



BUS 400: Internship

**ShopUp: Transforming Business Through
Product Optimization**

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**ShopUp: Transforming Business Through
Product Optimization**

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Subject: Internship report on “Transforming Business through Product Optimization”.

Dear Madam,

It is an honor to present the final internship report on ShopUp with the findings and results from this research. This report inherits the knowledge and results acquired from the respected courses done in the university as well as the experience gained as a product designer in the past three months.

The findings and the information in this report are strictly based on primary research data which was gathered through structured and unstructured interviews and survey. And additional information was gathered with the help of various departments and teams associated with the company.

The knowledge and the experience I have gathered during this internship period will be very helpful in my professional life. I will be grateful to you if you accept the report and also will be available for any queries or clarification required for the report at any time.

Thank you for giving me the opportunity to work with this topic.

Sincerely,

Farhad Hassan Tamim
ID: 15304100
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Acknowledgement

This report would not be possible without the support and help of many individual outside and inside the organization. Not only that, users who uses the ShopUp platform has shown amazing co-operation by providing insightful information while building a mutual trust on making the product better and easier for everyone. Therefore, I would like to extend my sincere gratitude to all of them.

I am grateful to my product team lead and CEO of ShopUp Mr. Afeef Zaman for constantly motivating and helping me to solve various challenges though critical and innovative thinking while providing me with guidance and access to information regarding the company and users which helped me to complete the research paper. In addition to that, I appreciate and thank my colleagues for helping in developing the research concept and shared their valuable insights on the topic.

This entire report would not be possible without the encouragement of my respected faculty Fabiha Enam, and I extend my sincere gratitude to her for giving me the opportunity to work on this topic, with constant guidance and supervision.

Executive Summary

ShopUp is a desktop application integrated in Facebook which helps the merchants (sellers) who uses Facebook's 'pages' features to run a business. Through ShopUp sellers can sell more by taking advantage of ShopUp's store management feature where merchants can manage and track their inventory, process and create orders for the buyers ("ShopUp - One stop solution for Facebook Shops.", 2018). In addition to store management, ShopUp application also includes delivery services, Facebook boosting and loans to expand the business where the users can apply from home with minimal paperwork ("ShopUp - One stop solution for Facebook Shops.", 2018).

ShopUp currently caters to over 2500+ stores in Facebook. As the number keeps increasing every day, users have difficulties taking advantage of the entire ShopUp platform through cellular devices as the application was primary built for desktop or laptop computers. Because of the recent surge in cheaper smartphones in Bangladesh, mobile phone users increased from 128.3 million in January 2016 to 150.4 million in April 2018 according to the Bangladesh Telecommunication Regulatory Commission ("Mobile Phone Subscribers in Bangladesh April, 2018. | BTRC", 2018). Not only that, the existing users having difficulties using the platform when there are not at home or do not have access to a laptop. According to the supervisor of customer support of ShopUp, based on the user feedback, active users are having problem using and accessing the application though their smart phones when they do not have access to the computer. Not only that features like 'upload product' for buyers does not work without the internet, that is the entire software is completely depended on having an internet connection which is sometimes very difficult for users when they are in remote locations with telecommunication coverage difficulties.

Considering the issues mentioned above, ShopUp plans to address these by optimizing the software to a mobile friendly platform though which the seller can take advantage of the entire ShopUp features to perform their daily operations. This research paper studies the viability of moving the software from a desktop platform to a mobile platform through product optimization and extension. The research will emphasize and find the problems associated with the current version of the ShopUp software used by the user, so that the problems in the desktop software will not be carried forward to the mobile version of the software. In addition to that, we will also find to add more features which are essential for the users to perform their day to day operations easily. Such as, business analytics, where the user can see their growth in sales

(increasing or declining), number of customers (increasing or declining), most sold products, top customers which will be represented in graphs and charts with accounting feature where the user can calculate their profit and loss.

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1. Organization Overview

1.1. What is ShopUp?

Facebook is considered to be the world's largest social media platform with monthly active users of 2.23 billion, from this staggering number, Facebook has 28 million active users from Bangladesh ("Asia Internet Usage Stats Facebook and 2018 Population Statistics", 2018). Daily millions of people log into Facebook from Bangladesh to escape their stressful workplace life and look up some funny comedic meme for enjoyment, share stories and photos with friends and family and connect with the loved ones, but for some people logging into Facebook is just like going to office at 9:00AM in the morning. For those people this is a workplace, this is their office, their market place to conduct business operations (Gilchrist, 2018). This is where thousands of new entrepreneurs are taking advantage of the vastly growing e-commerce industry of Bangladesh (Gilchrist, 2018).

For any new businesses, entrepreneurs have trouble looking for funding, a location of business, an office place, hire employees, finding a target market and getting out their products for selling. All these problem has a solution with high price tags, for such small businesses high startup cost is the major obstacle, therefore Facebook is the easiest way to set up a virtual shop and reach their products to millions of Facebook users without little or no cost (Gilchrist, 2018). According to Facebook's advertising platform more than 300,00 Bangladesh's online retails and small business are selling cosmetics, clothes, household goods, accessories, shoes, in simple anything that can be legally sold in the country are sold through Facebook (Gilchrist, 2018). Therefore, in this vastly growing e-commerce industry of Bangladesh, Facebook is the preferred market place for any new and young entrepreneurs or businesses to take advantage of the growing number of local and internal market.

This is where three people came up with a solution in 2016 where they reimagined how Facebook's vast marketplace can be taken advantage of easily by the Bangladeshi entrepreneurs to start and most importantly manage a business from home with a computer with a basic internet connection. Afeef Zaman who is the CEO (Chief Executive Officer) of ShopUp, with Siffat Sarwar who is the COO (Chief Operating Officer) and Ataur Chowdhury who is the CTO (Chief Technology Office), they are the three people who co-founded and created ShopUp.

1.2. How ShopUp Works?

In simple, ShopUp is a free to use desktop application or software which is integrated with Facebook's 'pages' feature through which buyers can see or browse products and order just like any other e-commerce website.

The pictures below show how the buyers view and use the software in Facebook when they visit a store who are using ShopUp.

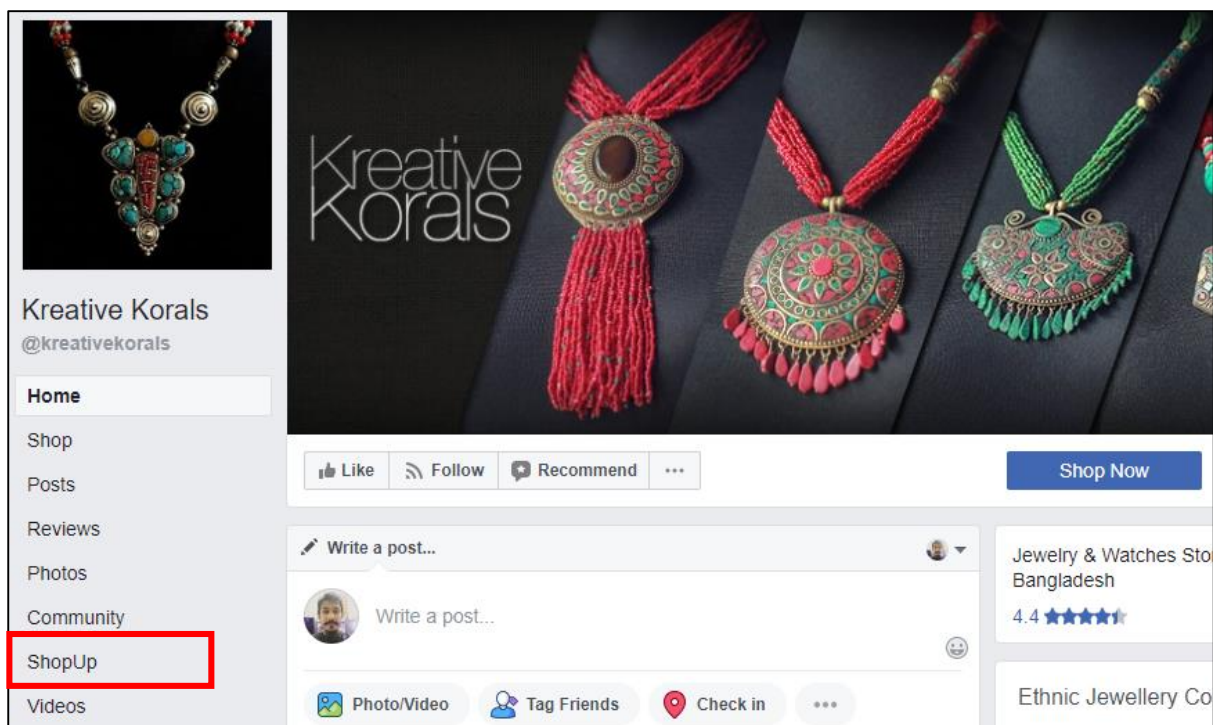


Figure 1.1. ShopUp Button on Facebook

Kreative Korals, (2018). Retrieved from <https://www.facebook.com/kreativekorals/>

ShopUp users are referred as merchants, so when a merchant uses ShopUp in their Facebook page/shop, a ShopUp button will appear as marked on the image above in a red box. When buyers click on the ShopUp button they get a view of the products available for sale and ready to order just like any e-commerce website, but here there are no development or startup cost.

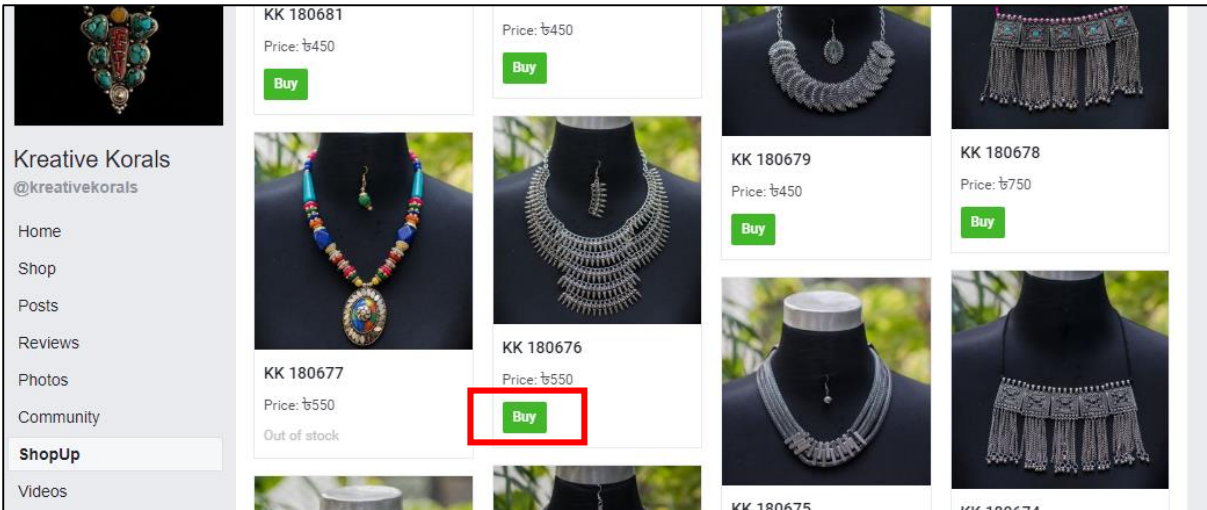


Figure 1.2. ShopUp Buy on Facebook
 Kreative Korals, (2018). Retrieved from <https://www.facebook.com/kreativekorals/>

After the buyers selects their choice of product and click buy as shown in the image above marked using a red box. Clicking the buy button, a new box appears as shown in the image below where they can go for 'checkout' to finish shopping or they can 'add to cart' to continue shopping for more products.

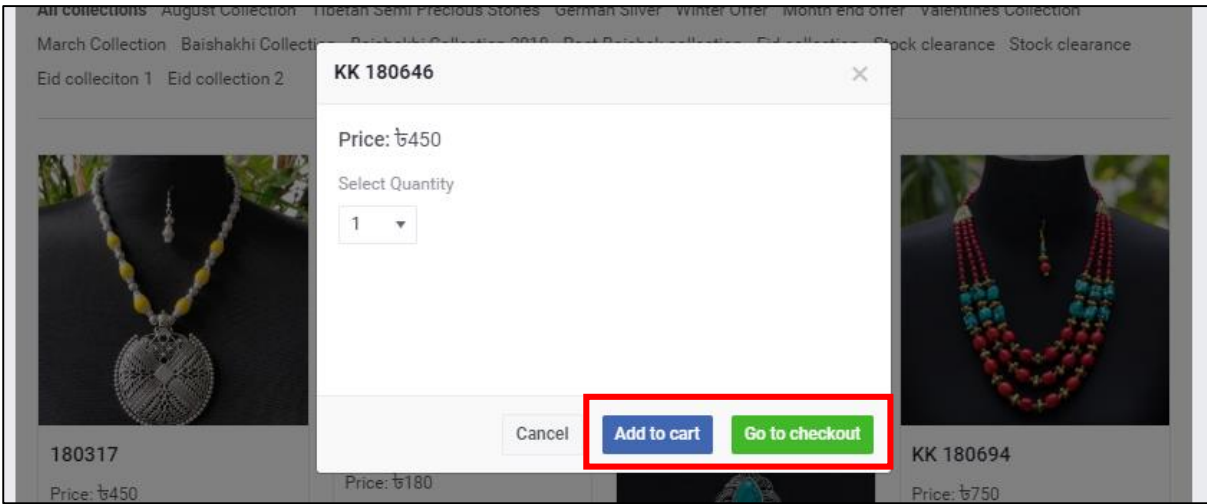


Figure 1.3. ShopUp Checkout Process on Facebook
 Kreative Korals, (2018). Retrieved from <https://www.facebook.com/kreativekorals/>

If the buyer clicks the checkout option, they are taken to the basic e-commerce practice of checkout process where they give their information, check if the selected product is good for purchase and then gives their payment details, in this case buyers have the option to use “Cash

on Delivery (COD)” service or pay through bKash, as most people do not have access to credit or debit cards, cash on delivery is the most preferred choice of buyers to purchase products online as shown in the picture below.

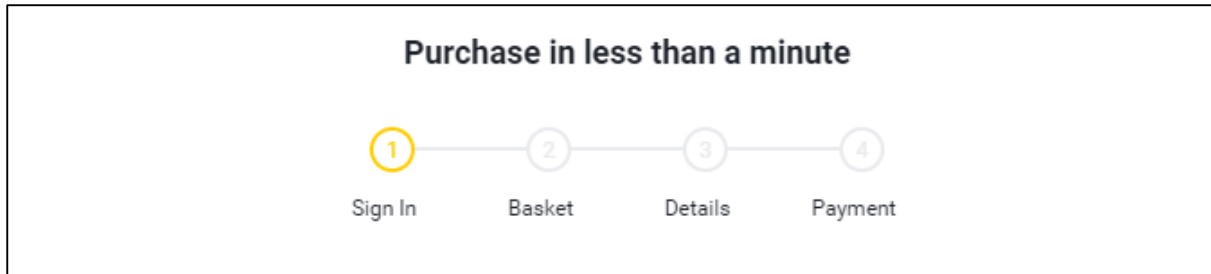


Figure 1.4. ShopUp Checkout Steps
Kreative Korals, (2018). Retrieved from <https://www.facebook.com/kreativekorals/>

And when the checkout process completes, merchant get an order notification in their phone through an instant message or SMS, where they use the ShopUp merchant account panel to process the order as show in the picture below. Where the merchant has access to all the ShopUp services to process the order and sent it for delivery to the buyer in couple of minutes.

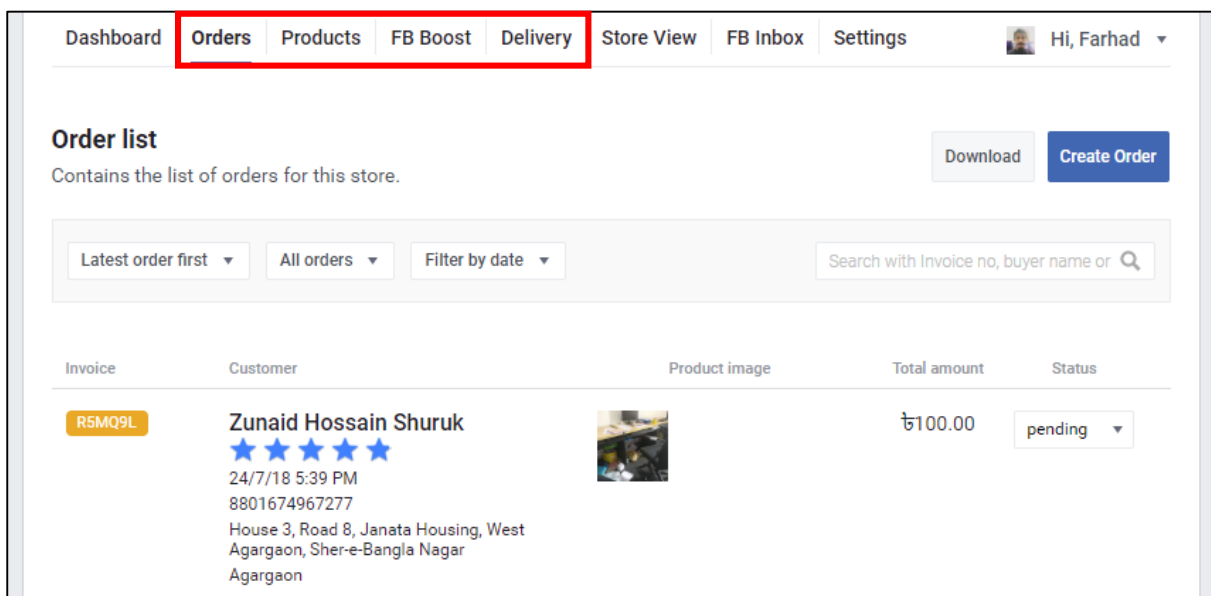


Figure 1.5. ShopUp Merchant Panel
ShopUp, (2018). Retrieved from <https://shopup.com.bd/admin/shop/10/products>

The picture in the previous page is the current merchant panel for the ShopUp users to use the wide range of ShopUp features which are marked inside the red box which are:

- i. Order Management (Orders) – Where merchants can process received orders and send of delivery to the buyers.
- ii. Store Management (Products) – Where merchants can upload products with price, discounts, and product image and information for selling.
- iii. Facebook Boosting – It is where merchants can use Facebook Boosting feature to reach their products to millions of potential buyers online. This is the most powerful tool where merchants can target specific group of buyers based on their target market and project ads on their Facebook news feed. As most users lacks the knowhow of using the boost feature, on behalf of the merchant ShopUp places those targeted ads to reach more potential buyers.
- iv. Delivery – This is one of the most important service of ShopUp where ShopUp also acts as a delivery agent to procure the product from the merchant’s house and deliver it to the buyers and receive the cash on behalf of the merchant which is later payed though bKash or bank deposit to the merchant account, the payment is made three times per week so that merchants can get their money as soon as they make a sale.

1.3. Structure of ShopUp

ShopUp consists of four teams which work parallel with each other, the teams are organized in such a way that no one team is depended on another team. The respected teams are as follows:

- I. Business Development Team – This team is headed by Siffat Sarwar who is the COO of ShopUp. This team has the responsibility to acquire new merchants, form new partnerships, look for funding opportunities, maintain relationship with existing partners and seek new opportunities in the fiend of e-commerce.
- II. Teach Team – This team is led by CTO of ShopUp Aatur Chowdhury, is responsible for building any and every software solution required for the company and the merchant.

- III. Product Team – This team is led by Afeef Zaman, CEO of ShopUp. This team consists of two product designs who are an expert in the field of user experience (UX) and user interface (UI). This team constantly researches on designing the most efficient software and process for building friendly merchant experience
- IV. Logistics and Delivery – This team is the largest in ShopUp which includes about 50 employees who are responsible for delivery of the products, procuring the product from the merchant’s location and deliver to the buyers.
- V. Finance – The finance team is responsible for processing merchant payment, handling loans, official expenses and inventory management for the office supplies.
- VI. Human Resource – This team is responsible for recruitment, hiring and dismissal of employees upon any violation of contract, employee evaluations, enforcing policies and rules for better corporate citizenship and manage various events and training programs for the employees.
- VII. Customer Support Team – They have the responsibility to assist the existing merchants and potential merchants with any queries made regarding using the software to each and every services we provide.
- VIII. Lead Generation Team – This team handles all the promotional and Facebook boosting requests made by the merchants, in addition to that the team needs to be updated on the latest policies and change of polices made by Facebook in terms of their boosting services.

2. Introduction of the Study

2.1. Rationale of the Study

Current active users of ShopUp is more than 2500+ merchants who are actively using Facebook to conduct their business operations. With the increasing demand of the software due to its simplicity and free to use nature, more and more merchants are being on boarded every day. According to ShopUp's customer service, for majority of the merchants using the desktop software on the go or in the mobile which the software was not optimized for is a big problem, as the software was primarily built to be used using a desktop computer or laptops, merchants face difficulties using the services that ShopUp offers.

Furthermore, due to the recent surge in mobile phone users in Bangladesh increased from 128.3 million in January 2016 to 150.4 million in April 2018 according to the Bangladesh Telecommunication Regulatory Commission ("Mobile Phone Subscribers in Bangladesh April, 2018. | BTRC", 2018). And the increased demand for budget friendly smart phones which are widely available in Bangladesh for consumers, stepping towards a mobile friendly platform in the form of a Mobile Application seems to be the right direction for ShopUp. But in order to evaluate this assumption further research needs to be carried out to determine whether the existing merchants and the potentials merchants will adopt the mobile application solution for ShopUp, which will be primary study of this research paper.

Not only that, moving to a mobile friendly solution means that, more people will be able to use ShopUp easily, they will be able to get faster notifications and process their orders and manage buyer queries at any place and any time without the need for a computer which will minimize the additional cost of purchasing a computer. Because a basic smart phone is more cost effective than any laptop or desktop computer that potential merchants needs to purchase. Thus opening the door to a much wider range of entrepreneurs who can use ShopUp and run their respected business.

2.2. Problem Statement

Considering such issues mentioned in section “2.1. Rationale of the Study”, ShopUp has a plan to address these by optimizing the product to a mobile friendly platform through which the seller can take advantage of the entire ShopUp product to perform their daily operations starting from managing and processing orders from the buyers anytime in any location, including using Facebook boosting to promote the product they sell, deliver the product to the buyers and take loans to expand their business ("ShopUp - One stop solution for Facebook Shops.", 2018). But just optimizing the platform to a mobile application does not solve the problem entirely, considering the increased number of smart phones users in the country ShopUp want to encourage the users to shift from desktop to mobile for all their activities, in order to do so they want to add more features which are essentials for running a business on a day to day basis and refine the primary features that exist in the platform now ("Market Insight: The Smartphone Industry in Bangladesh - LightCastle Partners", 2018).

In conclusion, this research paper will be a study on “ShopUp’s viability on moving from a desktop platform to a mobile platform through product optimization and extension”.

More specifically the research will answer the following questions that need to be addressed:

1. Should ShopUp move from a desktop application to a mobile application?
2. What are the current satisfaction rate and challenges the user faces in the existing application? Which are:
 - I. Store management feature
 - II. Delivery support
 - III. Facebook boosting for promotion of their products
3. What are the features that seller requires to operate their business on a daily basis?

The features are,

- I. Business analytics, where the user can see their growth, number sales (increasing or declining), number of customers (increasing or declining), most sold products, top customers which will be represented in graphs and charts.
- II. Accounting feature where the user can calculate their profit and loss.

2.3. Scope of the Study

This research will be based on primary research data through surveys and a combination of structured and unstructured interview. Survey will be done with existing ShopUp users who has small to large online stores based on the number of sales per month.

There is no particular gender or age group defined for the eligibility in the survey, in simple entrepreneurs who are currently using ShopUp and has an active online store and preferably uses all the ShopUp services.

The surveys will be conducted inside ShopUp office because, ShopUp has various training sessions and meetups for different segment of ShopUp users who live inside and outside Dhaka, merchants who has high sales per week, merchants with lower sales, merchants who would want to apply for loans, and new merchants who just started using ShopUp. There are about 1 to 2 sessions per week and each session has more than 20 participates, therefore this serves as the perfect opportunity to conduct the survey and talk to the merchants for opinions and feedbacks.

2.4. Objectives of the Study

The goal of this research is to,

- I. Develop a more optimized version of the product in the mobile platform for new and existing entrepreneurs to run their business operations easily at their convenient time and location
- II. Built an application where users can keep track of all their business activities and view products and buyer analytics to assist in decision making.
- III. Improve the current platform based on customer's requirement and necessity.
- IV. Acquire new users, as this will not require the use of a desktop or laptop computers, so anyone with a smartphone can use it.
- V. And finally, increase the number of loans given by ShopUp.

2.5. Limitations of the Study

The limitations for this research are as follows,

- I. Time and budget constraints are a big factor contributing to this research, because there are many merchants who live outside Dhaka but in different locations of the country which will take longer time and expensive to travel from one place to another.
- II. Most of the merchants do not have a licensed business, only the ones who have high number of sales i.e. the large stores have a legal trade license to do their business, therefore unlicensed merchants are scared to talk and share their views and opinions due to tax related issues. Therefore, less co-operation from merchants.
- III. And finally, most merchants run their business with multiple partners, therefore it is very difficult to get full information on their operations as their tasks are divided among the partners.

3. Literature Review

The primary literature review for this particular study will be based on an Indian report, assuming that both India and Bangladesh are neighboring countries and thereby sharing similar characteristics in terms of culture, traits, consumer behavior, education quality, purchase capacity, e-commerce growth and technology adaptation rate, unlike selecting a report based on western consumers where there is a much wider gap.

Based on a report on Indian consumers, which studies the shift to mobile phones from desktop computers for buying and selling of goods and services. According to the report, most of the popular e-commerce market place are moving to a mobile friendly and handheld device solution, because of the convenient, portable and easy to carry nature of the mobile phones (Kumar, Arif & Bashir Malik, 2017).

The picture below shows the mediums through which users have been accessing the internet. According to the data represented below it can be seen that from 2012 to 2014 the use of mobile phones to access the internet has increased from about 42% to about 75%, this is because the cost of smartphone is significantly decreasing over time (Kumar, Arif & Bashir Malik, 2017).

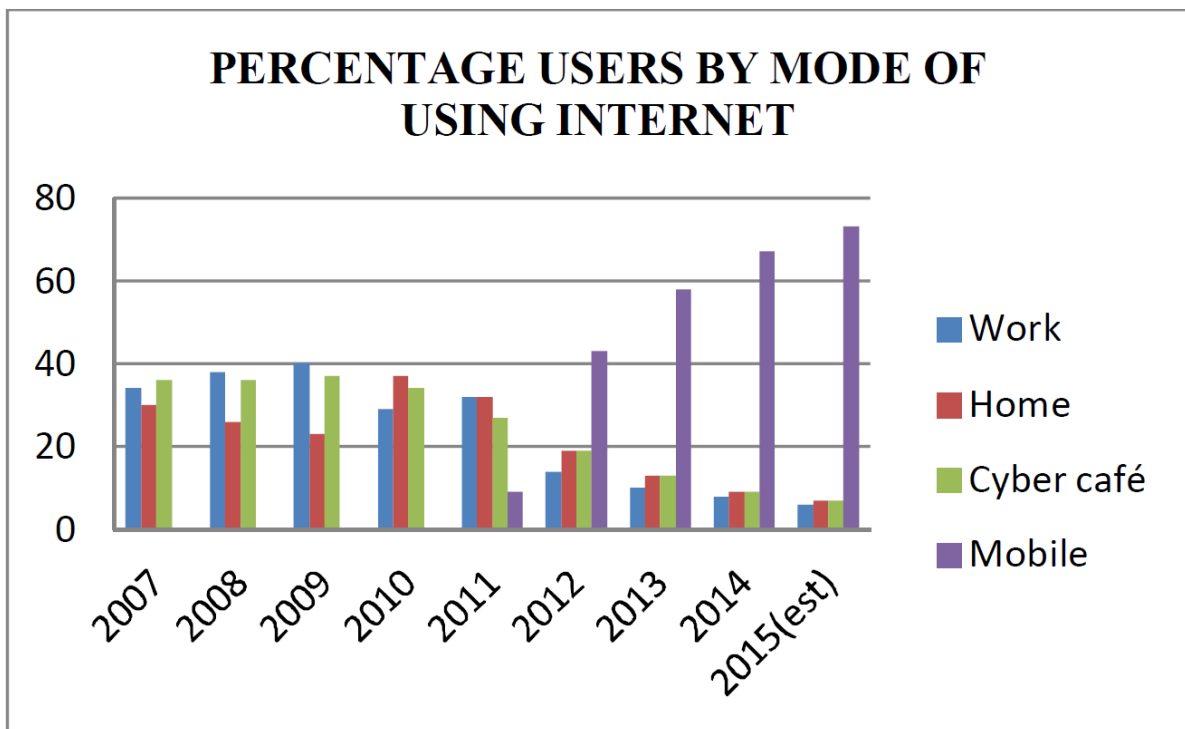


Figure 2.1. Percentage of Users by Mode of Using Internet

Not only that, for developing countries like India, people are looking for all in one solution that they can use on the go, due to the fast moving life of a working men and women, they usually do not want to spend the time on plugging into the desktop or laptop computer to use the internet (Kumar, Arif & Bashir Malik, 2017). Furthermore, mobile phone brands are competing with one another and offering the best value for money to get the most market share. In a country as big as India with an estimated smart phone subscriber of 530 million, and for most of the e-commerce business using mobile internet is now the normal internet because majority of the internet users now access the internet using their mobile phones ("Asia Internet Usage Stats Facebook and 2018 Population Statistics", 2018).

To complement the report of Indian consumers, another report is used from Digital Clarity Group, Inc. which tells that people are not moving to mobile platform just for convenience but

also because most of the software used to run a business or day to day operations in traditional computing devices are available in in mobile phones (Walters, 2012). Walter used a phrase “*Mobility initiates ubiquity*” which means as mobile phones are an essential, a common item used by people for day to day activity, a device that people depends on to are everywhere used as a mode of interaction (Walters, 2012). Mobile phones are the solution and an essential factor to accomplish any task easily. All the major smart phone operating systems like Google’s Android and Apple’s iOS in iPhones have application that covers a wide range of software solution free to use unlike commonly used desktop software like Microsoft Office which currently retails for about 69.99USD per year according to the Microsoft website, which is a big cost to factor in for people in developing countries (Walters, 2012).

In simple, smartphones are widely used and bought not for its convenience and portability but also for its “smart” capabilities, the ability to have built-in GPS to find and track locations, use the internet, media and entertainment consumption, personal and official communication, the use of a camera, various desktop class computing software in the form of mobile application which are easy to use and has less learning curve, and finally the ability to make calls. Hence the reason to shift from a desktop platform to a mobile friendly application solution.

4. Methodology of the Study

4.1. Research Methodology and Data Analysis Tools

The primary research method of this study will be quantitative research method, and the data collection process for this research will be survey questionnaires. The survey form will be made using Google Forms, but each survey will be carried out in person instead of online so that participants are more comfortable and if they require any clarifications it can be done easily. The results of the survey will be tabulated and interpreted using Microsoft Excel though various forms of pie charts and bar graphs.

4.2. Research Instruments

The survey will be divided into different sections based on the research questions, the questions will consist of a combination of multiple choice, Likert scale for understanding and quantifying

the experience and feelings of the merchants. In addition, with one open-ended question for merchants to write down what they want as a new feature in ShopUp that will make their life easy and problem about ShopUp that annoys them the most that needs to be fixed as soon as possible.

4.3. Sampling

In this research, the participants will be existing ShopUp users and total participants for this research will be 100, where there will be a mixture of existing and new ShopUp users with small to large online shops.

5. Analysis and Interpretation of the Data

5.1. Survey Analysis

The final data represented below are of 97 participants who successfully completed the survey, 6 surveys were removed due to unanswered questions and some remained incomplete due to merchants' concerns regarding privacy and misuse of information.

1. What are the ShopUp services you use? (Multiple Choice Question)

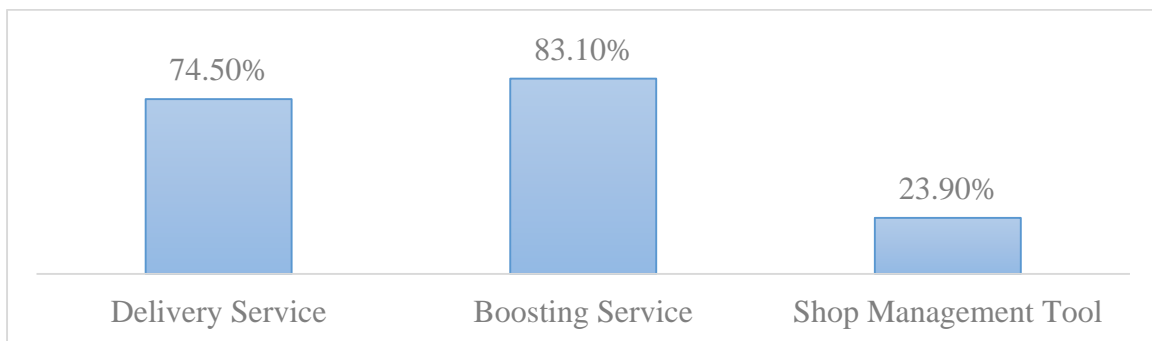


Figure 3.1. ShopUp services mostly used

According to the above data, it can be seen that the most popular service used by the merchants are the Boosting service with 83%, followed by Delivery service with 74.5% and the least used service of ShopUp is their Shop Management Tool with 24%.

2. How long have you been using ShopUp?

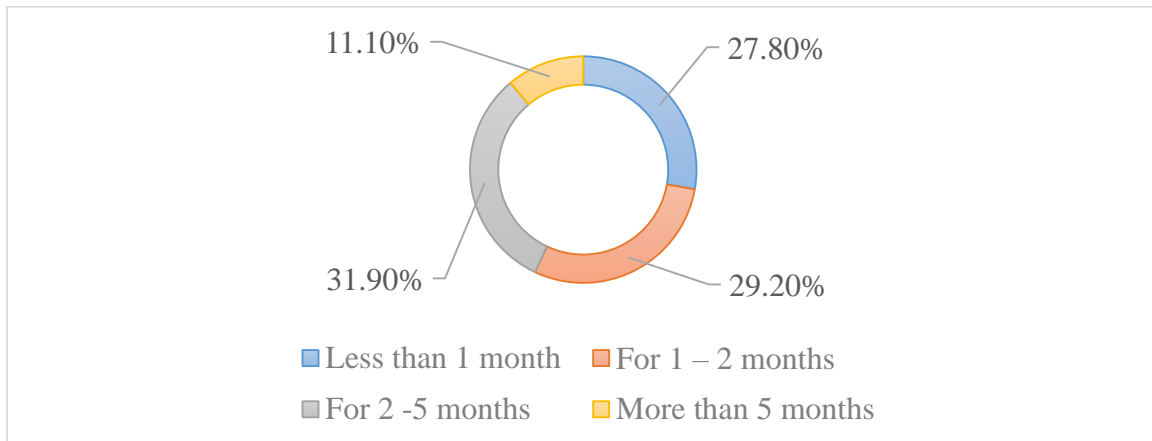


Figure 3.2. Percentage of ShopUp users by duration

Considering that ShopUp started promoting their services and offering for the past couple of months, it can be seen that most of the merchants has joined ShopUp at the same time based on the above data where, majority (32%) of the merchants joined ShopUp in the past 2-5 months followed by 29% who joined in the past 1-2 months and 28% joined less than a month ago. And only 11.1% of merchants are with ShopUp for more than 5 months.

3. Do you use a smart phone?

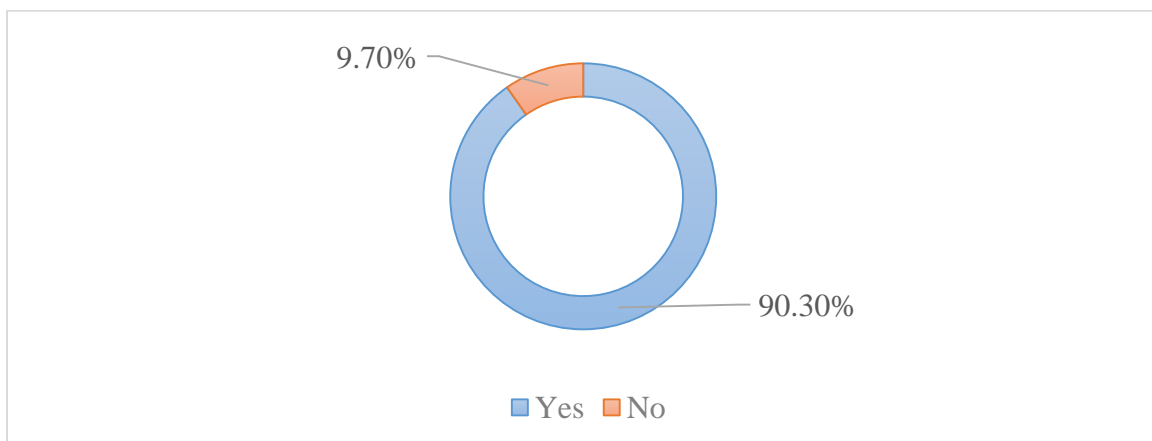


Figure 3.3. Percentage of smart phone users in ShopUp

According to the above data, which indicates that majority of the merchants around 90% uses smartphone and less than 10% do not have access to a smartphone.

4. Do you have difficulties accessing ShopUp using your mobile phone?

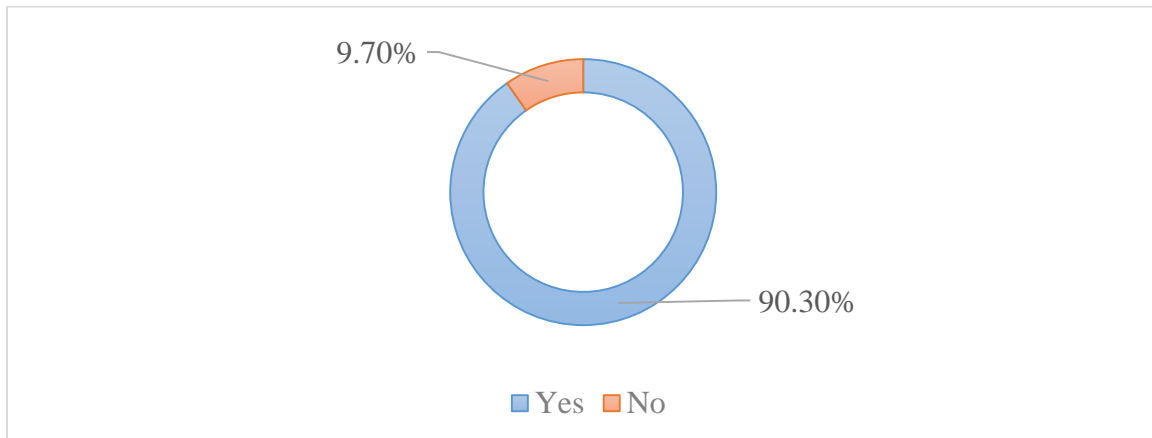


Figure 3.4. Percentage of users with difficulty accessing ShopUp using mobile phone

Similarly, majority of the merchants of about 90% who uses smartphone have trouble accessing the ShopUp software through their mobile phones as the website is not optimized for such devices and the rest of less than 10% who do not use smart phone, uses a computer to access the ShopUp software.

5. Do you want to use ShopUp though a mobile phone application?

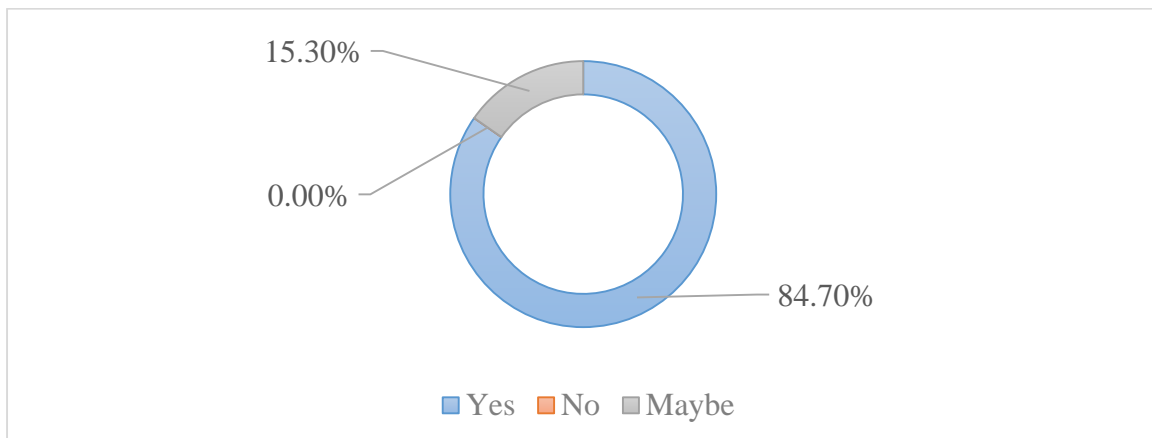


Figure 3.5. Percentage of users want to use ShopUp through mobile application

Here, most of the merchants around 85% would want to use ShopUp in the form of a mobile application and the rest 15% are subjected to a maybe answer, where they may or may not use ShopUp application.

6. How helpful it will be for you to use ShopUp though a mobile application to run your business?

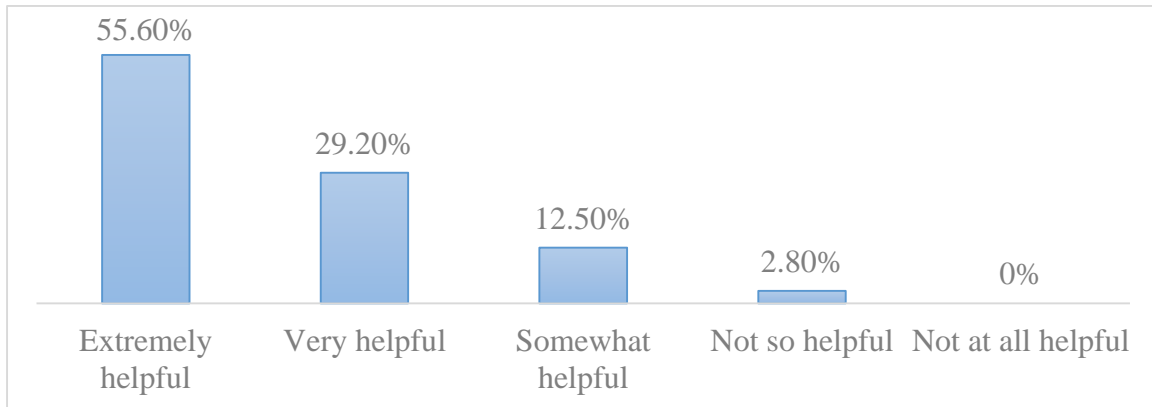


Figure 3.6. Helpfulness level of ShopUp application

Based on the data received from the survey, it can be seen above that about 85% of the merchants think that the mobile application will helpful for them in their day to day operations, 12.5% thinks that it will be somewhat helpful and the rest less than 3% merchants thinks that it will not be as helpful as the desktop software.

7. Why it will be helpful to run your business though ShopUp application? (Multiple Choice Question)

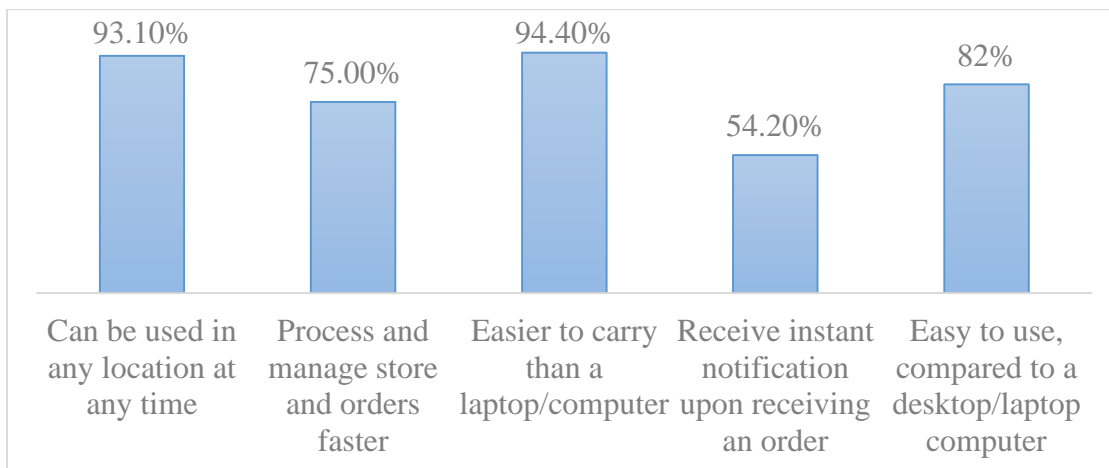


Figure 3.7. Reason to use ShopUp application

From the above data it can be seen that more than 90% of the merchant thinks that having he application would be highly convenient and they can get the job done on the go, more than

80% of the user also think that the app will be much easier to use than the desktop version of the software followed by 75% who think that managing orders would be faster and 54% thinks that receiving instant notification would be helpful.

8. How satisfied or dissatisfied are you with ShopUp's Store Management service?

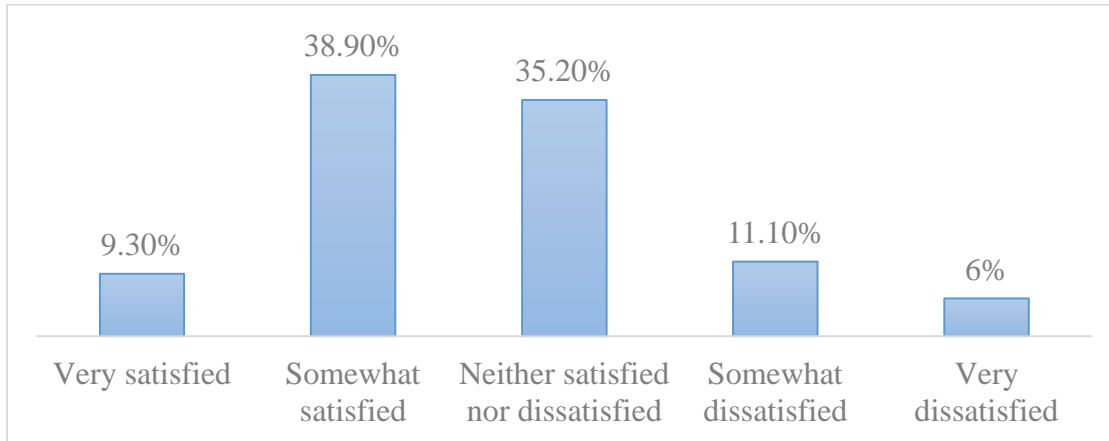


Figure 3.8. Satisfaction level of ShopUp store management service

Here, around 40% of the user are satisfied with ShopUp's store management service, but a big portion 35% of the merchant are indifferent about this service and the rest 17% are dissatisfied with the service. This is because merchants find this specific feature to be incomplete and lacking more addition feature like adding product variation such as adding a t-shirt of different sizes and different colors, inventory management, proper tagging of the products which includes 'sold out' and 'out of stock' tag for the products they sell.

9. How satisfied or dissatisfied are you with ShopUp's Delivery service?

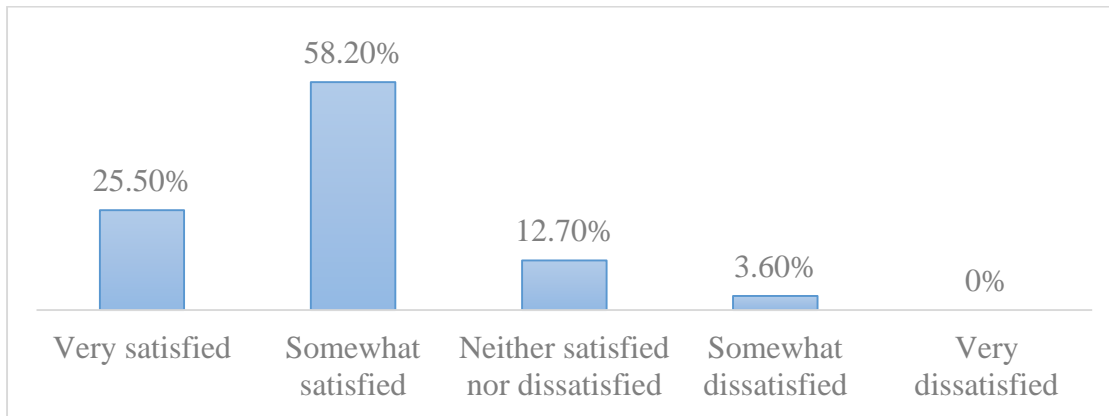


Figure 3.9. Satisfaction level of ShopUp delivery service

Less than 85% of the merchants are highly satisfied with ShopUp's delivery service, and about 12% are indifferent because of having an inconsistent experience, and a little over 3% of the merchants are somewhat dissatisfied with the service. Following the data from question number 1, it can be said that Delivery is the second most popular service of ShopUp.

10. How satisfied or dissatisfied are you with ShopUp's Boosting service?

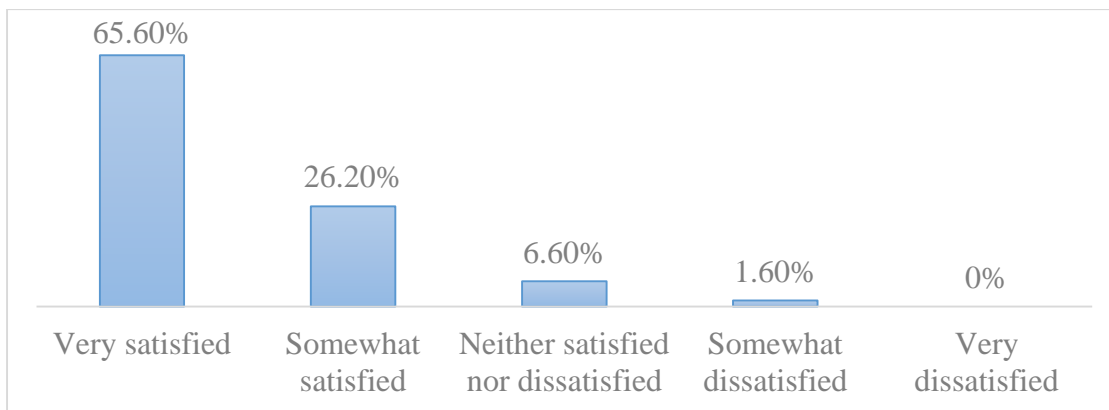


Figure 3.10. Satisfaction level of ShopUp boosting service

About 92% of the merchants are satisfied with ShopUp's Boosting service, and about 6% are indifferent regarding their experience and only less than 2% are dissatisfied with the service. Similarly, following the data from question number 1, it can be said that Boosting is the most popular and most used service of ShopUp.

11. How many orders you receive per week?

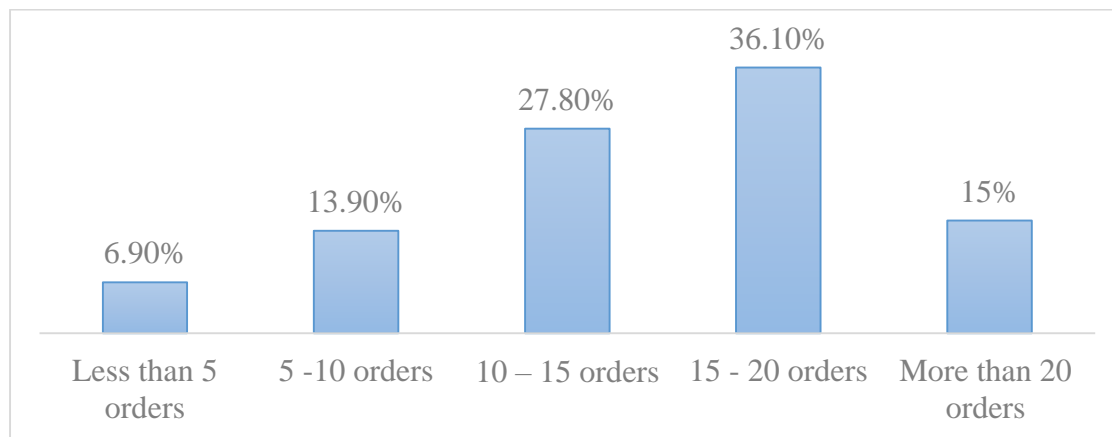


Figure 3.11. Percentage of orders per week

Majority 36% of the merchants receive 15 -20 orders per week, this is mostly from the merchants who is with ShopUp for 2-5. Followed by 28% orders are between 10-15 per week because here most of the orders are from merchants who is with ShopUp for the past 1-2 months, about 14% orders are between 5-10 are from merchants who is with ShopUp for less than a month with a new shop. And finally more than 20 orders are from people who is with ShopUp for more than 5 months, this means this they have an established store to have more frequent orders compared to others.

12. Would you like see your profit and loss though the application?

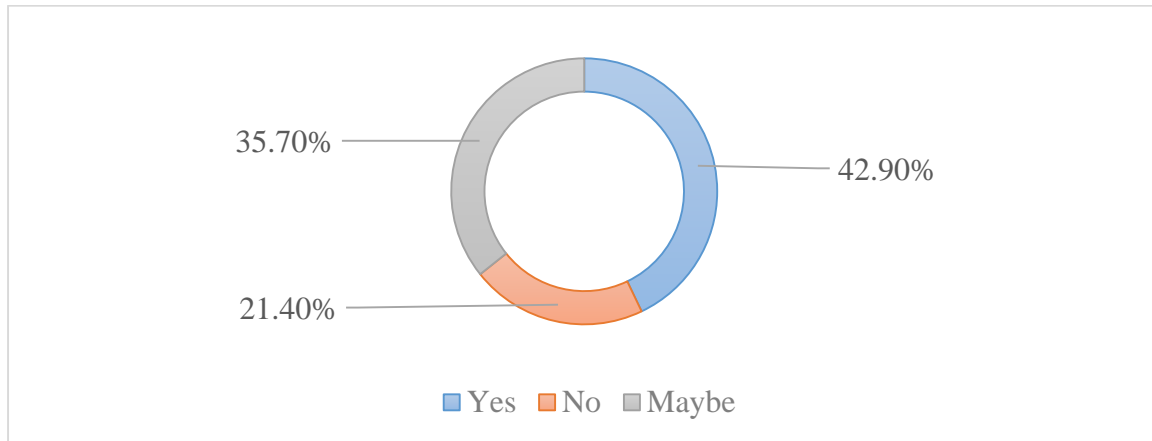


Figure 3.12. Profit & loss feature acceptance rate

Here around, 43% of the merchants would like to have the profit/loss calculation feature in the mobile application. Then, 36% is unsure about this feature and about 21% said they do not want this feature, upon investigating more on this matter though an interview, it was found that, the merchants do not want to share their finances with ShopUp nor they would want ShopUp to keep a record of this, due to privacy concerns and tax concerns.

13. What new features would you like to see the most? (Multiple Choice Question)

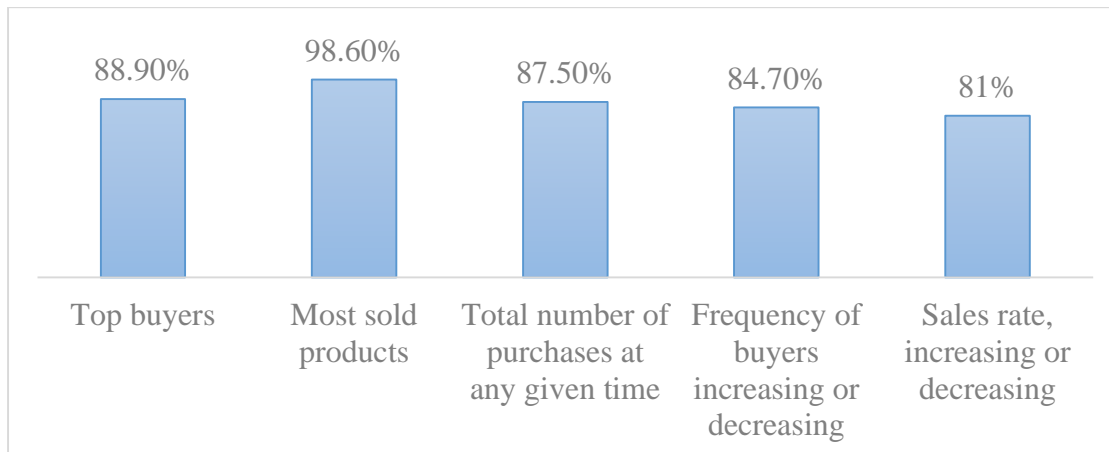


Figure 3.13. New features users want to use

Here, based on the above data, such features given above are essential and plays an important role in business decision making. That is form top buyers’ merchants can target the buyers who frequently purchases their products, from most product sold they can keep tack on the best performing products and organize their inventory according to the demand. Furthermore, they

can view their sales data at any selected time period, they can also see whether their sales are increasing or decreasing. That is why more than 80% of the merchants selected all the above features.

14. Would you like the option to apply for online loans in the application?

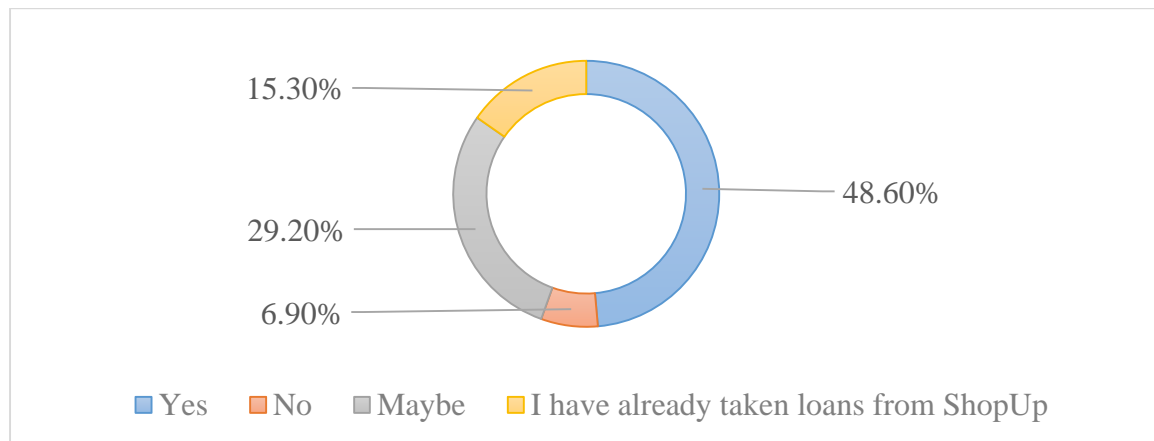


Figure 3.14. Percentage of apply for online lone through application

Based on the goals, ShopUp need one information where people can easily apply for loans but in order to figure out how many merchants actually want this feature to be inside the application was important because feature which remain unused can make the app heavier and less user friendly. Therefore, from the data above it can be seen that about 49% merchants would want the loan feature, around 30% are indifferent on this feature and about 7% said they do not want this feature. And the rest 15% have already taken loans from ShopUp.

15. What are the problem do you face while using ShopUp? Write in your own words.

This was an open ended question, where the merchants were allowed to write and tell other problems problem they are facing, the problems are as follows:

- I. Merchants are facing problem with the payment process, that is, when a buyer order a product with the ‘Cash on Delivery’ process they payment is given to delivery man of ShopUp by the buyer, at the end of the day the delivery man deposits all the payment to ShopUp finances which is later paid to the merchants though bKash, bank transfer or cash. So, the merchants wanted more frequent payment from ShopUp, currently the payment process is twice per week.

- II. During festivals such as Eid or Boishak, merchants faces delivery troubles where the buyers do not get delivery on time or sometimes the parcel gets lost or even misplace to another buyer.
- III. The existing merchant software has some problem such as when the merchants uploads a product for delivery inside the software for pickup, sometimes the information gets lost or the software crashes, this happens in rare occasion but when it does it lowers the productivity of the merchant.
- IV. The store management feature has major issues, which are:
 - a. Unable to add product variations when there are multiple variations of the same product, like a t-shirt of the same design but in different size and color.
 - b. Unable to tag products like sold out and out of stock.
 - c. Would want the option to upload more than 2 pictures for one product, current it is just two picture for one product.
- V. Accessing the web software though mobile is very difficult and hard to use.
- VI. Working from a remote location or on the go and without internet is very difficult, because most of the time merchants needs a laptop or a desktop computer to work with the software properly.

5.2. Interview Analysis

As most of the merchants sell products like women and men clothes, accessories, jewelry, craft products, gift boxes without any trade license, therefore the merchants were a bit uncomfortable and resistant to share information, therefore instead of being too intrusive on their business matter the following question was asked and the findings are as follows:

1. What features do you think you need to run your business through the ShopUp mobile application?
 - I. Delivery tracking and delivery status, where merchants can see the progress of their parcels such as if the parcel is on the way to the buyer then it should indicate that that parcel is “in progress”, if the parcel is delivered then the status should be “delivered”, if the parcel gets lost or damaged then the status should say “damaged” or “lost”.

- II. Ability to see who are the top buyers, top selling products, total number of sales in a day/week/month or selected time period.
- III. A simple process managing inventory, where they merchants can specify the amount of products they have in stock and automatically changes to “out of stock” when the product is all sold out.
- IV. Merchants would want to receive notification as well as text message in the mobile phone when they receive an order. Just like any other notification such as when someone send you a friend request on Facebook you get a small sound and a message which says “you have a new friend request”, just like that the merchants want the same thing for order that “you have received a new order”.

6. Findings of the Study

The following are the findings based on the analysis from the survey and interview:

- I. Most of the merchants uses smart phone, therefore and based on the analysis majority of the them would like to use the ShopUp mobile application.
- II. Merchants would like the option to have more frequent payment for the money deposited to ShopUp finance though Cash on Delivery process.
- III. Boosting and Delivery service are the most used and popular services of ShopUp by the merchants.
- IV. The longer period merchants take advantage of the ShopUp software, their number of sales increase over time.
- V. Majority of the merchants have trouble using the ShopUp desktop software through mobile phones, therefore having a mobile friendly software will help then greatly and merchants are willing to use it.
- VI. Merchants think that having the application will help them to work in any location at any time, processing order and managing store will be faster, it will be easier to carry than a laptop/computer, receive instant notification upon receiving an order will be very helpful and it will be easy to use, compared to a desktop/laptop computer with a lower learning curve.

- VII. Majority of the users are unable to use the store management feature due to its limitations such as not enough usable feature, unable to upload product variations, unable to make and count inventory, unable to tag products.
- VIII. Merchants are highly satisfied with the shop delivery service other than the occasion problems such as receive proper status of parcels such as delivered, in progress or damaged or lost.
- IX. Merchants are delight with the Boosting service of ShopUp and as no complain regarding this service.
- X. Majority of the merchants would like to see their profit and loss data, but a significant amount is also indifferent about this idea and a little portion do now want this feature because they do not want ShopUp or other to know about their sales as well as tax concerns due to running the business without trade license.
- XI. Information such as top buyers, most sold products, total number of purchases at any given time, frequency of buyers increasing or decreasing and increasing or decreasing sales rate will help them to take better business decisions.
- XII. And finally, majority of the users would like to apply for loan though the application, but some are indifferent and a small portion have already taken loans.

7. Recommendations

The recommendations based on the finding are as follows:

- I. Based on the analysis, it can be seen that majority of the users are having trouble using the existing desktop software though through mobile phones, in addition to that most of the users are using smart phone and would like to use a mobile application for its convenience, added new features, ease of use and accessibility. Therefore, ShopUp can easily move to a mobile platform in addition with their existing desktop software to retain new merchants who does not have access to a desktop or laptop computer and make the life of the existing customers easier to run their business.
- II. ShopUp need to have a more frequent payment system for merchants who sells though cash on delivery, so that the merchants get their money as soon as they make a sell.
- III. ShopUp should add the following feature which will aid the merchants to take better business decision, the features are as follows:
 - a. Top buyers
 - b. Most sold products
 - c. Total number of purchases at any given time
 - d. Frequency of buyers increasing or decreasing
 - e. Sales rate, increasing or decreasing
- IV. ShopUp should include notifications and status updates for orders and delivery directly to the merchants for better transparency on delivery status.
- V. Considering that majority of the merchants are not pleased with the store management feature, ShopUp should work on making the feature more appropriate based on the merchant's requirement.
- VI. ShopUp also should add feature for users to view their profit and loss statistics, but make it an optional feature where the user can choose to not use it if they do not want to.
- VII. Also in order to increase the number of loans given by ShopUp, they should add the feature to apply for loan inside the application because most of the merchants would want to have this option based on the analysis.

8. Conclusion

In this report, I was able to find whether it justifies for ShopUp to move to a mobile friendly solution from their current desktop platform or make adjustments and modification on their current desktop platform. Based on the research it can be suggested that ShopUp should move to a mobile friendly platform from their desktop software for their new and existing merchants for a better and more user friendly experience. Not only that, in order to make the merchant's business experience easier and aiding for a better business decision making, new feature such as business analytics like frequency of sales, top buyers, high and low performing products with profit and loss calculations will be a great addition for the merchants based on the analysis. Furthermore, most of the services or features offered by ShopUp are working quite well, unlike their store management feature which needs to be re-evaluated to make it better and more useful for the merchants to take proper advantage or use the feature.

In conclusion, based on the study in this paper, ShopUp and Bangladesh is heading towards a big technological shift, from conventional form of computers to smart phones. With the passing days, smartphone is getting more affordable and accessible for people to purchase and use, thus minimizing the need for a desktop/laptop computer, not only that such devices allows for portability and convenience but also having the technology of using desktop class software in them. Therefore, in the coming years we will see a big change in companies who are mostly desktop computer based are redefining and optimizing their products and services more suited towards a mobile platform.

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10. Appendix

Here is the list of questions used for the survey for this study:

10.1. Survey Question

Section A:

1. What are the ShopUp services you use?

- Delivery Service
- Boosting Service
- Shop Management Tool

2. How long have you been using ShopUp?

- Less than 1 month
- For 1 – 2 months
- For 2 -5 months
- More than 5 months

3. Do you use a smart phone?

- Yes
- No

4. Do you have difficulties accessing ShopUp using your mobile phone?

- Yes
- No

5. Do you want to use ShopUp through a mobile phone application?

- Yes
- No
- Maybe

6. How helpful it will be for you to use ShopUp through a mobile application to run your business?

- Extremely helpful
- Very helpful
- Somewhat helpful
- Not so helpful
- Not at all helpful

7. Why it will be helpful to run your business through ShopUp application?

- Can be used in any location at any time
- Process and manage store and orders faster
- Easier to carry than a laptop/computer
- Receive instant notification upon receiving an order
- Easy to use, compared to a desktop/laptop computer

8. How satisfied or dissatisfied are you with ShopUp's Store Management service?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied. Why? _____

9. How satisfied or dissatisfied are you with ShopUp's Delivery service?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied. Why? _____

10. How satisfied or dissatisfied are you with ShopUp's Boosting service?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied. Why? _____

Section B

11. How many orders you receive per week?

- Less than 5 orders
- 5 -10 orders
- 10 – 15 orders
- 15 - 20 orders
- More than 20 orders

12. Would you like see your profit and loss though the application?

- Yes
- No
- Maybe

13. What new features would you like to see the most?

- Top buyers
- Most sold products
- Total number of purchases at any given time
- Frequency of buyers increasing or decreasing
- Sales rate, increasing or decreasing

14. Would you like the option to apply for online loans in the application?

- Yes
- No
- Maybe
- I have already taken loans from ShopUp

15. What are the problem do you face while using ShopUp? Write in your own words.

10.2. Interview Question

1. What features do you think you need to run your business through the ShopUp mobile application?