

November 11, 2015

Interactive session on e-commerce held at BRAC University



Daraz Bangladesh Limited conducted an interactive session titled, "The future of e-commerce-presenting opportunities for BRAC University" at the university auditorium in the city on Monday, said a press release.

Daraz Bangladesh Ltd Managing Director and Co-Founder Sumeet Singh, Head of Marketing, BD, Myanmar and Pakistan Sumit Jasoria, Business Development Manager Antonio Fantappiè, Associate Manager (Marketing) Munawwar Mahmood Chowdhury and Head of Public Relations Naushaba Salahuddin were present on the occasion.

Mr Sumeet Singh opened the session by walking the students through an educational and captivating presentation on Daraz and how it operates. He also announced that daraz.com.bd will be adapting the concept of Black Friday and introduce it as "FATAFATI Friday", the biggest online sales event of the year, on November 27 in collaboration with Robi.

Discount offers starting from 30 per cent and going up to 80 per cent will exclusively be offered on the website for that day only.

D-force, a new programme developed by daraz.com.bd was then introduced to the audience explaining in details how it gives freelance employment to students and part time workers. Selected students will be given a special log-in ID and will be able to place orders and work for Daraz as sales consultants, the release added.