



Internship Report

On



DIRECT FRESH

**“Online Shopping Experience &
Customer Satisfaction of
Direct Fresh Ltd.”**



Internship Report

**“Online Shopping Experience & Customer Satisfaction of
Direct Fresh Ltd.”**

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Submission Date

27th April , 2016



Letter of Transmittal

April 27, 2016

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Subject: Submission of Internship Report on Internship Report on “Online Shopping Experience & Customer Satisfaction of Direct Fresh Ltd.”

Dear Sir,

With due respect, it is a great pleasure and privilege to present the internship report titled **“Online Shopping Experience & Customer Satisfaction of Direct Fresh”** as a partial fulfillment of my BBA Program.

Throughout the study I tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as much informative as possible. This report explores current situation of “online shopping experience & customer satisfaction of Direct Fresh Ltd.”. I sincerely believe that it will satisfy your requirements.

Therefore, I sincerely hope that you will appreciate my effort and I will be grateful if my report is accepted for the appropriate purpose.

With Appreciation,

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Acknowledgement

All praise to Allah, the almighty, and the merciful. Without his blessing and endorsement this report would not have been accomplished. As part of my internship for BUS400 from BRAC University I have been assigned this report to reflect my learning and it is with great pleasure that I express my gratitude to following institutions and individuals. First I would like to thank BRAC University and the BRAC Business School for enlightening me over the period of my Bachelors in Business Administration. Every faculty of the BRAC Business School receives my greatest accolade because of all their teachings which generated an interest in to me excel.

I would like to express my gratitude to my organizational supervisor of this Internship Program, **Arifur Rahman Khan**, who gave me the opportunity to prepare this report to enhance my knowledge. He encouraged me a lot and spared his valuable time to check my draft copies. His optimism and faith in me and my abilities gave me massive confidence in myself and my work. I am also indebted to thank Mr**Shihab Uddin Ahamed**, Operations Manager of Direct Fresh Ltd. Despite of his busy schedule, he provided appropriate guidelines and supports where needed. Last but not the least, I would like to give thank all the respondents who participated in the survey and helped me to complete my report with honesty.

Finally thanks to **Fahmida Sultana**, Operations Executive who has helped in research part and collecting data. It is also unforgettable, who have been the participant of my research work.



Executive Summary

The internship report has been prepared on “Online Shopping Experience & Customer Satisfaction of Direct Fresh Ltd.” based on both primary and secondary data. The information used in this report has been collected from various sources such as daily reports of activities, interviews with employees, blogs, website, website backend and sales reports.

I have prepared this report to represent the adapted marketing strategies by Direct Fresh. Direct Fresh has developed relationships with leading Bangladeshi meat, poultry, fish, and milk companies, like; Bengal Meats, Fisherman, German Butcher, Aarong Dairy, PepsiCo, Nestle, ACI, Square, etc. Locally made snacks and baked goods will be provided through relationships with Golden Harvest, Domiok Breads, Lucerne Chocolate, OceanRia, Glazed Donut. In this time our customers are upper class people. So we import some premium products from U.K, France, Thailand, Dubai and some other countries for premium customers. Customers of DF are satisfied with our service. But sometimes they face problem for browsing and time table of delivery. I talked with some customer and take feedback from them.

I have closely analyzed the customer satisfaction of Direct Fresh and how they are implemented throughout my internship and prepared this report.



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Chapter 1:

Overview of the Report



1. Overview of the Report

1.1: Introduction

Now a day's people are so busy for build up their carrier. Also people's lives are going to much easier through online shopping. We always like to do online shopping. It saves our time, money and energy. When we open our Facebook account we saw a lot of advertise of online shopping also we buy from those online shops. Like all other online shop, Direct Fresh is also an online grocery shop. This will deliver all the grocery items in your doorsteps. They have home delivery service. You can order your products from your office and it will arrived your preferable time to your doorstep. Direct Fresh ltd. doing great in their home delivery service day by day.

1.2: Objective:

- The general objective of the report is to look into online shopping experience and customer satisfaction of Direct Fresh.

1.3: Methodology

For this project I collect data from both primary and secondary sources, which includes:

1.3.1: Primary sources

- ❖ Interviews with customers.
- ❖ Interviews with others employee of Direct Fresh.
- ❖ Project guideline document.
- ❖ Also talk with Delivery employee, as they meet with customers personally.
- ❖ Some business proposal.



1.3.2: Secondary Source

- ❖ Annual Satisfaction Survey 2013
- ❖ Internet
- ❖ Previous reports.

1.4: Limitations:

First of all it's very hard to find customers satisfaction with in a short time. Because, when I asked about products which are delivered few days ago, they said they will inform me later. Satisfaction level of customers is change every day. By delivering same products one customer is satisfied and another one is unsatisfied. So this is really hard to find the actual satisfaction level. Also, due to company confidentiality a general overview has been provided in some cases rather than the detailed workings of intricate procedures.



Chapter 2:

The Organization: Direct Fresh Ltd.



2. The Organization: Direct Fresh Limited

2.1: Introduction and History of Direct Fresh

Direct Fresh Ltd. (DF) is a new company. In 13th February 2012 Direct Fresh registered to “Office of the Registrar of Joint Stock Companies and Firms (RJSC)” (roc.gov.bd, 2012). They doing product and market research and creating a sophisticated online browser for next two years after registered. After that it finally launched operations on 17th January, 2014. DF’s warehouse locates in Gabtoli, which is built in 2010. It is 6,000 square feet of dry storage space, 60 tons of frozen storage space, a loading bay, and 1 truck, 3 pickups, 1 boat and 2 motorcycles. DF has 5 accor lands in Manikgonge where they produce fresh vegetables. DF’s warehouse is at 11 Kilometers far from DF Headquarters and Customer Service Canter. The Direct Fresh headquarter is situated in Banani. Through their successful online home delivery service Direct Fresh is able to reach out to an amazingly huge number of people. It has been possible because one of the founders of Direct Fresh also co-own their own technology company, “BGLOBAL”. They make The Direct Fresh site user friendly and also update frequently for customers. Samuel Bretzfield, CEO of BGLOBAL and also co-founder of Direct Fresh ltd. He personally maintains the website of Direct Fresh. After joining Mr. Mahboob Alam as head of farming it gives a great effort for developing vegetable sight. The operation sight is developed and manages by Mr. Shihab. He plays an important role in operation sight and move operation smoothly. Majority of the company is owned by Mishal Karim. With his team he creates this online shop which is really a good sight in e-commerce sector.



2.2: Mission & Vision of Direct Fresh:

Direct Fresh's mission is to provide fresh food to customer's doorstep. People of our country are getting busy day by day. They don't have enough time to buy their necessary products by own. So they can order in DF and DF promises them to provide fresh food on time. Direct Fresh Ltd. delivers premium groceries to customer's doorstep.

Their vision is to provide Dhaka's Foodies and their families with access to the finest, freshest ingredients from Bangladesh and around the world, delivered within 24 hours; to leverage state-of-the-art technology and a passion for customer service to make it easier for you to eat better every day (DirectFreshbd.com, 2013).

2.3: Products of Direct Fresh Ltd.

Direct Fresh try to delivers all kind of grocery items, imported and local fruits and vegetables also some home and kitchen items. There are twenty different category products are available in the website like, fruits & vegetable, meat & fish, oil & vinegar, kitchen, home, snacks, spices etc. Direct Fresh is the only shop where you can find the pork items. They import premium products like, kiwi, plum, avocado, peach, cheery, apple, pears, white onion, date, mango, melon, guava, honey dew, papaya, longan, durian, zucchini, iceberg lettuce, carrot, French bean, Foie Gras, Caviar, Fine Cheeses, Oysters, Chocolate, Cured Meats etc (DirectFreshbd.com, 2013). They have huge premium products from USA, UK, France, Thailand, Dubai etc. and some items from local well-known shops like German Butcher, Korean Mart, Australian Value Shop, DUMIOk, Bangle Meat, Dhaka Dough, etc. Also it has different types of health and hygiene products. They recently started milk delivery in some selected places. We also supply those fruits and premium products to the retail shop. So it gives us huge benefits to provide the best service at a lower price. When I talk with customers they are really satisfied with premium products and want more products from Direct Fresh.



2.4: Delivery area:

DF didn't deliver in all over the Dhaka city. They mainly deliver their products in Gulshan, Banani, Niketon, Baridhara, Bashundhara, Uttara, Dhanmondi and some selected places in Mirpur. They recently try to cover all Mirpur area and they work on it.

2.5: Target customers

In the very beginning their main targeted customers are the upper class for this particular business/service. This is because this service is very much costly. So that it pity much difficult to middle class consumer to afford their service. As a result, the list of the most well-known and the high class people are usually targeted firstly. Then they made a database for taking information from various places like Gulshan club, Dhaka club, and residents of Gulshan area, Baridhara, Banani, Dhanmondi and embassies as well. But now in order for the improvement of the company and for the business to expand more strongly, the targeted group of customers going to change so that the market shares is maximized properly and efficiently. This is so helpful for both the business and the company as well. So recently they try to target middle class people. They try reducing their price by keeping different brand so that price of the products are going low and also middle class can afford their products as well.

2.6: Customer Information

The main customer base of this company is the ones working in the different embassies of Bangladesh, especially ambassadors. As they need to stay in the office for a very long time, so they prefer this type of service facilities for them. Even though this service do cost them comparatively higher than the amount of money which they will have to pay if they go for the shopping all by themselves to the market after spending a long-tiring day at the office.



Now a day's people are so busy that they don't have enough time to go for shopping so they always looking for something easy. Direct Fresh come with better service which saves their time and money as well. Beside the ones working in the embassies, the major groups of customers are the businessmen. Money isn't a big deal for them that are why they prefer the home delivery service all the time.

Location is one of the most important factors for this type of service. A particular range of area is maintained for any given services because the time allocated for the home delivery also varies on that. Orders are taken from outside the city as well.

Another important factor is the relationship between the consumer and the provider. If the relationship between these two aren't that much well then it might turn into a mishap for the business even. This includes the size of the customers as well. This is because if a good relationship isn't maintained with the customers then the number of consumers will decrease gradually and as a result there will be a time when there won't be any other options left but to dissolve the business completely.

2.9: Competitors

Direct Fresh is an uprising online shop that from its very beginning in Dhaka. Their fresh products and impressive service providing has been a hit so far. But when there is a gate of opportunity open every one try to enter this market. Like this, some online shop are also creates for home delivery service. Not only that all super shop are also the competitor of Direct Fresh. Among the competitors The Chaldal.com is the major competitor for Direct Fresh. Another new online shop is Nijekini.com. Though they are new but they are going fast.

2.9.1: Chaldal.com

Chaldal.com is also an online shop based in Dhaka. They are rising so fast, because they deliver their products almost all over Dhaka city. As they have outlet in some main place so it is very easy for them to delivery early. It is one of the most important benefits of them.



2.9.2: Nijekini.Com

Nijekini.com recently starts their home delivery service. As they are new so customers are also showing interest for them. As it's already a growing business it's become easy for them for grave the customers.

2.9.3: Retail Shop

People are now doing their shopping from retail shop. Because in one shop they can find everything they want. They need not to do one shop to another. Agora, Shopno, Unimart, Levender, Dhali, Meena Bazaar those are the top retail shop in Dhaka city.

2.10: Situation of Direct Fresh compare to Competitors

Now I talked about the service compare with others.

- First of all Direct Fresh have some premium products which are not available in other shop. So it creates benefits for them.
- Though Chaldal.com is delivering their products fast enough but the quality of their products are not so high. And also the ways to deliver their products are not so good.
- According one of one of customer, "I usually buy products from Direct Fresh, but recently I switch to Chaldal.com. They deliver my products early but the products qualities are not good enough. So if you can deliver my products early, I will come again to you."
- As Nijekini.com is new in market, so price of those products are much higher than Direct Fresh.
- Though there are many super shop for buying products but they didn't do home delivery service. Also some of them don't have return policy for perishable products. But DF has those policies. Also they don't have premium products like DF. Direct Fresh delivery premium fruits and vegetable to different retail shop.



Though Direct Fresh has some problem but they provide much better service rather than others. But also they have to do more than this to grab customer's attention.

2.7: Service of Direct Fresh Ltd.

DF does home delivery so eventually. DF provides both its products and service at the same time. Direct Fresh ensures their product quality. So that they deliver to customers doorsteps by their own delivery van so that customers can get better food. The company aims to influence its website, warehouse, and customer relationship management to provide customers different products, reasonable pricing, and better customer service. They really provide a good service for their customers. They have return policy as well. Customer can return their products even after two days. They ensure delivery time as per customers want. They deliver two times at a day. Also they deliver milk in the morning which is start from 7am. For customer DF is open every day in a week. Direct Fresh team communicates with customers over phone, email, intercom and Facebook. They response customers mail as early as possible.

2.8: Operational Network

Direct Fresh comprises have around 50 employee of all level. So, in terms of decision making it is the MD, Chairman who make the final decisions. Other key employees are taking part in decision making. In terms of doing their work, every employee is fully supervised by his/her immediate senior employee. Usually higher management doesn't interrupt on any operational part until any crisis happened. It's kind of open door policy. Every employee works like a friend. Juniors get any kind of help from their seniors. Any employee can knock their senior employee any time. Office environment is very flexible for the employee.



Chapter 3:

Myself as a Customer Relationship Manager



3. Job: Myself as a Customer Relationship Manager:

3.1: Description:

I have been appointed as customer relationship manager in Direct Fresh from January 1st to present. My work is to interact with customer for various purposes through phone, e-mail or message. Also I monitor the delivery person for their daily delivery performance. Sometimes I work with different vendor about new products as well as running products. I am responsible for customer satisfaction and smooth delivery.

3.2: Specific Responsibilities of the Job and Different Aspect of Job Performance:

In this part the internship paper is all about the job responsibilities I had to perform at Direct Fresh. I was employed to perform my internship as a customer relationship manager of the organization and also error free home delivery. My work is to ensure customer satisfaction every time. Now I am going to tell all of my tasks I have performed in Direct Fresh as a CRM.

- i) **Confirming Order:** First of all I have to confirm all the order which is coming all over the day. I call every customer who gives us order through online. Sometimes customers are placing order over phone. Then I place the order on behalf of them. Some customer wants their order as soon as possible. I make sure their delivery timing.
- ii) **Closing:** After confirming the order process, there comes the closing part. In this part I put all the order in one office word file and put the entire product list under one chart. After that I send them into our Gabtoli warehouse. Most of products are come from Gabtoli warehouse. Rest of the products are collects from their local vendor.



- iii) **Training:** Sometimes we train the delivery man in a perfect manner so that they can learn their tasks to perform in the field. We mainly follow On-the-Job Training (OJT) process to make the new employees learn their duty in the training process. On the Job Training is a process by which employees learn their task under someone's supervision. We followed this system because it's less time consuming to be efficient in practical work field. In between this time, we calculate their progress and the time we can make sure that the training is done then we let them do their job by themselves.

- iv) **Guiding:** After we are getting done with the training process, we usually guide them each and every day about what to do, what not to do and about the latest news and policies about the organization they have to know and perform as well. Not only those but also I have to guide them in each and every aspects of their job so that they don't face any difficulties performing their job.

- v) **Managing Delivery Team:** Managing the delivery team is one of the most important tasks that I had to perform almost every day. It starts from selecting the person for the next day's delivery to ensuring all the deliveries to the customers safe and sound. If there is any mistake then there are lot of problems come together. So, I always tried to make sure that no mistake happens and if so then I tried to solve as soon as possible by confirming the reason behind it. After finding the problem I make sure this won't happened twice.

- vi) **Ensuring Delivery:** Direct Fresh's reputation mostly depends on it as our clients are getting the goods in its best condition given by the delivery man. If the service is not appropriate for the customers or they are not satisfied with the service then all we have done from the beginning for them will go in vain. So, I had to ensure each and every delivery that will be served by our delivery man to the customers and obviously without committing any mistakes.



- vii) **Communicate with customer:** Everyday many customers communicate with us over phone, email, intercom, Facebook (Direct Fresh, 2012). My work is to response all

- viii) **Customer Relations:** As a Customer Relationship Managers (CRM) I have to monitor about our customers satisfaction. It is very important to interact with the customer's beginning from order confirmation to after sales service. As, direct fresh follows the best possible customer satisfaction policy so it was very important for me to ensure about customers satisfaction. To DF customers are the first priority. I always look after about what my customer's need and wants.

Those are my major roles as a CRM. I also have to do something more for ensuring customers satisfaction.

- ix) **Assisting milk Delivery Process:** Direct Fresh has recently start milk delivery towards their customers. Those milks are comes from Agro Dairy Farm which is situated in Saver. That milk are pasteurised and they are really good for health. That milk contains only 4.1% fat. So anyone can consume that milk. I always place the milk order according to demand. It's really tough to predict how many milk orders will come next day. Customers are really like the milk and they take the milk daily.

- x) **Assisting Institutions Delivery Process:** DF has some institutional customers like Apollo Hospital, American Club, Dutch Club, Gulshan Club, International School Dhaka (ISD), American International School Dhaka (AISD), Pizza Roma, Thrive, Chows Restaurant, Radisson Blu, Westin etc. Though this section is separate from my home delivery service but sometimes I have to look after institution delivery process if any emergency situation comes.



- xi) Update Products in Website:** Almost every day we are getting new products for our website. So we have to put in our software so that customers can see those products. For every product we have a SKU code which helps us to find the products easily. For this part we use **Magento**. This is one of the most easiest and popular e-commerce software. We can add full information by this sight and manage the product quantity as well.
- xii) Talk with different Vendors and Partners:** As DF has doing business with different vendors and partners so we have to talk with them frequently. Sometimes I talk with new vendor who want to do business with us and collect all the information. After that I talk with my senior supervisor and discuses about all issue. If we like the project than we call them for the products in not than cancel the project. It is also very important task for me because before go for any project I have to think about my customers satisfaction. If my customers didn't like the new products than it creates a bad impact for our business.
- xiii) Others:** First of all I have to track the delivery vehicle. I have to give mail to those customers how didn't place any order for a long time. We have some customers who only add products in their shopping cart by didn't place an order. So I talk with them if they face any problem than I try to solve them.

So there are a lot of works to do in a day. My work is to keep customers happy by any chance. As a CRM I always try to give my best for the consumers.



Chapter 4:

Online Shopping Experience and Customer Satisfaction of Direct Fresh Ltd.



4. Online Shopping Experience and Customer Satisfaction of Direct Fresh Ltd.

Few years back online shopping experience was kind of new for Bangladeshi consumers. But now most educated people are buying and selling products through online. As online shopping experience are varied person to person. So to get your customer you have to create your website user friendly. With this you have to giving full attention for make your customer happy by giving products/services.

4.1 Analysis of Online Shopping Experience of Direct Fresh

Basically what happened to a normal person? First he/she want to saw the products after that if they like the products and price range than he/she want to place the order and going to open an account. But in Direct Fresh first you have to create an account with your email address.

4.1.1: Opening Account

There is a negative effect can be happened when a customer can't see any products without login. All people want the visual look first. Also first impression is the best impression. Opening account in Direct Fresh is not so user friendly. Other online shop like; Chaldal.com, Daraz.com, Kaymu.com, Backpack etc. they all have the visibility option. But Direct Fresh has different views from others. It might be make a bad prediction on Direct Fresh.

SIGN UP FOR A FREE ACCOUNT!

f Sign up with Facebook

Or sign up with email

First Name Last Name

Email Address

Password

Confirm Password

SIGN UP



4.1.2: Loading Time

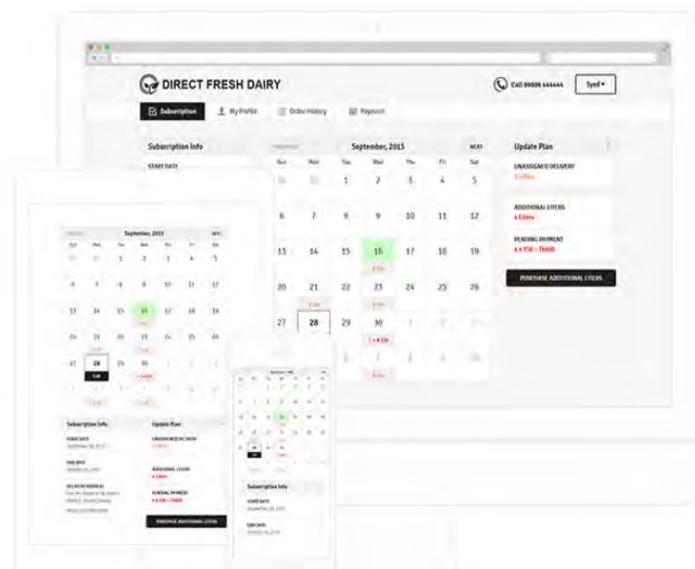
It's a great problem for any business. Direct Fresh website takes more time to load rather than others. Sometimes people are getting bored and go for another option. Sometime we got complain that, customers can't place any order or their browsing page is stuck in one option. So if it continuously happened than it might create a bad image towards customers.

4.1.3: Milk Subscription

Direct Fresh recently starts milk delivery to customers' doorsteps which is known as Direct Fresh Artisan Milk. Delivery of milk start from 7am till 10am. People who consume the milk are really happy with its quality. But the main problem is consumer have subscribe for order milk. And the process is too complicated for the consumers. When I start work with milk delivery project, I also got confused about to placing order. Even after four months new customers can't place the order by themselves. In that case we have to do that manually. This is a painful process for us. Sometimes people are getting angry in such a way that they didn't place any order. There is a process diagram;

- ✓ **Easy to use**
Access your account with any device and at any time.
- ✓ **Convenient plan**
Schedule daily, weekly or specific day delivery.
- ✓ **Change quantity**
Change quantity of milk from your dashboard.
- ✓ **Subscription on/off feature**
Pause monthly auto renewal with a single button.
- ✓ **No commitment**
No contract is required for subscribing.

SUBSCRIBE NOW!





Though it looks like so easy but when you place the order than you faced a lot of problem.

Though they have a problem with their website, it doesn't effect to existing customers. Because they already familiar with this website. But it creates a lot of problem for new customer. As their website is fully designed by "BGLOBAL" so, they try to make the site simple and user friendly for the customers. They will fix those problems as soon as possible.

4.2: Analysis of Customer Satisfaction of Direct Fresh

Overall the customers of Direct Fresh ltd. are satisfied with their products and services. It's really difficult to satisfy your entire customer at the same time. Now I am talking about some sight in where we can find out the satisfaction level of customers.

4.2.1: Delivery Time

Maintain the delivery time is one of the biggest problem in Dhaka city. Because of huge traffic jam and digging road it's getting hard to deliver product on time. Direct Fresh always tries to deliver the product in time. Most customers are satisfied with their delivery time.

4.2.2: Product Packaging

Products packaging is one of the most important part. It increases product value towards customers. But Direct Fresh doesn't have any bag to carry the products. DF mainly deliver product by basket. Sometimes those baskets are not so good looking that's why customers are dissatisfied. So they have to use caring bag for delivery if they can't they have to use some clean basket.

4.2.3: Quality of Products

Customers of Direct fresh are much happy with the quality of their products. Direct Fresh ensure the beat quality products without chemical. So it is a plus point for Direct Fresh. Sometimes



some perishable items are going bad because of over hit. If customers complain about anything like that DF replace those products as soon as possible.

4.2.4: Missing Products

DF didn't stock all the products. After getting order delivery man collect products from different vendor. If vendor don't have the products than DF shows them missing in that order. Some customers are dissatisfied when they find their products are missing. We inform customers about missing products as soon as possible also try to give substitute of that product.

4.2.5: Delivery Area

I already mention about the delivery area in chapter 2. Direct Fresh delivered only that area. Also they try to cover as much as they can. Main problem is about milk delivery area. We only deliver milk in Gulshan, Banani, Baridhara, Bashundhara. So our customers of Dhanmonddi, Mirpur and Uttara area can't order for the milk. So those customers are dissatisfy over Direct Fresh. But it's not possible to deliver milk in those area. Because if DF want to deliver those area they have to increase the price of the milk. Which can be create a bad impact towards the customers.

4.2.6: Website

I already mention about the website before. So because of their website problem customers are getting dissatisfaction towards Direct Fresh. They have to solve those problem as soon as possible.

4.2.7: Availability of Products

Another factor is availability of the products. In most of case customers didn't find enough quantity of their preferable products. When they didn't find the products than the go to another shop. By this DF will lose their customers. To solve this problem they should to stock enough for consumers.



4.2.8: Verity of Products

Customers always preferred verity of products. Every people doesn't like the same brand. But in DF there products verity level is very low. Customers are always asking for verity products but they don't have. So this can creates customers dissatisfaction.

4.2.9: Price of the products

Price of the premium products are much higher than others. Also they have the very low price range in fruits and vegetable rather than others. They also try to keep the price range low for the middle level customers. Most of the customers are satisfied with the product pricing.

4.2.10: After Sells Support

Direct Fresh did not only sells the products but also they taking feedback form the customers about the products. If any problem happened DF team try to solve it quickly. Direct Fresh team always communicate customers about their need and demand. People are satisfy about Direct Fresh after sells support.

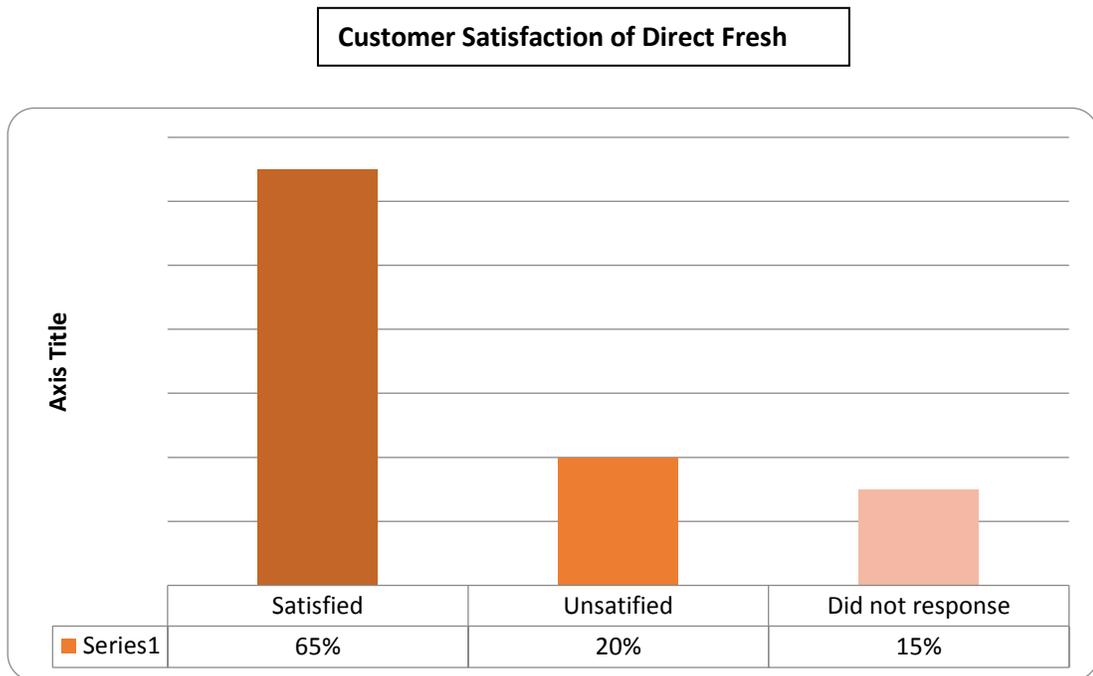
4.3: Satisfaction over Customer Services

Direct fresh actually maintains a good relationship with their customers. If any customer orders something direct fresh delivery that product to the customer's doors as soon as possible without any damage of the product. Direct fresh maintains good service system along with their quality products. Most people are happy with Direct Fresh service policy. According to customers, they are fully satisfied with Direct Fresh Services. Every employee tries to giving the best service for the customer.



4.4: Findings

Customer satisfaction is one of the most crucial parts for any organization. Without customer your company is looks like an empty box. It's really hard to find the satisfaction level of any customers. One customer is happy once he/she might be unsatisfied next day. It doesn't matter how good your service is 15% of your customers will move every year. I do a little survey over 300 customers of Direct Fresh. I talked with them over phone and taking feedback about their satisfaction level towards Direct Fresh. Among them 65% customers are satisfied with Direct Fresh products/service. 20% customers are unsatisfied and rest of them are not willing to talk about that. Here is a graph:



So it's a good situation for Direct Fresh. If they want more customer they have to do a lot of work. May be one day they will reach their goal and fulfil all the demand of their customers.



Chapter 5:

Recommendation, Conclusion & Reference



5. Recommendations

After spending my internship period on Direct Fresh I found some sectors where they can improve. The sectors are:

- Direct Fresh's mainly depend upon expat customers and their business growth is generally obsessed with personal references, word of mouth selling. So, I feel they should to work a lot of on advertising and TVC for the corporate to extend the amount of consumers additionally as their market share.
- Prices of different products are comparatively high from others. So Direct Fresh should keep the prices lower by setting the customized profit rate for each product instead of setting a standard rate profit on all products. Though they recently go for TP MRP rate but I think they have to do this for all of their products.
- Direct Fresh should export from different countries instant of from few countries. If they can increase their network it will be creates a great benefit for them. Because people want verity, they don't like the same products every day. Sometimes after switching the country your cost price can be low for your products.
- Customers of Direct Fresh are increasing day by day. Also competitors increasing. So if they only do the home delivery service may be customers will switch later. So they can open a super shop with all of their products. As they have all kind of products like super shop so it will very easy for them to open a super shop.
- Direct Fresh should include more food. Because customers didn't like the same brand. Such as; I preferred "Radhuni" for cooking on the other hand my sister like "Pran" for her cooking. So they should to increase more substitutions products in their website.
- Direct Fresh should to increase their delivery vehicle. Because sometimes they faced a huge pressure when they have more delivery order. Sometimes it becomes late for deliver products.
- DF can increase their delivery area. More you increase your delivery area more you can catch your customers.
- Another thing is customers face huge problem to place milk order in Direct Fresh website. It's so complicated that sometimes people can't place order. So they have to



make the website easy for the customers. Also their website take some time to lode which is really annoying for customers.

- They don't have the enough stock of their running products. So they have to ensure the availability of their products.

After all Direct Fresh is fast moving company. As growth of this business is too fast so DF should take care of those things. Because any business have only one goal to grave the customers. But to customers there are a lot of options. If you failed to satisfy your customers they will switch from you to your competitor.



6: Conclusion

Customers' satisfaction of Direct Fresh is good rather than others. Direct Fresh always promises to deliver fresh and chemical free products to customers' doorstep and they do that. They always maintain the quality of food and also maintain a good relationship with customers.

To sum up the whole thing, it can be declared that this service is indeed a very nice one for the people who are unable to go to the market every day and especially for the ones who hardly get time for shopping after doing his/her daily work. Direct Fresh also ensures that the products, especially the fruits and fishes are formalin free. Though the target customer is the upper class and the elegant ones but the price of the products are getting down (Morshed, 2015). So that anyone can buy products from Directs who basically used to buy products from any super shop. In order to increase the profits, they targeted both upper class and middle class group. Some customers might think that as Direct Fresh going for middle class people may be their quality of food become low. But Direct Fresh has maintained the same quality of food. Basically they keep same products but different products. So price of the products are varied based on brand. Though there are some competitors come in the market and they doing good. But Direct Fresh doing much better than their service. So for entering towards middle class people Direct Fresh try to increase their vehicles, products and others logistic supports.

Beside this In order to attract more customers, Direct Fresh should do a market research on customer about what they want, what their demand, which will give almost the exact results to take effective dimensions for the betterment of the company. So that they recently start to doing research on this project. And very soon they came up with new products and new policies for the betterment of customers, for satisfy their customers.



Glossary

- DF: Direct Fresh
- Intercom: Intercom is a customer platform with a suite of products for live chat, marketing, feedback, and support.
- Magento: Business Platform developed by EBay.



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