

November 10, 2015

Online platform on freelance employment launched



A session titled 'future of e-commerce- Presenting opportunities for BRAC University' was held at BRAC University auditorium Monday. Sumeet Singh Managing Director and Co-Founder of Daraz Bangladesh, Sumit Jasoria, Head of Marketing, BD, Myanmar and Pakistan, Antonio Fantappiè, Business Development Manager, Head of Sales Force, Munawwar Mahmood Chowdhury, Associate Manager, Marketing and Naushaba Salahuddin, Head of Public Relations, Daraz Bangladesh were present. 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 27th in collaboration with Robi. Discount offers starting from 30% and going up to 80% will exclusively be offered on the website for that day only. D-force, a new program 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 program promises to give free sales training to best

performing agents and offers certification from Rocket Internet and Daraz Bangladesh. D- Force offers salary based on commission which will increase with performance. D- Force previously have done campus activations at IUB, ULAB, and going to do their next activation at University of Asia Pacific on November 10th, 11th and 12th from 10am.

Sumeet also quotes, "The D-Force program is a great opportunity for students from all backgrounds and different degrees. This innovative model of freelance selling will give them all a chance to get real working experience, shape their selling skills and, last but not least, boost their CVs. Nowadays in globally competitive labor market, all these elements are indeed more and more crucial in order to start a bright career in the business world. Daraz Bangladesh, owner and pioneer of this project, can proudly state that the response received so far has been impressive, and the everyday growth can only confirm a great future ahead, both for D-Force and students".