



Inspiring Excellence

Internship Report

on



“Daraz Bangladesh Limited is changing the
Online Shopping Experiences – Successful
Launch of Fatafati Friday”



Submitted To:
Mr. Arifur Rahman Khan
Lecturer
BRAC Business School
BRAC University, Dhaka.

Submitted By:
Md. Minhaz Uddin
ID: 11304088
BRAC Business School
BRAC University, Dhaka.



Inspiring Excellence

1 LETTER OF TRANSMITTAL

Mr. Arifur Rahman Khan

Lecturer

BRAC Business School

BRAC University, Dhaka

Subject: Submission of Internship report.

Sir,

I would like to submit my report titled “Daraz Bangladesh Limited is changing the online shopping experiences – The successful launch of Fatafati Friday.” prepared as a part of the requirement for BBA program of BRAC Business School.

I have successfully completed my internship program at Daraz Bangladesh Limited and I worked there as an intern for three months. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. Meanwhile, I will be available if you have any query.

Sincerely yours,

Md. Minhaz Uddin

ID: 11304088

Email: minhaznabil@gmail.com

Phone: +8801969609376

2 DECLARATION

I declared that the report namely “Daraz Bangladesh Limited is changing the Online Shopping Experiences – Successful Launch of Fatafati Friday” is completed by me which is based on my practical work experience and a comprehensive study of the existing activities of Daraz Professionals department of Daraz Bangladesh Ltd.

I also declare that this report is my original work and does not break any existing copy-right. This particular report has not been previously submitted to any other University/College/Organization for academic qualification/ certificate/ diploma or degree.

I have prepared it for the academic purpose of Bachelor of Business Administration degree which requires practical work experience.

Md. Minhaz Uddin

ID: 11304088

Email: minhaznabil@gmail.com

Phone: +8801969609376

3 ACKNOWLEDGEMENT

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this report. This internship report is an accrual of many people's effort. For this, I am obliged to a number of people who helped me to organize this report and for their kind opinions, suggestions, instructions and support and appropriate guidelines for this report.

I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

First of all, I would like to thank my Internship Supervisor Arifur Rahman Khan, Lecturer, BRAC University Bangladesh for his continuous guidance and assistance in preparation of this report. His invaluable advice has helped me a lot in writing this paper. I am immensely thankful to his for the support she has provided during my Internship period.

Next, I would like to thank my organizational Supervisor at Daraz Bangladesh Limited, Mr.Aasif Rahman Avi, Vendor Operation Executive Daraz Bangladesh Limited, Dhaka. He directed me towards the right information and regularly reviewed my progress in preparation of this report.

I would also like to extend my gratefulness to the following persons: Mr. Jahid Bin Islam, Head of Issue Resolution for guiding me in understanding the procedure without their support I could not complete this report.

4 EXECUTIVE SUMMARY

At the 21st Century, with the help of technology, people are getting all the latest services. In this paper, I have tried to put my overview of Bangladeshi e-commerce industry, Daraz Bangladesh Limited and its strategies, model, assessment with the current market players and its vision to provide the most expanded online shopping marketplace for the Bangladeshi Consumer.

Daraz Bangladesh Limited is a project of world's largest internet incubator Rocket Internet GmbH. In September, 2013, Daraz Bangladesh Limited started its operations here in this country and within a short period of time, has become a popular destination for the online shoppers. Daraz Bangladesh Limited follows the Amazon business model of buying and selling on a single platform where the sellers sell their products on Daraz website in exchange of commission percentage on each and every sale. Daraz is a B2C (business to consumers). Daraz is an online marketplace where buyers and sellers meet and exchange goods via Daraz portal. Buyers from Dhaka enjoy the facility of payment via cash on delivery while the buyers outside Dhaka throughout the country also can enjoy the home delivery service by pre-payment through mobile banking as well as cash on delivery. Daraz provides sellers the free advertisements of their merchandises through social media, newsletter and Google Search Engine Optimization (SEO). Daraz also provides offline marketing to the sellers such as print media, billboards and etc. which is currently free of cost.

Through Daraz, sellers can sell their products very easily as Daraz takes full accountability of photo shooting the sellers' products, uploading and monitoring them on their website and also delivering them to the buyers. The company pays the sellers on a monthly basis i.e. the sellers give the products to Daraz on credit and receives the payment at the end of the month.

Currently it runs from the funding of its parent company, Rocket Internet GmbH. Daraz's revenue is increasing from its inception. Its NMV (Net Merchandising Value) is increasing rapidly and the targets are getting steep. Though Daraz is a new company, but already they have formed their own space in the market in becoming very widespread to the online consumers. So they are working uncompromisingly to market the products of its sellers and acquire new ones. Bangladesh is a exciting market for Daraz. Most of the people do not know the use internet yet. But Daraz has a clear goal to offer their customers a diversified shopping experience.

Table of content

Contents

1	Letter of Transmittal	3
2	Declaration	4
3	ACKNOWLEDGEMENT	5
4	Executive Summary	6
5	The Organization	8
5.1	Introduction.....	8
5.2	Objectives	9
5.3	Overview.....	9
5.4	Mission.....	10
5.5	Vision.....	10
5.6	Goal.....	10
5.7	The 4p’s	10
5.7.1	Product	10
5.7.2	Price	11
5.7.3	Promotion.....	11
5.7.4	Place.....	12
5.7	Daraz Operational Organogram	13
6	Job as Vendor Operations Intern.....	14
7	The Project:.....	16
8	My Role in the Success of “Fatafati” Friday:	19
9	Results and Discussion:	20
10	Recommendation	25
11	Conclusion	25
12	References.....	26

5 THE ORGANIZATION

5.1 INTRODUCTION

E-commerce refers to the buying and selling of products or services over electronic network combining a range of process such as Electronic Data Interchange, Electronic mail, World Wide Web, Internet Applications and Network Applications. Everyday e-commerce is improving the efficiency and effectiveness of business, government and nonprofit organizations. At today's date, people lack time. They try to save it as much as possible and that's where e-commerce shows its charisma by saving both the most important things which is time and money. From an online marketplace people can buy and sell their products rather than visiting physical marketplace.

Bangladesh has a huge population which attracts a lot of marketers to offer their products. But due to lack of technology, Bangladeshi people still lack many latest facilities the modern world offers. Most of the Bangladeshi people do not know the use of internet which is becoming a challenge for the online marketers. Bangladesh Government is trying to provide internet throughout the country by 2016 which will enable the expansion of e-commerce industry of Bangladesh. From the inception, ecommerce sector is booming and day by day, it is spreading its wings.

Daraz is becoming the leading online marketplace for Bangladesh. Here, in Bangladesh, people only knew about Amazon business model where buyers meet sellers and exchange goods. Daraz introduced the Amazon business model in Bangladesh. Daraz is one of the five ventures of Rocket Internet GmbH in Bangladesh. They try to follow the effective internet projects from other innovative countries like United States and reproduce their strategies in developing markets. Daraz Bangladesh Limited is rigorously providing B2C type on selling which no other E-Commerce portal does in Bangladesh.

Daraz was launched in late September 2013 and has become the 4th e-commerce site after OLX, Ekhanei and ClickBD. They mainly focus on its buyers and sellers. Daraz's clients are the sellers who sell their products on website. Daraz focuses on the sellers as Daraz's revenue comes from its sellers sales. If Daraz's sellers sell more, they makes more money, if the sellers sell less, Daraz makes less money. The company tries to obtain only the sellers who sell quality product and original products as they look forward to offer their buyers the original and quality products at the most competitive deals, which is usually lower than the Market price. (Ahmed, R. 2015)

In this report I have tried to look into the “Fatafati Friday”- the Biggest Sales Event of Daraz Bangladesh Limited, its impact in the industry.

5.2 OBJECTIVES

I found few objectives while I am doing my internship.

- To meet the standings with the complete branch e-commerce dealings and activities.
- To formulate a bond between the business models and real-world procedures of online marketplace day to day operations.
- To be responsive of the terms of marketing that has been taught in the Brac University.
- To gain hands-on experience and view the management of theoretical knowledge in real life.

5.3 OVERVIEW

Rocket Internet GmbH is a German based internet incubator. Samwer Brothers are the founders of this company and their Headquarter is in Berlin, Germany. Rocket Internet forms online startups and owns shareholdings in various Internet establishments. Some of their ventures are Daraz, Kaymu, Jumia, Foodpanda, Jabong, Carmudi, Lamudi, Jalong, Zalora etc.

Rocket Internet started their journey in 1999 and already they have 120+ market leading companies in 50+ countries. In late 2014, Samwer Brothers valued Rocket Internet as a multi-billion dollar company. The establishment’s market value was around 8 billion euros in April 2015.

The Samwer brothers had effective investments in Groupon, eBay, Facebook, LinkedIn, Zynga etc. The Company’s business model is to identify effective internet ventures from other progressive countries and reproducing their policies in developing markets. Investors such as Russian billionaire Leonard Blavatnik, Swedish investment firm Kinnevik and J.P. Morgan invested close to \$4 billion in 2012 and 2013.

Right now, Rocket Internet GmbH functions in more than 50 countries in five continents and has

more than 120 online ventures such as Zalando in Germany, Jabong.com in India, Lamoda in Russia, Zalora in South East Asia, The global food carriage platform Foodpanda, the global property listings site Lamudi, global car selling site Carmudi. Rocket Internet has 25,000 employees working for them in five continents.

Rocket Internet launched 5 companies in Bangladesh in last 2 years- Carmudi, Lamudi, Foodpanda, Kaymu and Daraz. As Bangladesh is and developing market where online marketplace like EBay, Amazon, Flipkart has not been introduced yet, Daraz grabbed the prospect to get into this huge market.(Rocket Internet,2016)

5.4 MISSION

Our mission is to become the world’s largest Internet platform outside of the United States and China. The company identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where they seek to scale them into market leading online companies. Rocket started in 2007 and has now more than 30,000 employees across its network of companies, which are active in more than 110 countries across six continents.

5.5 VISION

At Daraz, they believe the Internet is going further and faster into daily life than anyone imagined. Our goal is to capture the largest possible share of consumer online spending in our markets.

5.6 GOAL

Daraz wants to provide the best quality products at the most competitive price. Daraz believes to introduce the most latest and demanding products for its customers.

5.7 THE 4P’S

5.7.1 Product

Daraz is, first and foremost, an online marketplace. One can browse through categories like Clothing, Footwear, Jewelry, Watches, Mobiles & Accessories, Jewelry, Books & Media, Electronics, Footwear, Watches, Mobiles, Computers, Electronics, Home & Living, Health

&Beauty, Toys, Kids & Babies, Books & Media, Sports & Outdoors and various other categories. When a customer sees something they like, they click on the product and view the details that include pictures, descriptions, payment options and shipping information. Customers also can search for their desired products by using keywords in no time. Daraz provide advanced search option in which Customers can narrow down their search and shop comfortably.

Just as one can buy almost anything on Amazon, they can do it the same in Daraz. If one wants to sell as a business, they need to enlist in Daraz as a Daraz seller via which they get a Daraz e-store. When one sells an item on Daraz, they pay a certain percentage of the final sale price to Daraz. There is no listing fee except this commission on sales. Daraz operates an online marketplace enabling Seller to sell basically anything online.

5.7.2 Price

Daraz offer services. The price of the Daraz services depends on various aspects. It is not the consumer who pays the price. It is the Seller of the products who is responsible for the price of Daraz. Daraz runs on commissions basically. Whenever there is a sale, Daraz gets it from its Seller.

In other words, Daraz is the intermediates between the Seller and the Buyer.

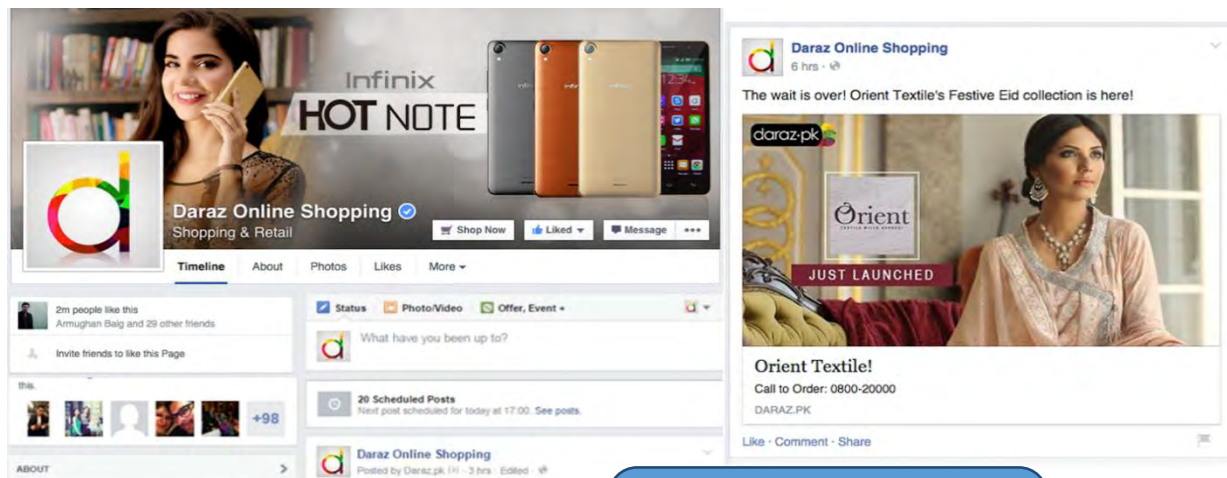
5.7.3 Promotion

Daraz by nature it is an online based business. Therefore the core focus of the Daraz governing body is on online platform. To reach its target group it has put its presence to all most all possible online sectors. From Google search engines to social media networks, Daraz is everywhere.



Illustration 1: Online rank of www.daraz.com.bd (globally and locally)

Daraz has maintained its presence on Facebook, due to the heavy use of Facebook (Social Network) locally. Daraz sponsors ads on Facebook daily that reach out 10 million



2 million + fans
on Facebook

Facebook users every day.

Illustration 2: Facebook Page of Daraz Bangladesh Limited

Other than Facebook Daraz also making its mark on Twitter and on Instagram as well. They are also using personal email database to reach 1 million (approx.) customers. Daraz is using the tele network as well, by sending sms promotions to gain its potential sales possibilities.

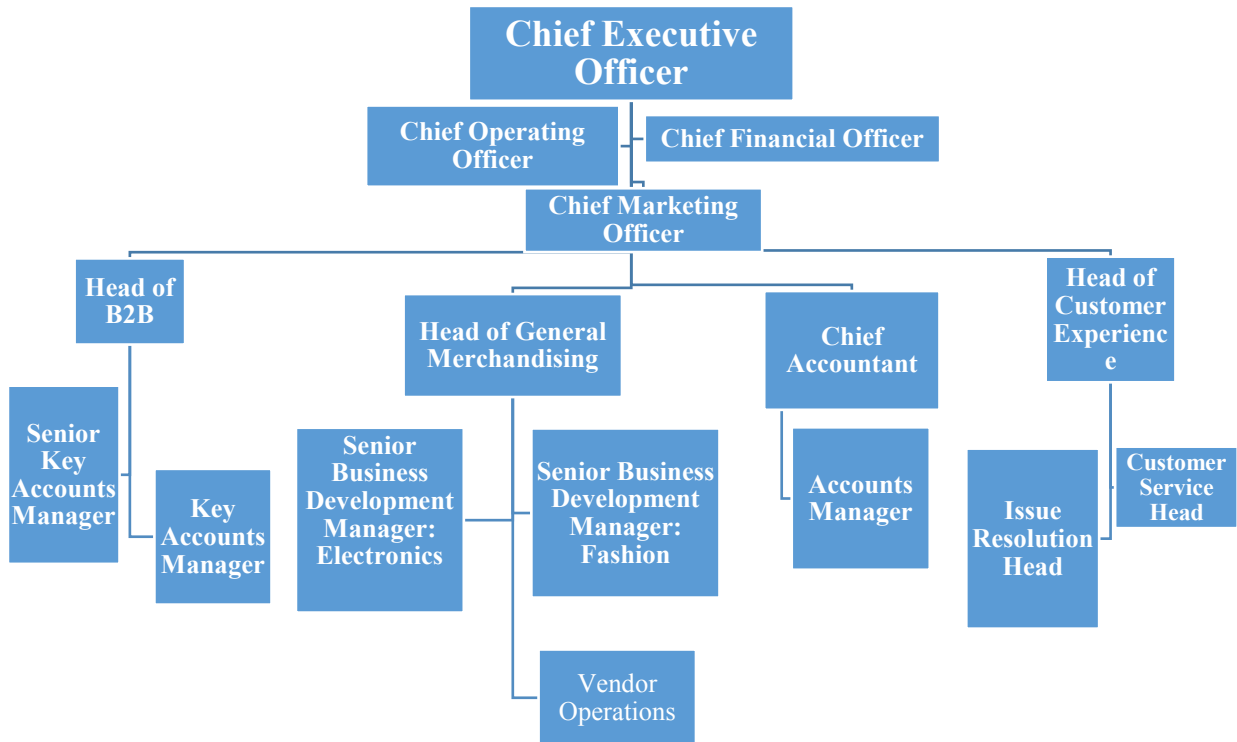
As a new comer in the market Daraz has covered its promotional needs on Online platforms. However Daraz is still no actively participating in Above-The-Line (ATL) or Below-The-Line (BTL) communication channels.(Daraz.com.bd ,2016)

5.7.4 Place

Daraz has two different kind of place in its business operation cycle. They would like to call them Virtual Place and Physical Place. Virtual Place is their web address, www.daraz.com.bd, where customers are buying their desired products. Physical place is the place of delivery, which is the address of the customers, where customers are receiving their ordered goods.

5.7 DARAZ OPERATIONAL ORGANOGRAM

Daraz Bangladesh Limited started its journey in Bangladesh around September 2014 and launched in November 2014. For emerging markets, Daraz has certainly become the leading online marketplace. In a short span of time Daraz has grown exponentially. Daraz has a huge number of sellers already on board and also thousands are on their way to become Daraz sellers. Daraz operates as the one stop solution for customers to find their desired products online. Daraz has different departments to run its operations in Bangladesh.



6 JOB AS VENDOR OPERATIONS INTERN

6.1 Description of the Job:

The post of Vendor Operations Intern's responsible for constructing and keeping associations with each company that the business has a commercial relationship with. Vendor relationship management has at its heart the notion that the customer is not passive in the commercial relationship.

The Vendor Operations Intern will work to progress the association between supply and demand. Through vendor relationship the customer is sharing some of the accountability for the commercial relationship. The Vendor Operations Intern will work to ensure that the vendors have a clear idea of the customer necessities and hopes. The Vendor Operations Intern also works with key stakeholders from the business to confirm that the business has a clear idea of what the sellers are offering.

6.2 Key Responsibilities:

- Manage a liaison that performs as the major point of contact between the seller and company.
- Responsible for ensuring that the sellers come across or exceed the contracted services, processes performance against operational Service Level Agreements (SLA).
- Make recommendations and implement new policies and practices.
- Keeping and managing stock updates from the vendors.
- Coordinate seller activities to happen current and future working necessities and project needs in association with company goals.
- Work directly with key internal stakeholders and executives and vendor executives to negotiate, escalate and resolve issues and to drive enterprise wide benefit.
- Meeting both seller and customer to maintain the flow of better experiences keep going.
- Communication and suggesting improvement areas for both Delivery partner and Daraz.

6.3 Different Aspect of Job Performance:

Vendor Operations Intern's job is very much challenging as the whole General Merchandising team depends on him to provide them with the issue resolving. If the Vendor Operations Executive cannot provide the stock updates or price updates to the General Merchandising team, then the General Merchandising team would not be able to work. To maintain the workflow of the whole General Merchandising team, it is important that the Vendor Operations Intern performs his job properly.

6.4 Critical Observations and Recommendations:

While being a Vendor Operations Intern at Daraz Bangladesh Limited, I witnessed the whole working procedure of the team and came up with some recommendation which I would like to include here:

- There should be facility of more training programs so that the employees get more knowledge.
- There is less scope of promotions of the employees, so I think the possibility of getting raises should be bigger in order to inspire employees.
- Daraz is growing fast as whole, so the Vendor Operations team should be empowered by more recruitment.

7 THE PROJECT:

7.1 Summary:

Daraz Bangladesh is the one which introduced the „Fatafati Friday“ offering 25% to 80% discounted sale on that day exclusively for the people of Bangladesh. Robi itself also came forth with massive investment along with Daraz to ensure this trend gets a sheer success and thereby Daraz climbs at its highest market share in the e-commerce industry in Bangladesh.

As, the e-commerce sector has been experiencing a boom worldwide, we the Bangladeshi people have been observing huge business startups and foreign investments since the launching of „Cellbazaar“ by GrameenPhone in 2006. These days, large segments of the people of Bangladesh are in the internet platform with using at least a GSM enabled mobile phone. This huge connectivity allows the e-commerce entities come into massive action to pioneer the e-commerce industry through serving the trendy community with diversified products, services and creative offerings at their best possible level.

7.2 Description of the Project:

With the pace of online shopping explosion, Daraz - a globally leading e-retail trademark formally launched its set-up in Bangladesh as daraz.com.bd, a venture by Rocket Internet - one of world's major Internet & mobile stages in February 2015. Since then - Apple, LG, Bata, Apex, Ecstasy, Texmart, Yellow, Noir, Symphony, Sony, Asus, Huawei, Samsung, Walton, Aranya, ShadaKalo, Micromax, Intex, Fastrack, Nikon, Panasonic, Doors, etc. are just a few of the worldwide and homegrown leading brands who have been setting up e-stores with daraz.com.bd with 100% genuine products offerings and brilliant sales reviews with strong brand loyalty nationwide.

And now, the launch of „Fatafati Friday“ exclusively by Daraz for the first time ever in Bangladesh. In western countries, this event is called „Black Friday“, when the renowned stores offer promotional sale to sell their products at the cheapest rate and just for a single day, and even during overnight hours. So people rush to the stores and line up to buy their so longed products. Since the early 2000s, it has been observed in the United States, Canada, United Kingdom, Mexico, Romania, India, Australia, Brazil, France, etc. and it has routinely been the busiest shopping day of the year since 2005 in many countries these days.

And customers who are the prime concern of this once-in-a-year most incredible discount sales

event. This is such an event where customers got their desired products from thousands which will be offered at the highest possible discount through online orders. Daraz accepted this „Fatafati Friday“ event as a challenge to meet the highest quality standard to gain optimum customer satisfaction through offering 100% genuine products and assuring indomitable customer service.

To make sure the huge response, Daraz in partnership with Robi, went to 17 Robi Walk-in-centers nationwide. Daraz made a huge success through Robi Walk-in-centers. Participating brands offered between 25 percent and 80 percent discounts across categories: 50 percent on smartphones, 40 percent on computer products, 35 percent on home appliances and 80 percent on fashion and accessories.

Tablets, home appliances, cameras, and sports gear were also available, which made Fatafati Friday one-of-a-kind e-commerce sales in Bangladesh.

Shoppers accessed Daraz by downloading the Daraz app, or log in through computers and tabs, and made payments by debit or credit card or through bKash accounts. Goods were purchased with cash on delivery as well.

EasyPayWay's Double Taka Voucher, which gave customers twice its value during check-out on Daraz website only, also was used.

7.3 Objective of the Report:

7.3.1 Secondary Objective

- To meet the standings with the complete branch e-commerce dealings
- To formulate a bond between the models and real-world procedures of online marketplace day to day operations.
- To be responsive of the terms of marketing that has been taught in the Brac University.
- To gain hands-on experience and view the presentation of theoretical knowledge in real life.

7.4 Methodology:

This report is organized on the basis of experience collected during the period of internship. At first topic and research objective was selected and I collected data regarding the report.

Sources of Data were collected through two segments.

Primary Sources:

- Everyday desk work
- Discussion with the officers
- Discussion with the trades
- Appropriate file study as provided by the concerned officer.
- Personal experience gained by visiting different departments

Secondary Sources:

- Rocket Internet Website
- Daraz BD website
- Daraz Bangladesh Limited Sales Funnel
- Daraz Bangladesh Limited Bangladesh Cockpit.
- Publications obtained from different libraries and from the internet.

7.5 Limitation of the Report:

Throughout making the report I had to face some difficulties and those problems were;

- One of the main limitations is the shortage of internship period. Since three month is not adequate to know the whole thing of a department I could not apply all my theoretical knowledge.
- The data and material related to the topic was not easily accessible.
- Source of more useful and up to date data was another shortcoming.
- Many officers have not been questioned as they are whole day busy with their works.
- Though the employees of the Daraz Bangladesh Limited tried to assist, sometimes there working pressure could not give me proper assistance.

Another limitation of this report was the Company's policy of not disclosing any data and information for obvious reasons, which could have been very useful.

8 MY ROLE IN THE SUCCESS OF “FATAFATI” FRIDAY:

The planning for this “Fatafati Friday” started from last September, 2015 when Daraz started to bring its associated sellers on board to make this happen. From the very beginning I was assigned with tasks that involved seller to understand this concept and delegating their roles on this. Below is the brief detail of the tasks I was assigned during “Fatafati Friday”.

- Getting updates regarding the prices and stocks from the seller and help General Merchandising team to make deals with the seller.
- Managing Inventory from the seller and keeping some product in our warehouse for the biggest event.
- During “Fatafati Friday” I was assigned in Robi Gulshan Walk-in-center to manage Daraz’s sales through Robi helpdesk and managed cash collections.
- There was a huge crowd waiting in line to grab those amazing deals I had to place their orders and deliver their products instantly.
- After “Fatafati Friday” I had to visit sellers to pick the ordered products from seller’s inventory and assign those against individual orders.
- After “Fatafati Friday” I was assigned with Operations to pack and ship products to make sure that our valued customers get their deliveries.

9 RESULTS AND DISCUSSION:

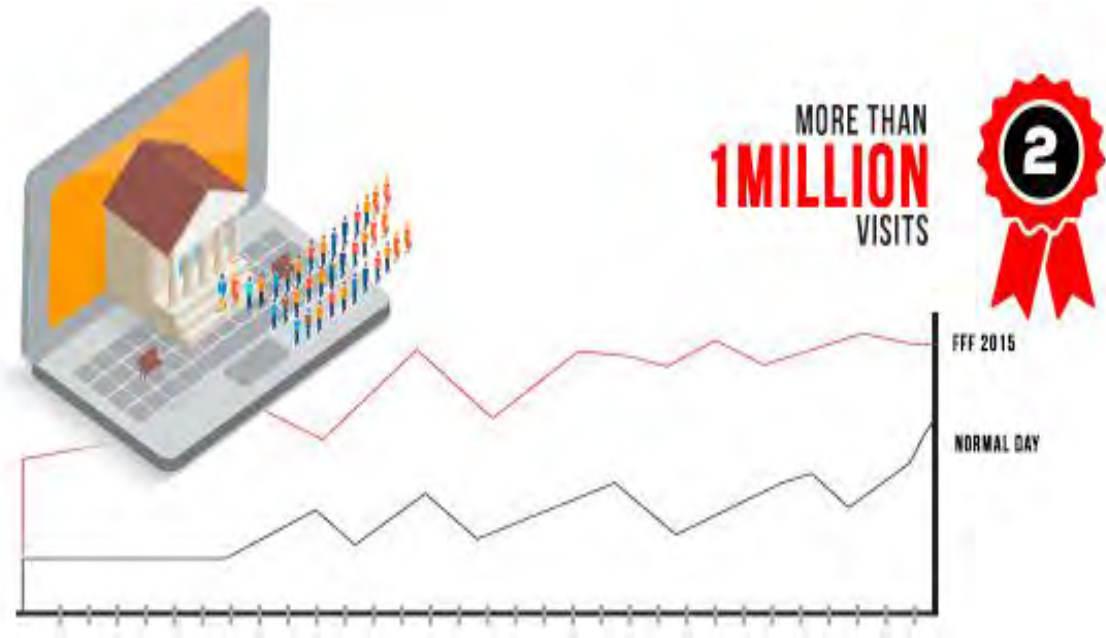
As a venture of a hugely successful multinational company, Daraz Bangladesh Limited has been enjoying some added advantage over its competitors and at the same time it is also facing some challenges in operating their company in Bangladesh. The main problem occurs, most of the targets and strategies are made from Germany and France. As Bangladesh is quite different from a lot of countries, sometimes it becomes very difficult for the Bangladeshi employees to reach their targets.

Daraz is also facing challenges in delivering the orders. Daraz does not have dependable delivery partner except AIG express. Sometimes when the orders are a lot, then the buyers need to wait for the delivery of their products.

The stock of the products depend on the sellers, So if stock for one product from seller is out then Daraz itself cannot restock the products by itself. Daraz Business model does not support having product inventory so they do not have any warehouse to inventory the products of the sellers of their website. Below are the results of successful launch of “Fatafati Friday”.



10 times more order placed less than an hour and 100 times more within a day.



1 million visitors visited Daraz's website during the campaign that was 5000 times more than a regular day.

3 MORE TVs SOLD ON THE DAY THAN IN THE HISTORY OF DARAZ



ALL DOUBLE TAKA VOUCHERS USED IN LESS THAN 2 HOURS



On this campaign more than 500 TV sold which never happened before in Daraz's history. On the other hand Vouchers are sold in less than two hours.



50% of the orders were placed for Smart phones. Daraz received 8978 orders for smartphones.



Samsung S6 Edge sold in 20 minutes. It was the main attraction in Mobiles subcategory.



Top demanding brands for customers. Most of the branded products went out of stock within 3 days.



Daraz spent more than 70 Million BDT as discount given to the customers. Robi added 10 TB of internet volume with more than 500 years of validity for the customers.

11 MORE THAN **70% ORDERS** FROM DHAKA AND CHITTAGONG

1,000 KG OF BIRIYANI **FOR THE TEAM** WHO PULLED AN ALL-NIGHTER AT THE OFFICE

200 LITRES OF COLD DRINKS **12**

More than 70% orders came from Dhaka and Chittagong and employees gave good numbers of all-nighters in Daraz’s head quarter.

13 DID YOU KNOW?
IF WE LINE UP ALL OUR ORDERS IT WILL BE LONGER THAN THE **COX'S BAZAAR BEACH**

THANK YOU!

BRACE YOURSELVES FOR FATAFATI FRIDAY 2016 NOVEMBER 25!

Though the whole event was a success but there were few things that created huge dissatisfaction for this event. There were a huge number of cases where people had to wait more than expected to get their deliveries. There were also cases of sending wrong products to the customers. Above

all, this is the first time in Bangladesh where an individual E-commerce site tried bringing such big sales event and it was successful. Daraz is also planning for the same event more smooth and perfect as they want to take those mistakes into consideration and learn from those mistakes.

10 RECOMMENDATION

To overcome the obstacles Daraz need to change a few of their strategies a bit. The targets should not be determined from Germany and France as they do not have the proper market knowledge of Bangladeshi market. Below are the few recommendations I want to make about Daraz.

- Daraz should start setting up regional offices nationwide to make sure operational excellence.
- Daraz should put emphasize on contracts they are making with their sellers.
- Daraz should set up a clear process of credit sales and payment procedure.
- Accounts should work on their regular work in capital as it helps them to bear their operational costs.
- Daraz should set their own intelligence team to decide on sales volume in advance so that they get the required fund.

11 CONCLUSION

Daraz Bangladesh Limited is one of the largest e-commerce website in Bangladesh and it has earned the reputation of top online marketplace of Bangladesh. It is constant in detection of business innovation and improvement. While working with the Sales Team, Daraz Bangladesh Limited, I experienced the work process of multinational company is a big achievement for me. Sales activities along with other activities has developed my practical knowledge and provided me an amazing experience. All these understanding that I have achieved by functioning three months, I can surely bring for the rest of my career.

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