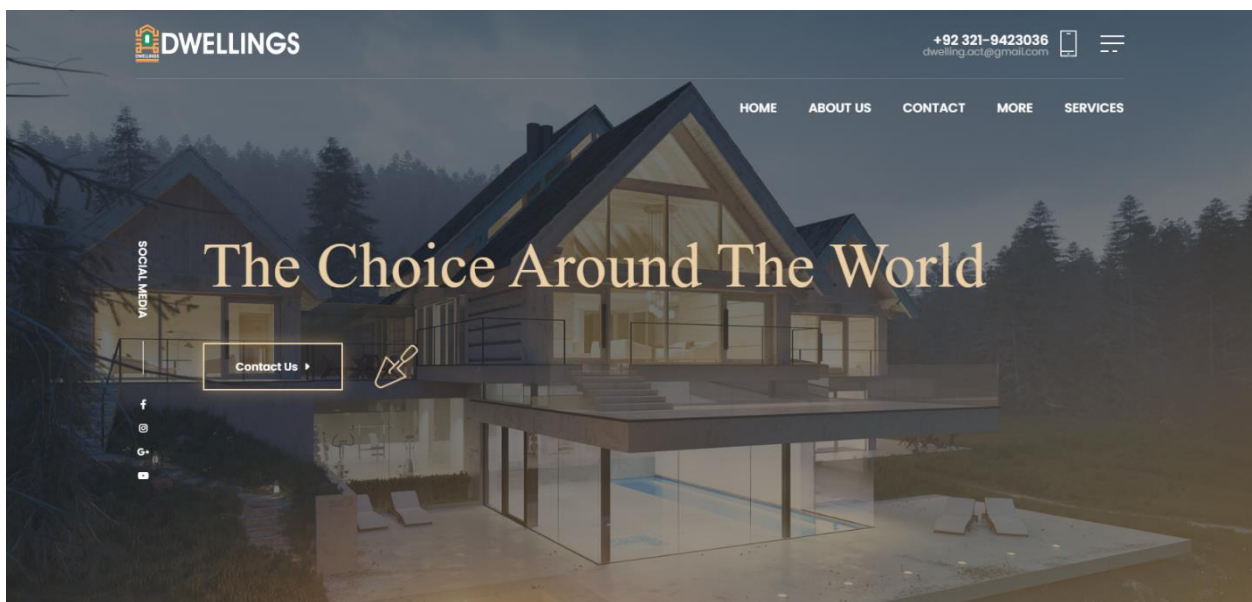
19 WEBSITE POSTS AND DETAIL:

Fantastic interior design company Dwellings already has a website. Anyone seeking inspiration and guidance for home design projects can use this website as a resource. The website for Dwellings offers a wide range of goods and services together with thorough information on aspects of construction and interior design. This website is a fantastic resource for anybody wishing to learn about various architectural types, browse stunning furniture collections, or uncover original design ideas. In order to help clients design their dream homes, Dwellings offers a vast library of knowledge and expertise, covering everything from the complexities of space planning to the finer points of colour harmony. The website offers a user-friendly interface and beautiful images.

Website link: <https://dwellingsofficial.com/>

19.1 Following are pictures of website:

Figure 23 website home page



Above picture has following elements:

- Home, about us, contact , more , services plugins
- Title **“THE CHOICE AROUND THE WORLD”**
- icons with backlinks of Facebook, Instagram
- logo of dwellings

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

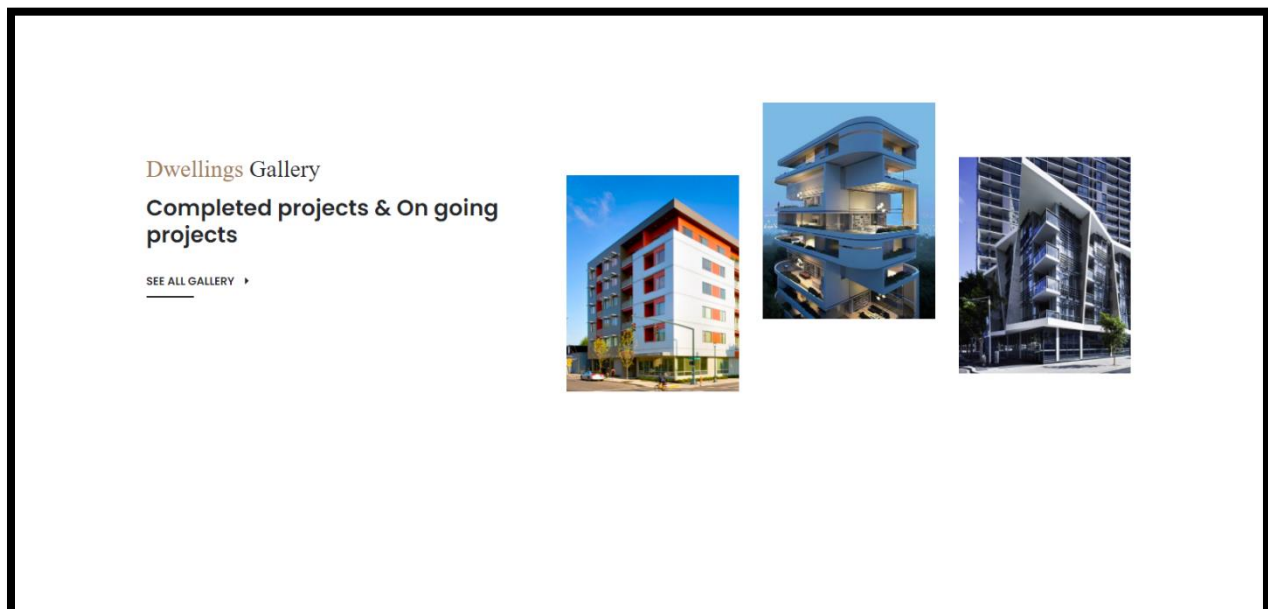
Figure 24 mission, vision, and objective



Above picture has following elements:

- mission statement
- vision statement
- objective

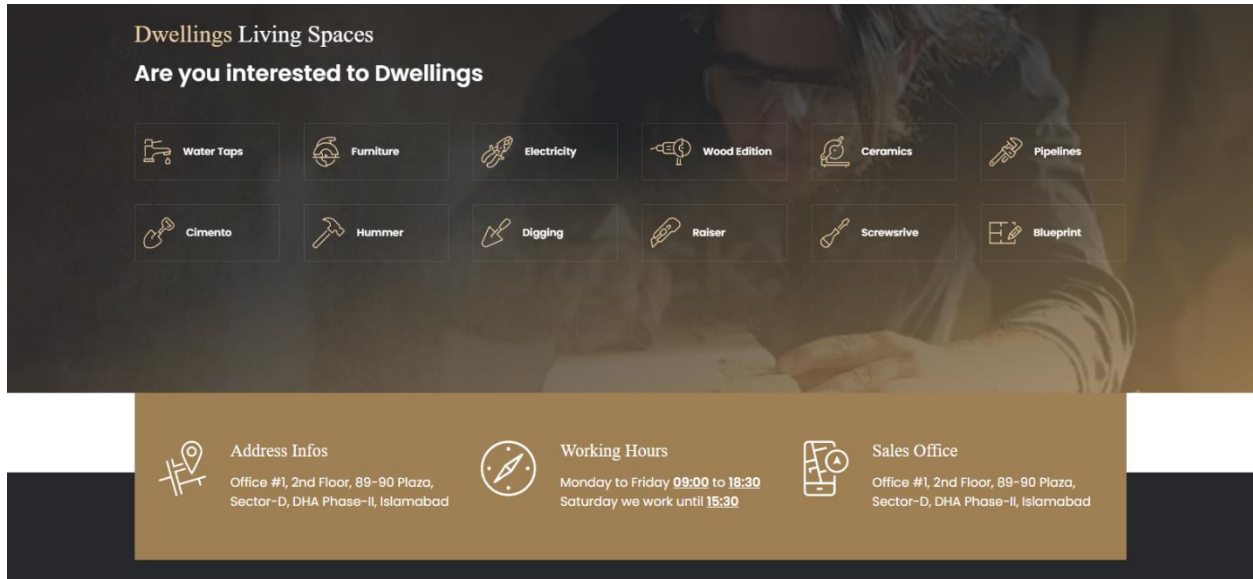
Figure 25 dwellings gallery



Above picture has following elements:

- dwellings gallery that includes pictures of their projects
- completed and on-going projects

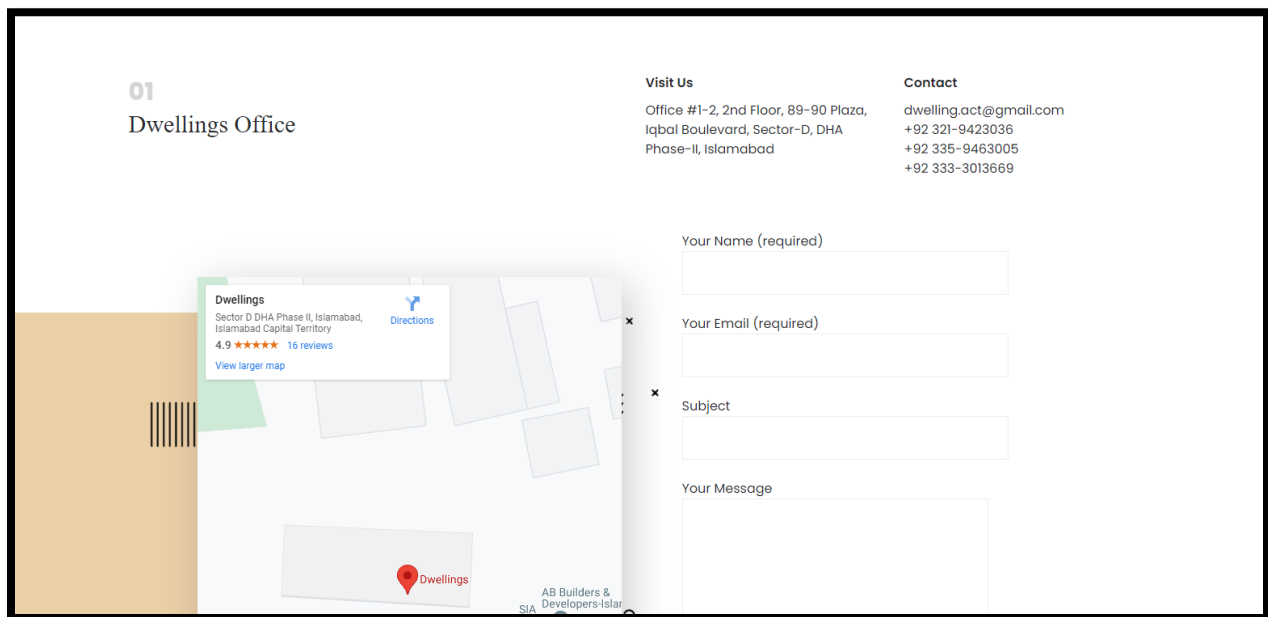
Figure 26 services



Above picture has following elements:

- Services dwellings are offering.
- water taps, furniture, electricity,
- wood edition, ceramics, pipelines, cimento, hummer, digging, raiser, blueprints
- Address information. Working hours are mentioned, sales office address.

Figure 27 contact us



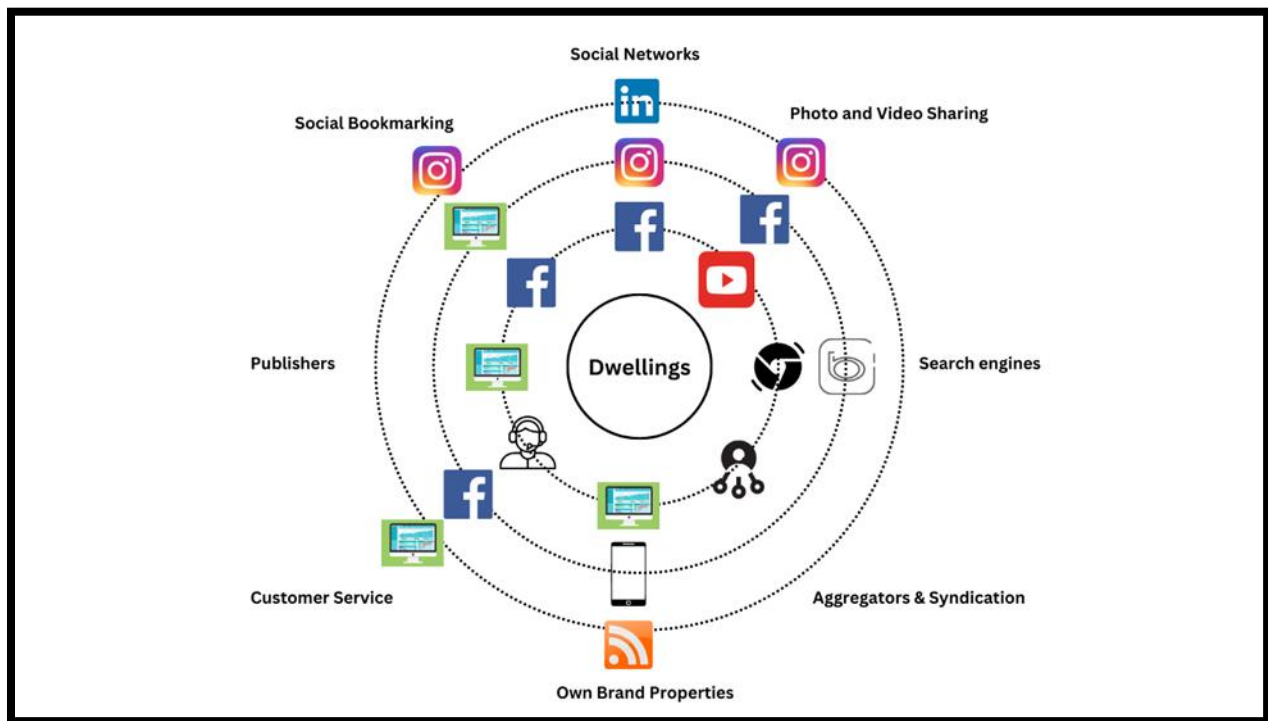
Above picture has following elements:

- Address of dwellings office on Google maps
- Contact us.
- Name, email address, subject , your message
- Contacts, in case of queries

This website is made on word press and domain is from hostinger.

20 Social Media Radar

Figure 28 social media radar



The first step to success in a digital marketing campaign is having a sound strategy. A good strategy steers the whole digital marketing effort into the direction that is desired by the company or brand. A good strategy involves extensive research and analysis to choose the right target audience, right product etc. A social media radar helps in developing this strategy into a step by step and importance-based model. It involves having different channels and activities involved in digital marketing and giving them a shape to produce the best results and achieve the goals of the campaign and overall organization.

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

The things that are the closest to the brand name are given the most importance in terms of how much effort is to be put in them and how the results will be much more beneficial than the outer layers. For example, it is proven that Google has more traffic and more success from search engine marketing either paid or organic than Bing, so it holds more importance than Bing in the digital marketing efforts. In the case of dwellings, it is crucial to understand the size of the organization and dwellings is not a huge company yet. The marketing efforts done by them involve mostly the conventional methods such as word of mouth, references, location etc. so the social media radar that is proposed for them involves multi-layered plan to achieve the most success and growth.

The social channels are the social media accounts that are directly responsible for brand management, content creation, inbound marketing through content. Dwelling will be taking full advantage of the most widely used platforms such as Facebook, Instagram, and LinkedIn. Facebook is still the most widely used platform in Pakistan simply for the fact that it has evolved into not just a social media platform but also a marketplace and community that has grown significantly and it stood at a staggering 57 506 800 in May 2022. That is almost 25% of the entire population of Pakistan and it further implies the importance of social media when developing a marketing strategy. Facebook also has a very customizable and personalized ads manager that will help dwellings target the specific people that are the perfect match. The ads will be based on a buyer persona created after extensive research and analysis on who the buyer is, the factors that will be taken into consideration when developing the buyer persona will be Location, Gender, Earning, Purchase behavior, past searches, return customers, lifestyle, etc. a mix of organic content and paid content will be implemented to get the best results from Facebook.

The second platform that will be used is Instagram, it is mostly a photo and video sharing app and it is used as a means to generate buzz and gain brand awareness through content that connects with the audience. It will be used to build a brand and a relationship with the users with educational, helpful, knowledgeable content that will put dwellings as a brand that is well versed in the services it provides for the clients. The ads that will run on Instagram will also be to increase brand awareness around the area of Rawalpindi and Islamabad and the province of Punjab mainly. There will also be content related to the latest projects underway by dwellings, progress updates, how to content that will be beneficial for the users and they will be enticed to click the link in the bio leading to website and contacting the organization for their services.

The last social channel that will be used by dwellings in their marketing strategy is LinkedIn. Most if not all the leading industry experts and thought leaders are present on the platform, so the content on LinkedIn will look to target the right corporate clients as well as the right employees that are perfect for the organization as it heads towards growth and expansion.

The platforms that will be used for photo and video sharing are YouTube, Instagram, and Facebook. YouTube will be used to spread knowledge in longer videos related to construction,

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

quality, and best practices. This is one of the main goals of dwellings to educate the masses on the process and help them become better at dealing with construction, renovation etc. related matters. This will lead to right traffic that is interested in the brand being directed towards the website and ultimately the business. Things to keep in mind when utilizing YouTube is that it requires research, time, attention, and quality assurance to consistently produce the best content for the audience. It is a long-term game that pays off if patience is observed.

Facebook and Instagram will be used for short form content like photos and videos or reels to quickly showcase the work dwellings is doing and generating website traffic through these platforms. Things to keep in mind when utilizing these platforms are aesthetics, visual appeal, attention grabbing content and a strategy whose main goal is to generate traffic for the brand.

The search engines are some of the most important platforms for dwellings to generate traffic directly over to the website and ultimately the business. The two search engines that will be used are Google and Bing, and for success, it is important to properly optimize the company website through the use of proper keywords, Meta tags, and title tags, to create a visually appealing and modern looking website that has clear goals in mind and runs fast and efficiently. Google ads are one of if not the best methods to generate traffic for the website directly from the search engine. There are multiple types of ads that produce different results and are based on different goals of the organization such as search keyword ads, performance ads, etc. The ads that will be implemented for dwellings will be search campaign and it will help dwellings achieve a few goals, appear at the top of search results when the prospect is looking for similar services, drive traffic and generate sales, build an overall brand that is well known across the target location.

Dwellings' own brand properties have also been developed that includes a website blog and a mobile application. These are updated regularly to include the latest projects and updates from the organization. The website blog will post detailed information on the latest and greatest in the world of construction and real estate, easy to find contact information, partners and past projects, services offered, location.

The mobile application will function as a shop for the clients where they will be provided with a one stop shop for everything construction and home renovation, such as materials, tiles, lighting, etc. instead of keeping the client or homeowner in the dark about resource acquisition, dwellings will be making them a part of the whole process so they can keep up to date on the progress of the project they are paying for.

Customer support is one of the most important parts of a marketing strategy, the same goes for digital marketing as the internet has made it easy for people to get in touch with brands and organizations to discuss future business, issues etc. Dwellings has an on call or at site customer support as construction is an extremely sensitive and resource intensive process, so clients can easily reach the desired person through the phone or at location. With the rise in digital marketing, it has been made easier to engage and facilitate clients and prospect clients to connect with organizations like dwellings. So, the clients and prospect clients will be able to use

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

Facebook and website for customer support and facilitation. On Facebook, the support will be provided over the direct messages and on website there will be a reviews section and a call button to reach the relevant people.

To generate brand awareness, blog pages and publishers will be utilized and the philosophy, the mission and vision, the unique selling point of the brand will be showcased and highlighted which is the promise of quality, a process that is transparent and along the way educational for the client. Online partnerships with comparison sites and publishers will help dwellings reach new audiences and prospects which will ultimately lead to more sales.

To make it easier for people to revisit dwellings digital marketing platforms and services, social bookmarking sites such as blog websites, Facebook and Instagram will be utilized and the purpose will be to have a constant presence in front of prospects and old clients so they can revisit and easily find the services they require, the knowledge they need etc. Social bookmarking sites help sites build a following that is based on specific customer needs that they want fulfilled and for this purpose they save your website or social media posts etc. to easily find them when they need them.

21 GOOGLE ADS INTEGRATION FOR DWELLINGS

Account Creation:

As dwellings has no prior experience with Google ads, An account will be created for them that will have all the details and campaign sets in them.

Campaign Creation:

The type of advertisement that will be most beneficial for dwellings is “Search Campaign” where the goal will be to appear at the top of search results when people search for similar services. And objective and goal of this campaign will be to generate leads that will be converted through the sales team of dwellings.

Campaign Settings:

The geographic location for all the campaigns will be mainly in Pakistan. It will help target the audience from location they are based in. they can go even narrow and target the twin cities. The advertisement budget will depend on the target size, location and so will the achievability of goals. It will be divided into daily ad budget and the campaign will run perpetually with other operations.

Ad Group Creation:

The campaign will have multiple ad groups for different services provided by dwellings for maximum penetration of the target audience. This will also help track and analyze each ad group

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

and its success easily instead of having one giant ad campaign. For example: construction services will be one ad group, renovation services will be another ad group.

Keyword Research:

One of the most important thing in an ad campaign is the keyword being used, because they are the words people use to search the services we offer. So it is essential that proper keyword research is done through different tools such as google keyword planner, google trends etc. to find the best keyword set for your ad. This will determine the outcome of the campaign if it will be successful or not so due diligence and research is of utmost importance when picking keywords. There will be broad keywords and narrow keywords to target the perfect mix of prospects.

Ad Creation:

The next step is to actually create a set of ads and they will be created keeping in mind the keywords, target audience etc. Ad copy is what the audience see when they are searching for relevant services so it is important to write words that entice them to check dwellings' services. Such as "looking for the hassle free way to renovate your home, You are at the right place". Of course there will be keywords placed in the ad such as renovation services, quality renovation etc.

Landing Page:

The website's landing page will be simple and provide only the most essential information and guide the lead towards the sales team. This will include the type of service, past projects, a call to action to call us or email us now.

Conversion Tracking:

A dedicated google conversion tracking tool will be integrated into the website to keep the data and measure the success of the campaign.

Ongoing Optimization:

Regular reviews will be done to optimize parts of the ads or the whole process that needs some optimizing due to new data or trends etc.

22 TESTING AND DEPLOYMENT:

“Financial reports and balance sheets are essential components to evaluate the performance of a company like Dwellings. They provide a comprehensive overview of the company's assets, liabilities, and equity, decision-making, and reporting to stakeholders. Including Dwellings' mentioned below financial reports and balance sheets is providing valuable insights into the company's financial standing and inform strategic planning and decision-making processes”

22.1 Following are some financial reports and balance sheets of dwellings

Figure 29 dwellings balance sheet

M/S DWELLING BALANCE SHEET AS AT 30TH JUNE 2022			
PARTICULARS	Note	2022 (Rs)	2021 (Rs)
TANGIBLE FIXED ASSETS			
Property Plant & Equipment	9	371,507	402,844
		371,507	402,844
CURRENT ASSETS			
Inventory	10	7,165,237	4,496,699
Advances, Deposits & Prepayments	11	100,000	-
Cash & Bank Balances	12	567,370	-
		7,832,607	4,496,699
TOTAL ASSETS		8,204,114	4,899,543
CURRENT LIABILITIES			
Creditors, Accrued & Other Liabilities	13	75,000	-
Advances from Customers		-	-
		75,000	-
PARTNERS' ACCOUNTS			
Partners' Capital		8,578,330	5,687,844
Accumulated Profits/ (Losses)	14	(449,215)	(788,301)
		8,129,114	4,899,543
TOTAL CAPITAL & LIABILITIES		8,204,114	4,899,543

The annexed notes form an integral part of these accounts.

MANAGING PARTNER

Figure 30 financial statements

<p style="text-align: center;">M/S DWELLING NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 30TH JUNE 2022</p> <p>1 STATUS AND NATURE: M/s Dwelling is a partnership firm was registered in Islamabad on June 24, 2021 under Partnership Act, 1932. The Office of the Firm is situated at Office No. 01, 2nd Floor, Plaza Number 89 and 90, Iqbal Boulevard, Sector D, Phase-2, DHA, Islamabad.</p> <p>2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: The principal accounting policies which have been adopted in the preparation of these accounts are summarized below:</p> <p>2.1 STATEMENT OF COMPLIANCE These financial statements have been prepared in accordance with approved accounting standards as applicable in Pakistan. Approved accounting standards comprise of Accounting and Financial Reporting Standard for Small-Sized Entities (SSEs) issued by the Institute of Chartered Accountants of</p> <p>2.2 ACCOUNTING CONVENTION: These accounts have been prepared under the historical cost "Convention" without any adjustment for the effects of inflation or current values.</p> <p>2.3 MANAGEMENT RESPONSIBILITY FOR FINANCIAL The management is responsible for the preparation and presentation of financial statements. The reporting currency of the financial statements is Pakistani Rupee.</p> <p>2.4 TAXATION The Company is engaged in business activities and is governed under the Income Tax Ordinance, 2001.</p> <p>2.5 TANGIBLE FIXED ASSETS AND DEPRECIATION Operating assets are stated at cost less accumulated depreciation and impairment losses, if any. these financial statements, whereby the cost of an asset is written off to income and expenditure statement over its estimated useful life without taking into account any residual value. Depreciation on additions is charged for full month in the month of addition, while no depreciation is charged in the month of deletion. Gains and losses on disposal of fixed assets are taken to the statement of income and expenditure in the period of disposal.</p> <p>2.6 REVENUE RECONGNITION Revenue on sales of books is accounted for on accrual basis. The donations are recognised when receive</p>

Above document states:

- Notes to the financial statements

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

- Status and nature
- Summary of significant accounting principles, statement of compliance, accounting convention tangible fixed assets and depreciation and revenue recognition
- The document states all the important information.

Figure 31

	2022	2021
	(Rs.)	(Rs.)
3 COST OF SALES		
Opening Inventory	4,496,699	-
Add: Purchases	-	-
Direct Expenses	20,414,154	4,496,699
Less: Closing Inventory- Work in Progress	(7,165,237)	(4,496,699)
Cost of Sales	<u>17,745,616</u>	<u>-</u>
3.1 DIRECT EXPENSES		
Payroll Expenses	1,097,432	-
Other Direct Expenses	19,316,722	4,496,699
	<u>20,414,154</u>	<u>4,496,699</u>
4 ADMINISTRATION EXPENSES		
Staff Salaries	365,811	97,000
Stationery & Printing	6,630	-
Postage, Telephone & Telegram	12,361	450
Electricity & Utilities	110,120	-
Repair & Maintenance	129,370	52,990
Legal & Professional Charges	85,500	-
Depreciation	82,623	35,156
Entertainment Expenses	188,337	13,270
Office Supplies	541,148	198,648
Vehicle Running and Fuel Expenses	515,069	54,657
Charity and Donations	-	4,320
Rent expenses	312,222	331,810
	<u>2,349,190</u>	<u>788,301</u>
5 OTHER OPERATING EXPENSES		
Audit Fee	75,000	-
	<u>75,000</u>	<u>-</u>
6 FINANCIAL CHARGES		
Mark-up	-	-
	<u>-</u>	<u>-</u>
7 OTHER INCOME		
Other Income	-	-
Mark-up on Bank Balance	-	-
	<u>-</u>	<u>-</u>
8 TAXATION		
Current Taxation	-	-
Deferred Taxation	-	-
	<u>-</u>	<u>-</u>
10 INVENTORY		
Work in Progress	7,165,237	4,496,699
	<u>7,165,237</u>	<u>4,496,699</u>
11 ADVANCES, DEPOSITS & PREPAYMENTS		
Advances to Employees	100,000	-
Prepayments	-	-
	<u>100,000</u>	<u>-</u>
12 CASH & BANK BALANCE		
Cash & Bank Balance	567,370	-
	<u>567,370</u>	<u>-</u>

Above report has:

- Cost of sales
- Direct expenses

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

- Administration process
- Other operating costs
- Financial services
- Other income
- Financial charges
- Taxation
- Inventory details
- Cash and bank balance

Figure 32 fixed assets schedule

M/S DWELLING FIXED ASSETS SCHEDULE AS ON JUNE 30, 2021								
9 OPERATING FIXED ASSETS- TANGIBLES								
Particulars	WRITTEN DOWN VALUE				DEPRECIATION			
	As on July 01, 2020	Addition / (Deletion)	As On June 30, 2021	Rate	As on July 01, 2020	For the Year	As On June 30, 2021	Written Down Value As On June 30, 2021
Plant and Machinery	-		-	20%	-	-	-	-
IT Equipment	-	108,700	108,700	30%	-	12,013	12,013	96,688
Furniture & Fixture	-	329,300	329,300	15%	-	23,144	23,144	306,156
Total	-	438,000	438,000		-	35,156	35,156	402,844

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

Figure 33

M/S DWELLING FIXED ASSETS SCHEDULE AS ON JUNE 30, 2022								
9 OPERATING FIXED ASSETS- TANGIBLES								
Particulars	WRITTEN DOWN VALUE				DEPRECIATION			
	As on July 01, 2021	Addition / (Deletion)	As On June 30, 2022	Rate	As on July 01, 2021	For the Year	As On June 30, 2022	Written Down Value As On June 30, 2022
Plant and Machinery	-		-	20%	-	-	-	-
IT Equipment	96,688	-	96,688	30%	12,013	29,006	41,019	67,681
Furniture & Fixture	306,156	51,286	357,442	15%	23,144	53,616	76,760	303,826
Total	402,844	51,286	454,130		35,156	82,623	117,779	371,507

Above financial reports state:

- Fixed assets schedule
- Operating fixed assets – tangibles
- Written down value.
- Depreciation
- Plant and machinery
- IT equipment
- Furniture and fixture

23 OUR SERVICES AS MARKETING CONSULTANTS:

As marketing consultants for dwellings interior, **our duties would revolve around promoting** the company's services and increasing brand awareness. We would conduct thorough market research to identify target demographics and develop effective marketing strategies to reach them. This would include creating compelling advertising campaigns, both online and offline, and utilizing various channels such as social media, print media, and industry publications. Additionally, we would analyze competitors' activities and industry trends to stay ahead and offer unique selling propositions. Collaborating with the company's design team, we would showcase their portfolio through visually appealing content and presentations, highlighting their expertise and the value they bring to clients. Overall, our goal would be to position the company as a leading interior design solution, generate leads, and drive conversions through strategic marketing initiatives.

In addition to our marketing duties, we have also offered the dwellings a comprehensive plan for **Customer Relationship Management (CRM) and application development**. As part of the company, we will take responsibility for implementing and managing these systems, ensuring seamless integration with their marketing efforts. This involves identifying the company's specific needs and goals, selecting and **customizing a CRM platform**, and providing guidance and training to the internal teams on how to effectively utilize the system. By having a centralized database of customer information, the company can streamline their communication, enhance customer satisfaction, and improve overall efficiency. Furthermore, our team will act as a liaison between the marketing department and other teams, such as sales and customer service, ensuring a cohesive approach to customer engagement and a consistent brand experience. Through our guidance and support, the dwellings interior designing company can maximize the benefits of CRM and application technologies, ultimately leading to increased customer loyalty and business growth.

We aim to align our profit with the company's interests and objectives. Our team, consisting of three members, will provide our expertise and services in exchange for a mutually agreed-upon fee structure. Based on the scope of work and the value we bring to the company, we anticipate a profit range of **approximately PKR 70,000 to PKR 100,000**. This fee structure reflects the depth of our knowledge, experience, and the dedicated effort we will invest in developing and implementing effective marketing strategies tailored to the company's needs. Our goal is to deliver tangible results and contribute to the company's growth while maintaining a transparent and mutually beneficial partnership.

23.1 DIVISION OF WORK:

Aroosha:

- Conduct thorough market research to identify target demographics and industry trends.
- Develop effective marketing strategies and campaigns to promote the company's interior design services.
- Create compelling advertising content for various channels, including social media, print media, and industry publications.
- Collaborate with the design team to showcase their portfolio through visually appealing presentations.
- Monitor and analyze competitors' activities to stay ahead and offer unique selling propositions.

Mahad:

- Implement and manage the Customer Relationship Management (CRM) system.
- Customize the CRM platform to align with the company's specific needs and goals.
- Provide guidance and training to internal teams on utilizing the CRM system effectively.
- Act as a liaison between the marketing department and other teams, such as sales and customer service, to ensure a cohesive approach to customer engagement.
- Maximize the benefits of CRM technologies to enhance customer satisfaction and improve overall efficiency.

Umair:

- Develop and manage the company's application development plan.
- Coordinate with the design team to integrate the application with the marketing efforts.
- Ensure seamless functioning and user-friendly interface of the developed application.
- Provide ongoing support and maintenance for the application.
- Continuously update and improve the application based on user feedback and technological advancements.

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

24 FUTURE ENHANCMENT/ACTION PLAN

24.1 ACTION PLAN:

PROJECT NAME	REWAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES	PROJECT MANAGER	Aroosha Riaz Muhammad Mahad Umair Abdul Azeez
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ACTION	ASSIGNED TO	PRIORITY	STATUS	STARTDATE	END DATE	DURATION IN DAYS	NOTES
GOAL 1: Visit dwellings office DHA, talk to the marketing team and discuss the project	Aroosha Riaz Muhammad Mahad Umair Abdul Azeez	High	completed	April 1 , 2023	April 1 , 2023	1	Researchers met Shahbaz Uddin Siraj CEO FOUNDER and discussed about their report and their marketing department and what is needed in their company was discussed and they came to a point on which all agreed that they do need digital marketing , as they lack behind with their competitors in this field and they are not working on any social media application , plus we introduced and offered them crm and application

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<p>ACTION 1: Researchers went there, asked them about their marketing department, how they market their products, what strategies do they use, do they use social media or not?</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>completed</p>	<p>April 1,2023</p>	<p>April 1, 2023</p>	<p>1</p>	<p>CEO and other team members told us that they are still using traditional ways of marketing, yet they have Facebook, Instagram and website but they are not active on them. we proposed our project to them</p>
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REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

<p>ACTION 2: Researchers met their supervisor Sir Danish Ahmed and introduced the project outline, told him about the marketing gap dwellings have and how we will eliminate that gap.</p>	Aroosha Riaz Muhammad Mahad Umair Abdul Azeez	HIGH	Completed	April 3, 2023	April 3, 2023	1	Sir Danish ahmed further asked us to make proper interface of crm and application and revamp their company by implementing customer driven strategies.
<p>GOAL 2: start working on creating a proposal, in which they were required to include their objectives, problem description, plan of action, target market, segmentation, and impact on the organization.</p>	Aroosha Riaz Muhammad Mahad Umair Abdul Azeez	HIGH	Completed	April 4, 2023	April 29, 2023	25	The researchers then collaborated as a group, sitting down to create a proposal and collect information on what would be needed to launch their study, what objectives they would like to achieve, and how they would go about doing so.

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<p>ACTION 3: Submitted a proposal on time for the project, including all the information requested in the proposal template.</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>May 1, 2023</p>	<p>May 1, 2023</p>	<p>1</p>	<p>Researchers completed the proposal and submitted it.</p>
<p>GOAL 3: Start working on report and making project</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>May 2, 2023</p>	<p>May 2, 2023</p>	<p>1</p>	<p>This was the time when we divided work and started working on project</p>
<p>ACTION 4: downloaded and read the BBA project handbook's instructions and recommendations. made a list of all the tasks that the researchers must do and the procedures they will follow. Separated headings and work for each group member.</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>May 3, 2023</p>	<p>May 3, 2023</p>	<p>1</p>	<p>Made a list of things and how to execute the work , divided work among all the group members .</p>

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<p>ACTION 5: Following the division of the work, they began researching the products and services related to dwellings, their business operations, their marketing strategies, how they will enter the world of digital marketing and which platforms will be required for that, and how to introduce CRM and application in dwellings.</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>May 3, 2023</p>	<p>May 3, 2023</p>	<p>1</p>	<p>Now researchers started gathering data related to dwellings and their campaign, that what kind of social media platforms they will be needing. How to integrate crm and application in dwellings was discussed.</p>
<p>GOAL 5: beginning the introduction, acknowledgement, and other steps outlined in the guide.</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>May 4, 2023</p>	<p>May 6, 2023</p>	<p>3</p>	<p>They began writing their report at this point, starting with the acknowledgement, abstract, introduction, etc.</p>

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<p>ACTION 6: Started working on their Facebook page and Instagram.</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>May 8, 2023</p>	<p>May 15 ,2023</p>	<p>8</p>	<p>Divided applications and work among team members, contacted graphic designer, gave him all information regarding the work he had to do</p>
<p>GOAL 6: Started working on making posts on canva for facebook and instagram , gave graphic designers instructions on how to make interface of crm and application</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>May 8, 2023</p>	<p>May 15 ,2023</p>	<p>8</p>	<p>Graphic designer started working on crm and application and we were busy with making project and researching about their social media pages.</p>
<p>GOAL 7: Graphic designer had to submit us crm and application pictures along with that we were working on making report</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Complete</p>	<p>May 20, 2023</p>	<p>May 20 ,2023</p>	<p>1</p>	<p>Asked graphic designer if the work was done</p>

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<p>ACTION 7: Graphic designer gave us all the pictures along with that we were busy in making posts and working on report</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>May 21, 2023</p>	<p>May 28, 2023</p>	<p>7</p>	<p>We integrated pictures and information regarding crm , application and social media in our report along with the statistics.</p>
<p>GOAL 8: Had to integrate posts in facebook and instagram , along with that had to look at the stats as well</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>June 1, 2023</p>	<p>June 1, 2023</p>	<p>1</p>	<p>Made posts regarding construction and interior designing of dwellings</p>
<p>ACTION 8: Posted all the pictures and data in Facebook, shared on instagram and whatsapp to get more engagements and insights.</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>June 7, 2023</p>	<p>June 9, 2023</p>	<p>2</p>	<p>All the team members shared the pages of dwellings to get at least more views than the old posts of dwellings.</p>

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<p>GOAL 9: To Add everything that is mentioned above and complete the report</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>June 10, 2023</p>	<p>June 10 ,2023</p>	<p>1</p>	<p>Finalize the report</p>
<p>ACTION 9: We all integrated all the information , stats , pictures , data in our report</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>June 10, 2023</p>	<p>June 10, 2023</p>	<p>1</p>	<p>Finalized the report</p>
<p>GOAL 10: Last step was to submit the report to our supervisor for plagiarism</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>high</p>	<p>Completed</p>	<p>June 14, 2023</p>	<p>June 15 ,2023</p>	<p>1</p>	<p>Sir checked our report and plagiarism.</p>
<p>ACTION 10: Plagiarism and report was checked and submitted to research cell.</p>	<p>Aroosha Riaz Muhammad Mahad Umair Abdul Azeez</p>	<p>High</p>	<p>Completed</p>	<p>June 16, 2023</p>	<p>June 16, 2023</p>	<p>1</p>	<p>Report submitted.</p>

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FUTURE ENHANCEMENTS:

Dwellings missed out on very big opportunities by not going digital, just posting regularly on social media brought a lot of traffic. Social media posting played a very big role in redirecting traffic towards Dwellings the potential client pool has increased a lot after the social media campaigns and it has a greater potential to grow in future, Dwellings is getting a very positive response from the clients they are targeting online whether it is related to spreading information or getting an end user. It has also increased the amount of walk in customer as people are always afraid to get online services for their own satisfaction they always ask to visit our office which gives them the satisfaction they require to avail our services and we at Dwellings try our best to close the client that walks in to avail our service as all of them are our potential customer and we always try to provide the right information to our clients so to gain their loyalty in future.

Dwellings application has changed a lot for Dwellings as almost in this era everyone has a smartphone so we have tried to provide a very friendly user interface for the ease of customer so they can easily get the information they want and avail our services in the best manner possible. Through the application we also get a lot of data of our customers through which we can easily target those customers in future because if they are coming to our application they are looking for something that we are offering so they are our potential clients. Dwellings application also features virtual tour of our projects that are in progress and that are done so clients can get an idea of the quality of services that are provided by Dwellings.

CRM at Dwellings has streamlined the data flow in the company as all the data of the clients is in a single place and one click away to get, this has provided Dwellings with the history of their clients which helps to align the preferences of the customers that has availed our services whether its buying of an item or a full project done by us. This also helps us with keeping a longer relation with our clients by providing after sale services to the clients because of the data we have of the client which can bring easy customer loyalty and with their word of mouth our business can expand further for the better services provided by us as compared to other local vendors.

These digital implementations have brought a very positive effect to Dwellings in a very great manner it has opened various gates for the company, the number of clients we are getting has increased by a good margin, the customer that are we targeting are filtered through the campaigns that are we are running on social media platform and the response we are getting we did not expect to get this positive response but it has been doing wonders for us in every aspect.

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25 BUISNESS CANVAS MODEL:

Business Model Canvas		Designed for:	Designed by:	Date:	
		M/s Dwellings	14-06-2023		
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments	
Suppliers (Raw Materials) <ul style="list-style-type: none"> ▪ Fauji Cement ▪ Pak Steel Isd ▪ Waheed Bricks ▪ Roshan Tiles Lhr. ▪ S Tiles ▪ Tile Select ▪ Al Harmain Sanitary ▪ S Abdullah ▪ Pak Tiles ▪ SAS Corporation Sanitary ▪ Al Asif Hardware ▪ Al Noor Lasani ▪ Pakistan Profile UPVC windows ▪ Affan Ceilings ▪ Shahn Cladding work ▪ EMACITY Pvt. Ltd Solar Energy 	<ul style="list-style-type: none"> ▪ Construction of residential and commercial facilities. ▪ Interior Design of residential and commercial facilities. ▪ Renovation and façade up-lifting for residential and commercial units. 	<ul style="list-style-type: none"> ▪ Services Providers and expert of the related field Targeted Planning Experience and knowledgeable experts ▪ Professionals and dedicated Team ▪ Support System 	<ul style="list-style-type: none"> ▪ Having a good relationship means that the contractor and the customer can talk through problems, present their concerns, and develop solutions. 	<ul style="list-style-type: none"> ▪ Heavy and Civil Engineering Construction. ▪ Specialty Home Contractors. ▪ Land Planning and Development. 	
	Key Resources		Channels		
	<ul style="list-style-type: none"> ▪ Materials. Construction plant, tools and equipment. Human resources. Space and facilities 	Walk-in customers. Cooperate Sector, Banks, and Multinationals organizations. And own through Internet web site.			
Revenue Streams					
<ul style="list-style-type: none"> ▪ B to B , B to C 					

REVAMPING DWELLINGS BY IMPLEMENTATION OF CUSTOMER DRIVEN MARKETING STRATEGIES

It is of utmost importance to have a proper framework in place that can help you analyze, design and refine the business models of the organization. One such comprehensive framework is a strategic tool called the business canvas model. It helps businesses streamline the decision-making process and gives a 360-degree understanding of the business. It has 9 building blocks that explain how the business works. These are customer segments, value propositions, channels, customer relationships, revenue streams, key activities, key resources, key partnerships, and cost structure.

A Business Canvas Model is Concise and its visual nature makes it easier to understand the different cogs running the whole process. Due to this reason, it is extremely useful for business managers as it helps in better team communication between all the stakeholders involved. It also helps in aligning and realigning toward a singular or common goal and formulating strategies that help achieve that.

The Business Canvas model is useful in understanding the needs and wants of the customer, what they want, and their pain points by clearly recognizing the value propositions and the overall value the organization brings. This can help businesses become more customer-focused instead of product-focused due to the extensive insight into the client's pain points and needs, businesses can develop products that are a solution to the problems the client is facing instead of developing products without any real insight into the market.

Summarizing the business canvas model and its usefulness for managers, entrepreneurs, and various stakeholders, it is important to note that it brings a visual style that is intuitive, engaging, and easier to understand, making the business more customer-centric and flexible. Businesses can utilize it by understanding all aspects of it to optimize processes that will drive actual value creation for customers, success, and competitive advantage for the business.

Tracing the business canvas model for Dwellings to show the key partners, key activities, suppliers, transporters, segments, and Supply channels. The CEO of Dwellings Shahbazz Uddin Siraj coordinated with the marketing team to make it possible for the researchers to make this business canvas model, providing the necessary information such as key partners, workers, core competencies needed to make a complete model.

26 RECOMMENDATIONS

In this report, dwellings will be provided a list of recommendations that will be impactful in giving dwellings the most success and continue to succeed in the future as well. If implemented, these recommendations will be a catalyst in driving more leads to the business.

- Dwellings will need to increase and expand their marketing strategy to include digital marketing as a key component of its marketing mix. As the world is moving away from brick and mortar and more towards digitalization.
- Dwellings will need to be more active on their social media platforms to build a community and brand awareness that will hopefully lead to sales.
- Dwellings will also need to be up to date on the latest trends and researches that will impact the business. As the world is becoming digital, it is essential to upgrade your processes and procedures to keep up and succeed.
- They will need to expand into other areas as well as right now the main focus of dwellings is DHA phase 2, they can expand into other areas that value their expertise and quality services.
- They need to do a proper market analysis that will include competitors, government and etc. they do it but there is no streamlined process for it so it is all very haphazard. A dedicated project should keep in check what the competitors are doing, what strategies are working for them and if dwellings can implement these strategies without comprising on their own internal processes then incorporate these strategies into their own systems.
- As already discussed, dwellings lagged behind in digitalization and this means that they are not quick to exploit new opportunities for growth, this mindset needs to change to achieve the most success.

27 CONCLUSION:

Dwellings is a leading interior designing construction company based in Islamabad , it has been an absolute pleasure to work with CEO Shahbaz Uddin Siraj and other team members of dwellings . Throughout our project, we have experienced professionalism, commitment, teamwork. From day one till last day of our project dwellings collaborated with us. Dwellings prioritize client satisfaction and strives hard to achieve that perfection. They pay detail attention to every aspect related to design solutions and this has set them apart in the industry.

As students of Digital Marketing we had the privilege of working closely with Dwellings, we introduced them a whole new world of social and digital marketing. Together we developed strategies that helped them and will help them in future to grab more audience, creating engaging content and implementing effective advertising campaigns to increase brand recognition.

Moreover, we as digital marketers and researchers introduced CRM and application to Dwellings, Through CRM and Application their functions, operations and day to day tasks got better and in future it will help them a lot.

Throughout our collaborative journey and the team at dwellings was very cooperative and friendly, they appreciated our work and are willing to work with us in future.

Together, we have been able to tackle challenges, brainstorm creative solutions, and deliver outstanding results that exceed client expectations.

We are looking forward to the chance to collaborate with Dwellings in the future. We are sure that both of our organizations will gain from the continued success of our relationship. Together, Dwellings' extraordinary design and building skills and our knowledge in digital marketing and technological solutions, we believe we can achieve outstanding success. We are happy to be a part of Dwellings' journey since the future offers so much promise for the company in terms of growth, brand awareness, and improved customer happiness.

28 REFERENCES

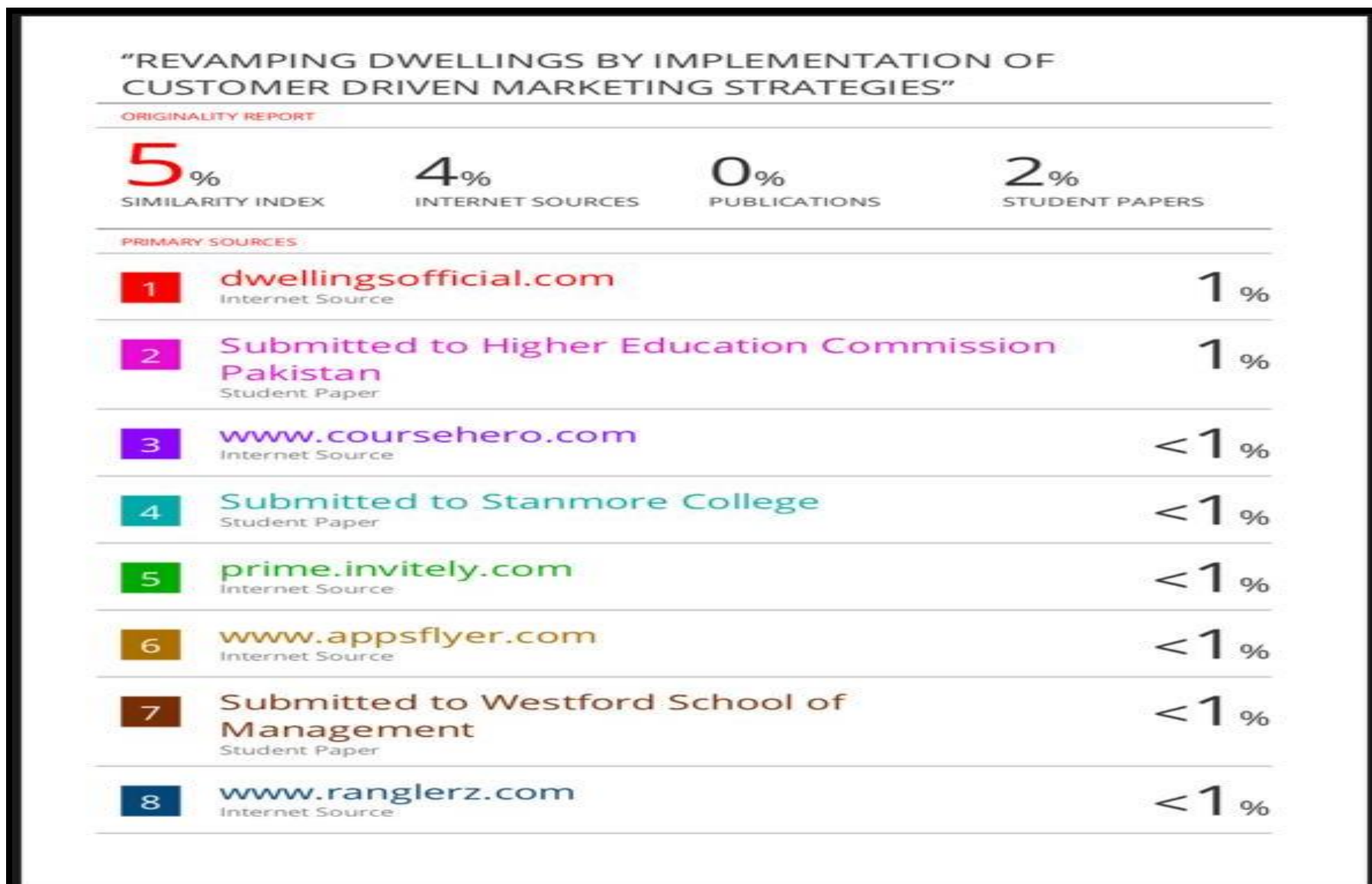
<https://www.instagram.com/dwellingsofficial/>

<https://www.facebook.com/dwellingsofficial>

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Figure 34 plagiarism report



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