

Internship Report on
An Analysis of Employee's Satisfaction Level in Daraz-Bangladesh



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Mr. Fairuz Chowdhury

Internship Supervisor,

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Subject: Presenting my Internship Report for the fulfillment of BBA program

Dear Sir,

With due respect and humble submission, I, beg to state that for the completion of my BBA Program, I am submitting my report which entitles an overall analysis of employee's satisfaction level in Daraz- Bangladesh. It is a matter of pride that I worked there as an Intern and the time period was near about seven months. With an excellent corporate experience and proper implementation of theoretical knowledge, my skills and abilities are developed.

It is my pleasure to get the opportunity to work under your supervision and my heartfelt thanks for your support. Because of this, I am able to submit this report which has been completed by following certain methods and techniques sequentially.

Sincerely yours,

S.M. Raihan Uddin

Acknowledgement

At the outset of my internship report, I would like to give my heartfelt thanks to the contributor who gave me motivation and enhanced my thinking power as well as willingness to prepare the report successfully. At first, my acknowledgement goes to Almighty Allah who is the supreme savior of the universe and with having a favor of Him; I am able to finish the report properly. Then my thankfulness to my parents for all time their help and support. Moreover, my gratitude to Mr. Fairuz Chowdhury who works at BRAC Business School in BRAC University as Lecturer. His valuable consultation hours and proper directions motivated me to make the report properly. I want to express my earnest thanks to Rahat Amin who is the Vendor Operations Manager of Daraz-Bangladesh and all the team members of Vendor Operations for supporting me during internship period. Their given information and assistance during conducting the survey helped me a lot to make the report more authentic.

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Executive Summary

With a rapid growth of technology, e-commerce is booming to gain more productivity, efficiency and effectiveness from the business. People always want to save their time and money and e-commerce offers a platform where both the most important things can be saved. Moreover, online is now considered as a marketplace where people can buy and sell their products rather than visiting physical marketplace. For any organization employee satisfaction is a crucial factor to build a positive image in that particular industry. The main reason is rising day by day to a high level because of assigning the right people at the right place. However, Daraz- Bangladesh also holds a strong position in the industry by providing a shopping experience that is incomparable in Bangladesh. As there is an intense rivalry among the competitors so to survive and compete in the industry, Daraz- Bangladesh focuses on its HR operations and hiring efficient manpower at the right time at the suitable position. I tried my best to establish the factors which are influencing the satisfaction level of employees at Daraz- Bangladesh. To hold the existing employees and retain more new employees Daraz- Bangladesh is an attractive job opportunity for the potential employees.

Introduction

The term “E-commerce” refers to any type of business or commercial transactions or ideas that includes the transmission of information from one end to another end through the internet. The main objective of e-commerce is buying and selling of products or services over electronic network which is associated with a range of process such as network & internet applications, data interchange, electronic mail and World Wide Web.

Nowadays, in the era of digitalization, due to hi-tech everything is possible to buy or sell through online by setting at home which makes our life easier. With a rapid growth of technology, e-commerce is booming to gain more productivity, efficiency and effectiveness from the business. People always want to save their time and money and e-commerce offers a platform where both the most important things can be saved. Moreover, online is now considered as a marketplace where people can buy and sell their products rather than visiting physical marketplace.

Bangladesh, a developing country, is considered as one of the human resourceful countries in the world which attracts a lot of marketers to offer their products and services. Deficiency of technology is the main challenge for the people of Bangladesh which deprived them from many modern facilities and as most of the Bangladeshi people do not have the technical know-how so it became a great challenge for the online marketers. However, it is a good initiative from the Government of Bangladesh to provide internet across the country by 2020 which will expand the e-commerce sector drastically in Bangladesh.

In terms of online marketplace, now Daraz is competing with Amazon, Flip kart, OLX and many other renowned online companies. Bangladesh is one of the biggest scopes for online marketplace. Overall, if we consider the business model then people have some knowledge about Amazon business operations where buyers meet sellers demand through goods and services.

In Bangladesh, Daraz is one of the five ventures of Rocket Internet GmbH which follows the strategies of the successful internet ventures. The management Daraz.bd imitates their strategies in Bangladesh those are practiced in USA or Germany. Till now unlike other E-Commerce portals, Daraz Bangladesh Limited is strictly providing Business to Consumer type operations in Bangladesh.

Overview of Parent Company:

Rocket Internet is a multi-billion dollar company and can be stated that the origin of Rocket Internet is German based internet incubator. The main aim of Rocket Internet is construct different operational- Online ventures such as Daraz, Kaymu, Jumia, Foodpanda, Jabong, Carmudi, Lamudi, Jalong, Zalora etc. and captures a number of shares from those startups.

Business Type	Industry Online retailing, Venture capital
Established In	2007
Founders of the Company	Marc, Oliver and Alexander Samwer
Headquarter Location	Berlin, Germany
Key Persons of the Company	Oliver Samwer (CEO), Peter Kimpel (CFO), Alexander Kudlich (GMD)
Company's Market Value	Approx. 8 billion euros (April, 2015)
Market Leading Companies	Near about 120 Companies (Operation in more than 50 countries)
Number of Employees	More than 30,000 employees
Business Model	Categorize successful internet ventures from other advanced countries and imitating their strategies in emerging markets

At present, Rocket Internet GmbH operates their business activities in five continents and associated with more than 120 online ventures such as Zalora which is at South East Asia, Jabong.com in India, Zalando in Germany, Lamoda in Russia. On the other hand, the global food delivery platform such as Foodpanda is also listed in venture's list. Moreover, the global car selling site Carmudi is also enlisted in Rocket's list.

Company Overview:

Brief Profile of Daraz- Bangladesh:

It is considered that Bangladesh is an emerging online marketplace where renowned companies such as EBay, Amazon, Flipkart has not been introduced and in the meantime, Daraz took the opportunity to capture this huge market. In last 2 years, Rocket Internet introduced **five** companies in Bangladesh and those are accordingly - Carmudi, Lamudi, Foodpanda, Kaymu and Daraz.

“Daraz” is an Urdu word which means ‘Drawer’ and as a worldwide leading e-retail brand, it officially launched its operation in Bangladesh as daraz.com.bd. Almost at the last of the month of September, 2013 it came to the market as a 4th e-commerce site after OLX, Ekhanei and ClickBD but enduring its business operation to obtain the country's number one online shopping point.

Like other countries, Daraz provides a shopping experience that is incomparable in Bangladesh. Daraz attempts to offer the most modish, adapted and protected online shopping experience with a wide scope of brands such as Yellow, Noir, Symphony, The Body Shop, Huawei, Samsung, Walton, Aranya, 6 Degree Mobile, ShadaKalo, Apple, LG, Fastrack, MAC, Nikon, Ecstasy, Panasonic, Doors etc. are just a few of the global and local leading brands who have already set up e-stores with daraz.com.bd with excellent sales reviews.

Unique Features:

Daraz is an online shopping destination where fashion lovers can get-

- ❖ Extensive assortment of electronics, fashion, home appliances, kid's items
-

- ❖ Delivery directly to consumers home or office at convenient time
- ❖ Offers unrestricted returns and various imbursement options as well as cash on delivery
- ❖ With reasonable prices and quality products, Daraz allows an overwhelming experience
- ❖ Super suitable guarantee from the sellers
- ❖ Escalating the product range to include the latest gadgets, fashion styles and new classifications
- ❖ Payment method is cash on delivery by assigned rider along with a wider range of options are also available during receiving end
- ❖ Delivery is door-to-door and handled by trusted logistics partners-AIGX

MISSION

The stakeholders of Daraz.bd believe that as internet is going so faster into daily life than anyone imagined. Our goal is to capture the largest possible share of consumer online spending in our markets.

VISION

The mission statement of Daraz.bd is to establish the largest internet platform or as an ideal online fashion, computing, sports, books and appliance store where the brand conscious people will find substandard product and pursues with interest for the premium brands in Bangladesh.

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.

MOTTO

Daraz.com.bd allows a shopaholic to go on a crazy online shopping spree like never before. They bring premium brands selling their finest products to consumers' fingertips.

Products / Services:

For Men, Daraz offerings start form the fashionable formal wears to splendid party wears. Furthermore, it is an alternative platform where needs are met of everyone and every ages like kids, men or women. Most of the well-known brands like Ecstasy, Yellow, Noir, Babyshop and

Texmart are associated with Daraz can attract the stylish persons and if anyone looking for ready-made Punjabi, Sherwani, Shirts, T-shirts, Shoes, kurti, semi off-shoulder dress, etc. then they can gather all the information through online fashion store collection, place the order that fits and Daraz is ready to deliver it at the most reasonable prices at the promised time.

Anyone can buy the large home appliances including toasters, juicers, cookers, microwaves, air conditioners, washing machines, freezers etc. from the reputed brands such as Panasonic, Philips, Miyako, Shimizu, etc. Moreover, tablets, smartphones and laptops are also available at Daraz online store.

Recently Daraz agreement with several brands gives a new dimension in Bangladeshi online market. For example:

In terms of fashion -Nabila Boutiques, Doors Fashion, Police Watches and Hugo Boss added more value to the shopaholic people. For the consumers who love to update themselves with the technology, Daraz offers popular mobile phone brands such as Walton, Samsung, Sony, Intex, Gionne & Apple and for latest laptop computers - Acer, Dell, HP, Lenovo & Asus. Moreover, for home appliances different - Air Conditioner, General AC, UPS, Refrigerators and Deep Freezers are offered by Daraz online platform.

JOB DESCRIPTION AS A VENDOR TRAINER

JOB TITLE: VENDOR TRAINER
DEPARTMENT: VENDOR OPERATION

SUPERVISOR: RAHAT AMIN

The main job responsibilities of a trainer are to design a weekly basis execution policy and construct a priority based structure for vendors who need a basic training on the seller center and other customized software. Moreover, it is more important to identify the sellers who play major role for generating profit and requisite supplementary consideration.

According to the manager of the team, a trainer must complete 60% of his time out of the office so that he/she can give effort to observe his/ her assigned vendor accounts. Basically, the Training Plan for the vendor is designed by following the needs of the vendor such as -

Order Processing:

Daraz has their own order processing system where a trainer focuses on how and when the process of set ready to ship (RTS) will take place. Then the step is to check the positions of orders from the customer ends and lastly he/ she must check details of an order- whether the order is fake or not.

Stock Updates:

Every vendor has their own stocks which are uploaded and added by content team of Daraz. In here, a trainer emphasizes the vendor to update the status of the products those are visible on the website. The update is needed because if they don't update the stock of the products regularly then the customers will confuse whether the product is available or not.

KPI (KEY PERFORMANCE INDICATOR) OF A TRAINER:

A trainer's performance is evaluated by the percentage of Out of Stocks and comparative Lead time. Out of Stock rate is measured by the number of order processing and lead time is counted by the day the order received till the sourcing period.

EXECUTED RESPONSIBILITIES AT DARAZ:

I worked there as an intern but never felt that I was working as a provisional employee. The job responsibilities were not less than the permanent ones. During my internship period, I performed the given tasks form my supervisor as well as other departments and those are given below:

Provide Training for Vendor:

The first and foremost duty was Seller Center Training to the seller such as how they can update pricing, if they need to add new products or images then drilled them about the process and overall details.

Making Sales Report:

To track down the order number along with the status of the product, I was assigned to educate the seller on how to download sales report from seller center, how to manage it and the process of data mining.

Handling Party's Issues:

The vendor always some problems regarding product replacement, pricing and return issues and I had to handle instant issues and make the decisions to solve it properly.

Stock Update:

One of the major tasks was update the stock manually of the Seller's products. As seller allocated huge amount of the products to Daraz warehouse and also they have their own products which are advertised at Daraz website so I had to visit those sellers' office to update the stock manually.

Conducting RTS Process:

One of my core duties was to educate the seller on how to do the RTS process. As it has some unique ways so I had to train them about entire process. Sometimes on behalf of them I had to conduct the RTS process individually.

ADDITIONAL RESPONSIBILITIES DURING INTERNSHIP PERIOD:

- ❖ Sourcing of the products for the consumer as per to their orders from the seller's end
 - ❖ Inventory management of the new & existing products of the seller
 - ❖ Zen desk management for informing the updated status for the given orders
-

- ❖ Order checking and informing the seller about the new ones or the problematic ones
- ❖ Follow up & collecting feedback from the seller on weekly basis

DIVERSE ASPECTS OF MY PERFORMING ROLE:

Internship in a multi-national company is very promising but the way they treat an intern is very much satisfactory. If I state on my role at Daraz Bangladesh then at first, I can strongly say that the sales team and vendor managers are much more dependent on my performance as well as my reports. If a vendor trainer cannot take the loads of the training pressure then whole operations team will be unproductive because the primary level impacts start from the trainer. If he/she cannot perform the assigned duties accurately then the whole team will face lots of difficulties. Therefore, it is too imperative to uphold the workflow of the whole Operations team by performing the tasks accordingly.

RECOMMENDATIONS

During the internship period at Daraz Bangladesh Limited, I have some observations on the entire operation process of the team. According to my point of view, there are some boundaries on its working process so my recommendations are given below:

- The number of operational training programs for the employees must be increased so that they are more capable of providing finest training to the seller.
- HR department of the company is not performing well so that there is a gap of motivation for the employees. That is why I would recommend that the possibility of getting promotions should be increased in order to motivate employees.
- As Daraz expands its operations throughout the country so the number of qualified human resource is badly needed to meet the demand of the customers.
- Daraz is a new venture but there is no well-structured management in the operation department. In this case, the involvement and active participation is needed from the Head-Quarter which can be blend of local as well as overseas employees.

Objective of the Report:

Basically, in a report, there are 2 types of objectives and those are general & specific objectives. General objective pinpoints the reasons for which I commence the assignment and specific objectives describes the determinations those I want to accomplish through the report.

General Objectives:

To illustrate the satisfaction level of the employees of Daraz Bangladesh is the general objective of the report. The main stimulating object is to have an idea of the key factors which are influencing the employees' satisfaction level.

Specific Objectives:

1. Isolate the actual relationship between the subordinates and the supervisors
2. The most important satisfying factors those influenced the employees to stay with Daraz- Bangladesh
3. Define the employees' attitude or behavior towards the facilities of Daraz- Bangladesh
4. To enhance the performance better signifying the motivating factors
5. Practice the attitudes to retain the existing employees to build a long lasting relationship

Methodology of the Report:

For the authentication of the report and gathering the desired information, I made a questionnaire and my methodology process is given below-

Set up the Population:

To set up the population, we know about the target and accessible population and at first, I define the target population which is considered as Daraz- Bangladesh employees of Bangladesh. On the other hand, within the target population with whom I can easily reach such as my colleagues, supervisors and heads of the operation are the accessible population.

Sample Frame:

In this case, sample frame indicates the list of the employees of Daraz- Bangladesh those who are doing their job at workplace.

Sample Size:

According to my convenient time, I choose the sample on a random basis and depending on the sample frame I chose 30 Daraz- Bangladesh employees for conducting the survey.

Types of Sampling:

Conferring to the project, it is better to select Probabilistic Sampling because there is a chance of every respondent to help for conducting the survey. As a result, it will be less time consuming and costly.

Sampling Method:

Purposive Sampling Method is more suitable than other methods because what I supposed to ascertain that purpose is known to all respondents and have proper understanding about Daraz- Bangladesh and its operations.

Survey Methods:

Both the primary and secondary sources are used for the purpose of collecting data from every respondent.

Primary Sources:

1. Questionnaire
2. Personal Interview: Conducted through face to face conversations with respondents at workplace and accessible zone.

Secondary Sources:

1. Daraz- Bangladesh & other website
2. Articles and journals on E-commerce
3. Reference and Text books of related topics

Data Accumulating Procedure:

Structured Questionnaire is used to collect the data as there are pre-determined open ended and close ended questions and for the ease of completion the report, both the formal and semi-formal discussion are conducted. After collecting all the data, I followed the subsequent steps-

1. Setting up a number on the questionnaire for tracking
2. Placing all the collected information in a MS Excel sheet and find the percentage of all those according to its number
3. Plotting the relevant graphs to find the relationship of the variable (factors).

Limitations of the Report:

During the working period as well as the completion of the entire report, I came across with certain challenges and those are given below:

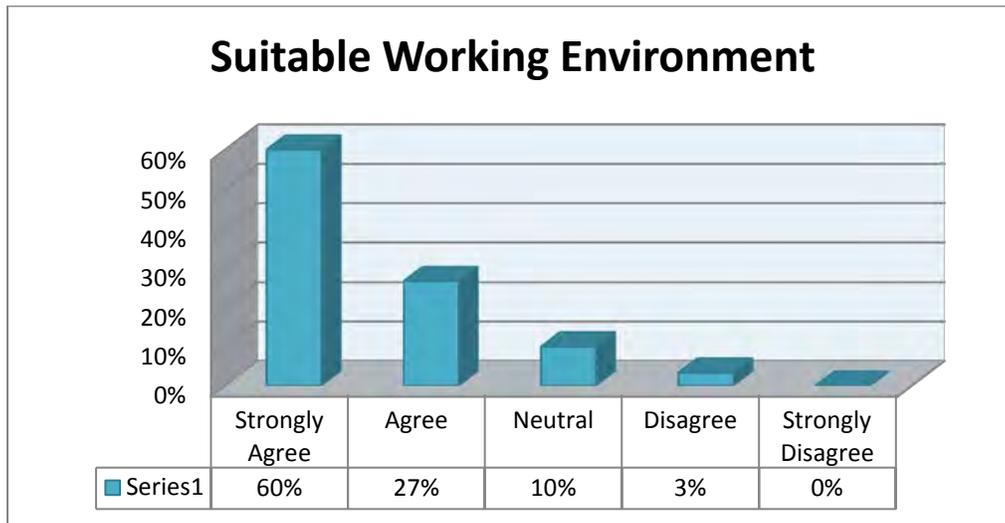
Short time setting is one of the limitations as it is impossible to gain overall idea about an organization as I had a contract with Daraz- Bangladesh only for four months so I could not express or utilize my expertise and knowledge. Heavy work load is another challenges as I had to work at Daraz- Bangladesh for 9 (nine) hours. Because of this particular reason, I could not get enough time to concentrate on my given report.

Another challenge is the limits of data collection as most of my colleagues and supervisors remained busy with their working schedules so I had to struggle to collect data form them whereas some were not interested to share their information due to time constrains. Daraz- Bangladesh is a multi-national company and they always maintain their confidential issues. As they have their own privacy policy so they do not disclose any data to an intern.

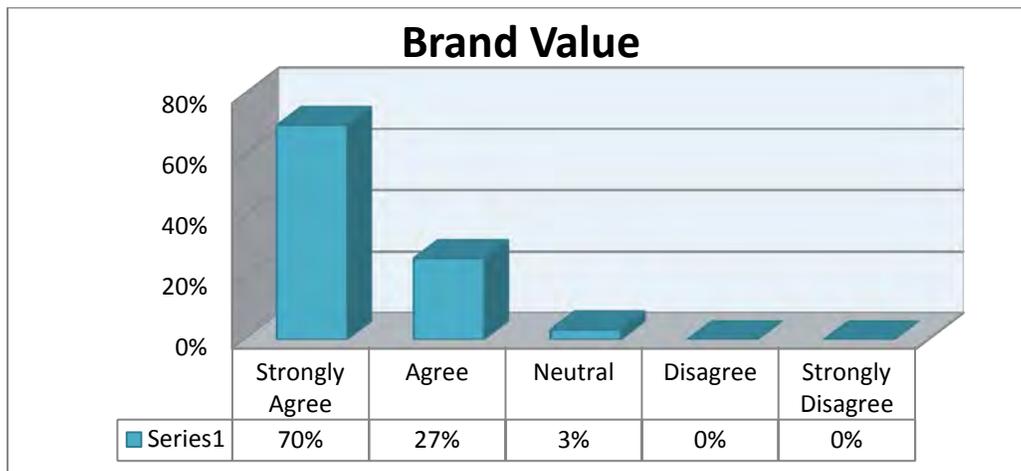
Scope of the Report:

As I tried to focus only the satisfaction level of the employees whereas there is a scope of working on employees' dissatisfying factors which can play an important role to measure the level. Moreover, the main objective focuses on the Daraz- Bangladesh employees though there is a chance of conducting the survey on other employees to measure their attitudes towards Daraz- Bangladesh. If I could take the sample size relatively bigger than the overall perspective can be identified accurately.

Analysis of the Report:

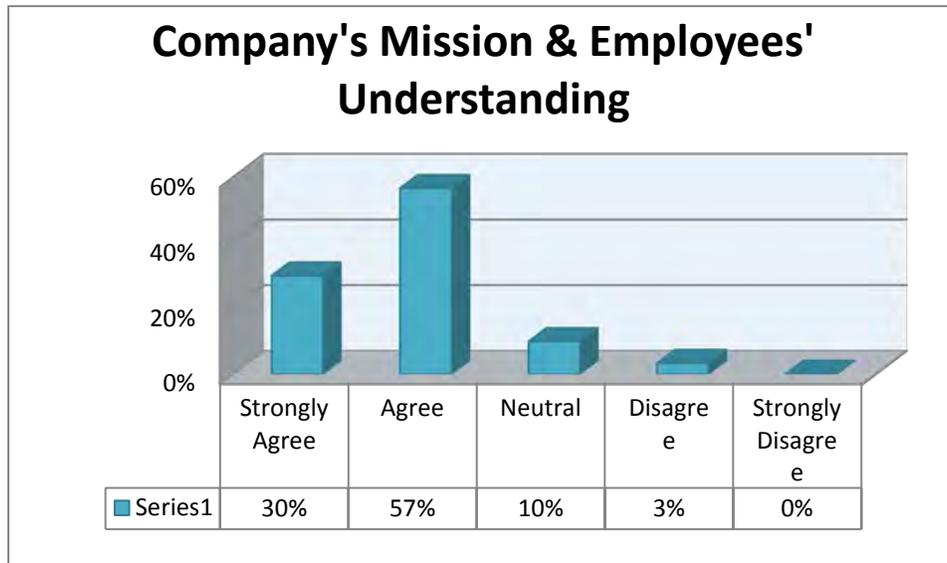


Employees are motivated by suitable working environment as they always want a welfare and comfy place. A good environment of the workplace is needed to get more productivity of the employees. In Daraz- Bangladesh, the employees feel safe and like the office environment as the employees are satisfied with their workplace because the above study showing the same result. From the above graph, the total satisfaction rate is 87% as Daraz- Bangladesh provides sufficient safety walls, car park spaces, well ventilated room, air- condition and common room & toilets.



Brand value, a motivating factor, for the employees to provide more productive work and stay for a longer time period with the company. In e-commerce industry, Daraz- Bangladesh is well known for its brand value. Though, in our country Rocket Internet has no direct establishment, its invested company; Daraz- Bangladesh is considered as one of the renowned multi-national

companies in Bangladesh. In this case, the result is showing that most of the respondents, mainly employees, are strongly agreed that they are satisfied with the company's brand value.

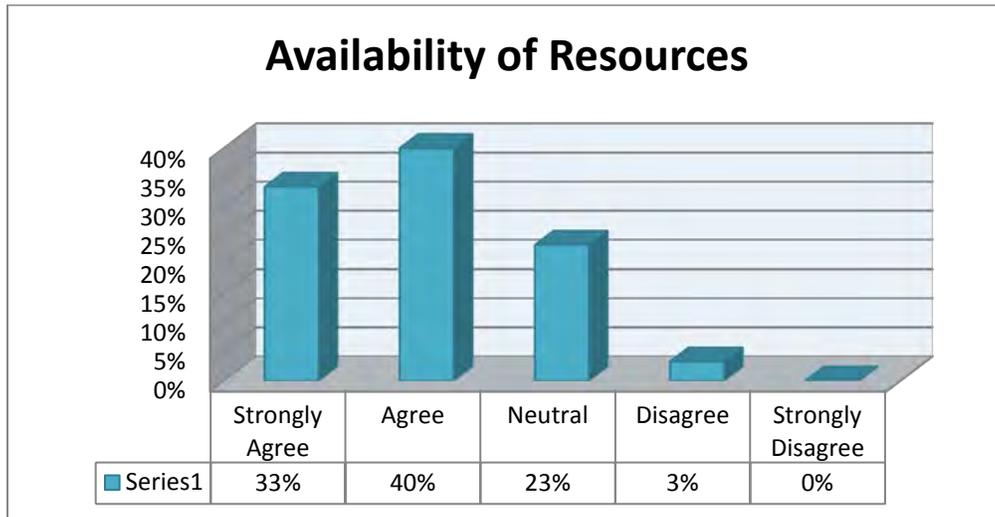


If there is a mismatch between what company's vision and the executer then the employees cannot perform well and there will be huge gap between them. From the graph, it is easy to state that the employees of Daraz- Bangladesh understand the company's mission and perform their work accordingly with the mission statement. The total percentage of employee's satisfaction shows 87% whereas only 3% are disagreed with this statement. Thus, it can be said that understanding level of the employees is higher than others.

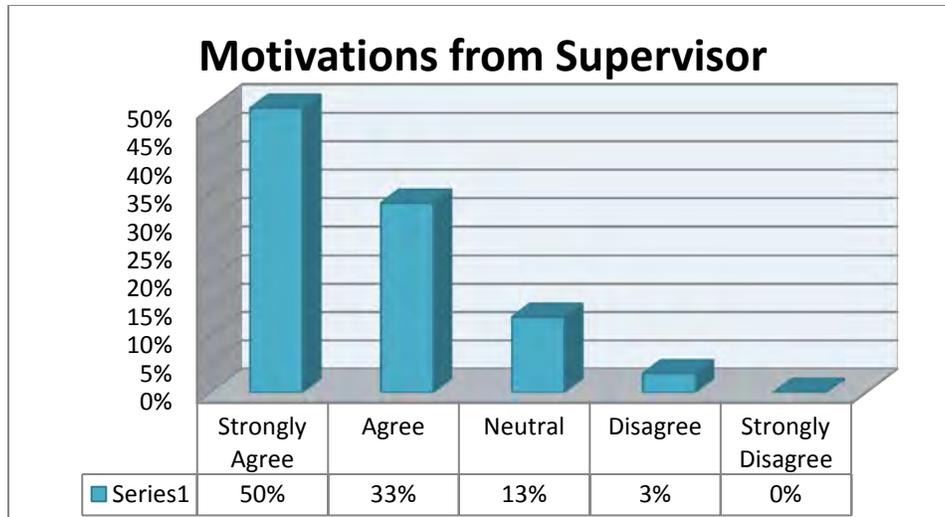


Both the given goals and objectives ordered from the supervisors and the productivity cannot be consummate if the employees are not confident towards their work. In Daraz- Bangladesh, every

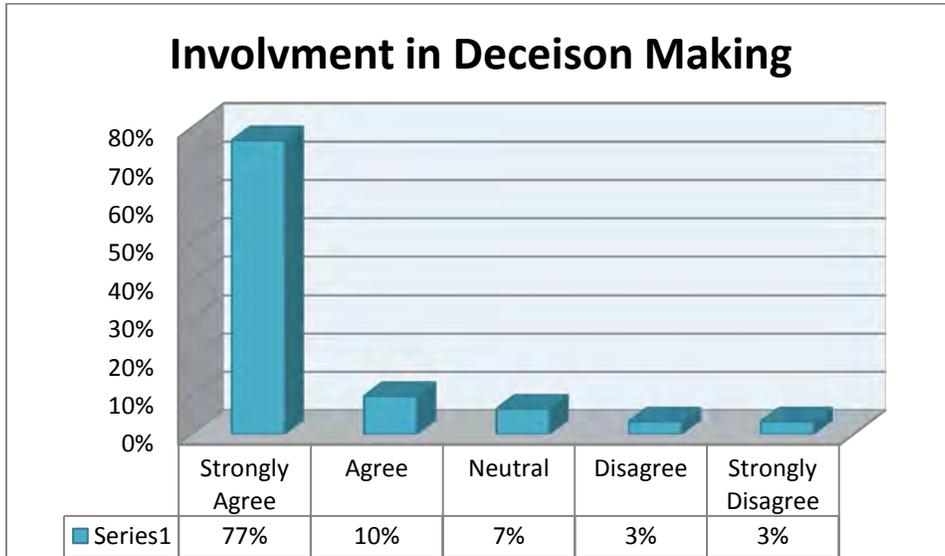
full-time or part-time employees work under a team. Each team has a team leader and because of having the proper instructions to perform a task, all the tasks are completed proficiently. In this case, 47% are strongly agreed with the statement and 33% are agreed so that most of the employees are confident about their work.



An employee needs the resources such tools & equipment's, updated software & hardware, human power, transportations and Daraz- Bangladesh provide all the funds for these resources to the employees. There is a system in the office; at first, for the needed things they make a list in a report form and then submit it to the HR managers. All the stationeries and resources are delivered form the Daraz Warehouse. Therefore, the result indicates that most of the respondents are satisfied with the availability of the resources.

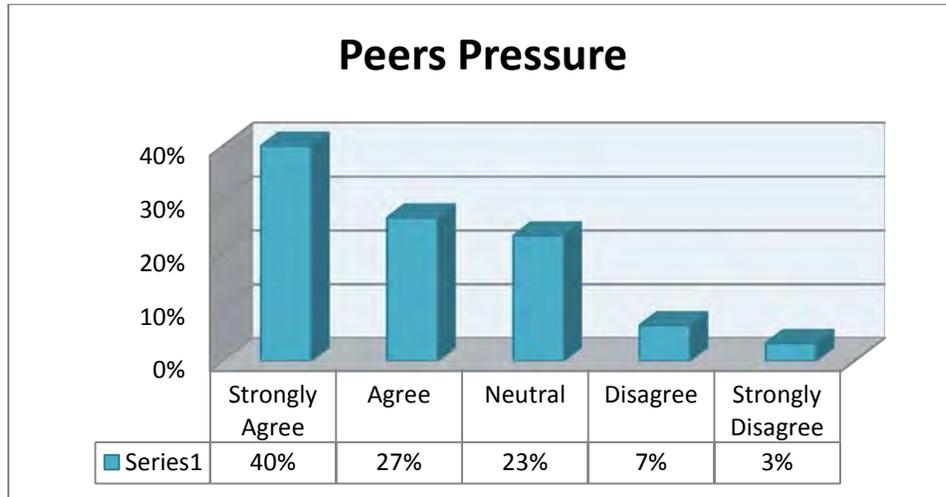


The motivation level of the employees of Daraz- Bangladesh is higher though 3% of the respondents are dissatisfied. According to the satisfied employees, before starting the work, the supervisors accurately train the steps when they perform a job. After completion the tasks, for the improvement of the employees' necessary feedbacks are provided and pertinent suggestions are delivered to the employees in case of failure.

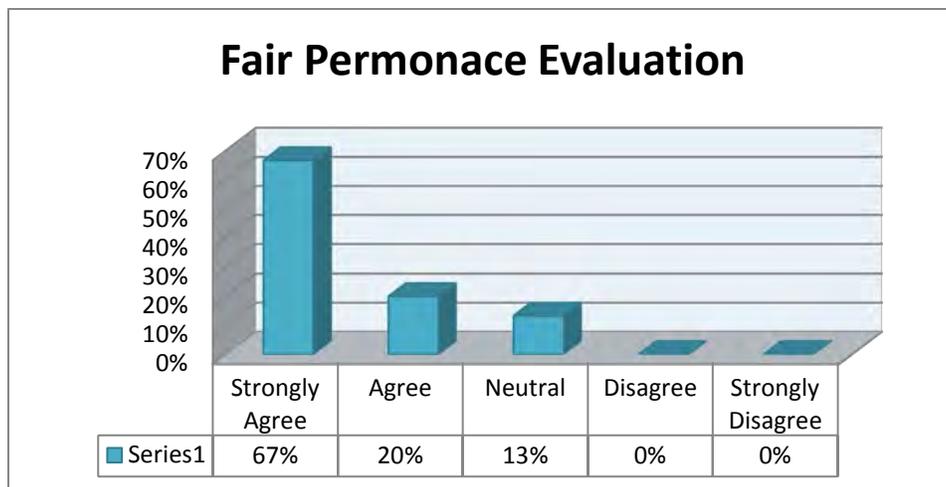


Like other organization, Daraz- Bangladesh has own privacy. Sometimes they disclose some corporate secrecy to interns but most of the cases they do not involve everyone in decision making. Opinions from are warmly accepted form the mid-level and top level managers and based on those the necessary steps are taken from them. When it is emergence to take the

decision then the employees need to report it their supervisors. Graph shows that only 6% respondents are dissatisfied and 7% are neutral whereas 87% are satisfied with the company policy in terms of confidentiality.

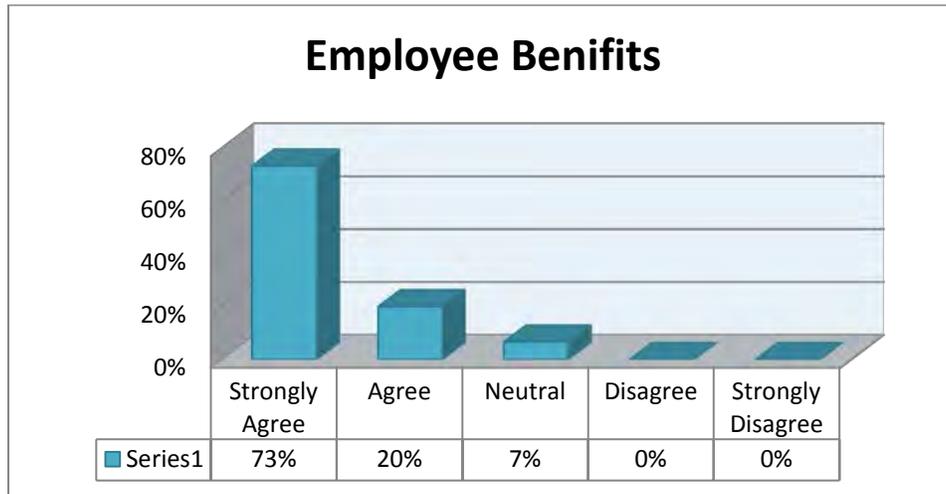


The result is showing that total 67% of the respondents experience that they do not face any stress from their peers whereas 43% respondents who declared that they are impartial in this subject. On the other hand, 10% respondents face a little pressure from the team mates because the given tasks executed within a team. As a result, pressures are created to meet the deadline of the assigned tasks.

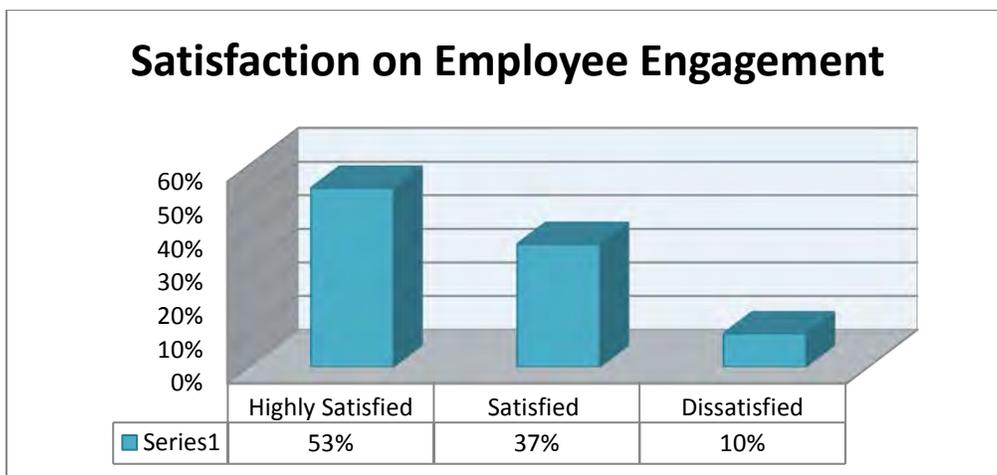


Daraz- Bangladesh is a multinational company where each and every employee is treated equally. Though there are a significant number of employees, no gender discrimination and no

biasness has occurred during the evaluation time or even in the office premises. Based on the gender or position of the employees, Daraz- Bangladesh’s performance evaluation method is fair and most of the respondents are highly satisfied with it because they have a **Performance Managing Committee** to accomplish their operations.

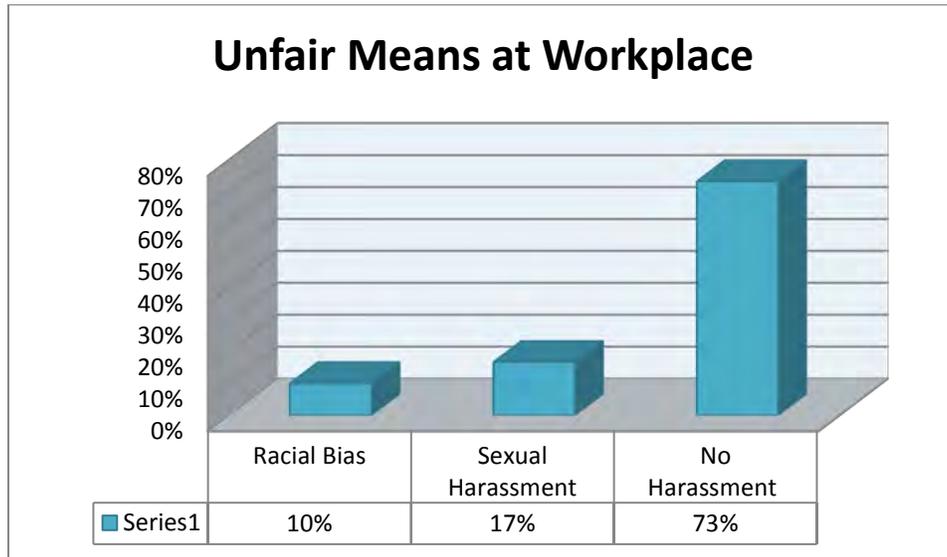


The graph shows that 73% respondents are strongly agree and 20% are agreed that the employee benefits remain them pleased to work at Daraz- Bangladesh. Both the financial and non-financial benefits such as reimbursement, appraisal & reward system, medical, transportation & canteen facilities, discount cards, extra privileges, suitable working environment and so on are given form the Daraz- Bangladesh to satisfy its employees.

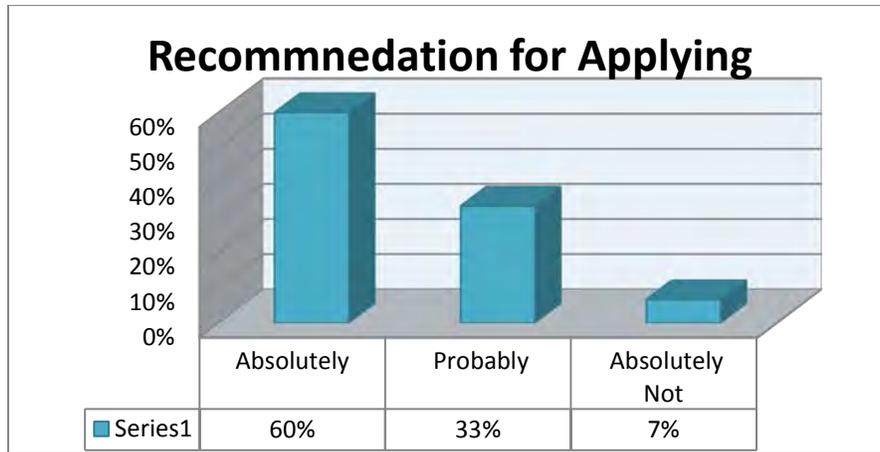


In terms of employee engagement, there are 53% respondents who are highly satisfied and 37% of the respondents who are satisfied whereas only 10% respondents are dissatisfied. According to

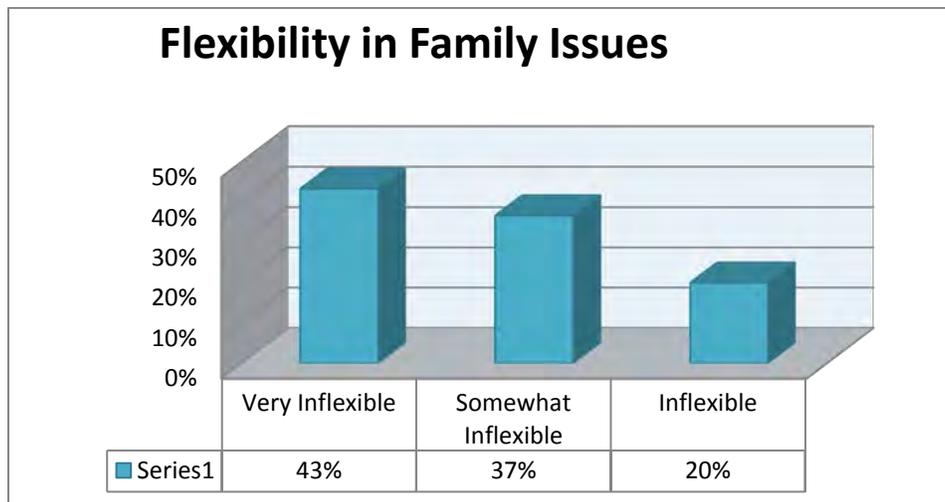
the company policy, temporary or contractual employees are treated equally like permanent employees. As it is compulsory to participate in every department meetings so that engagement at every section is being ensured.



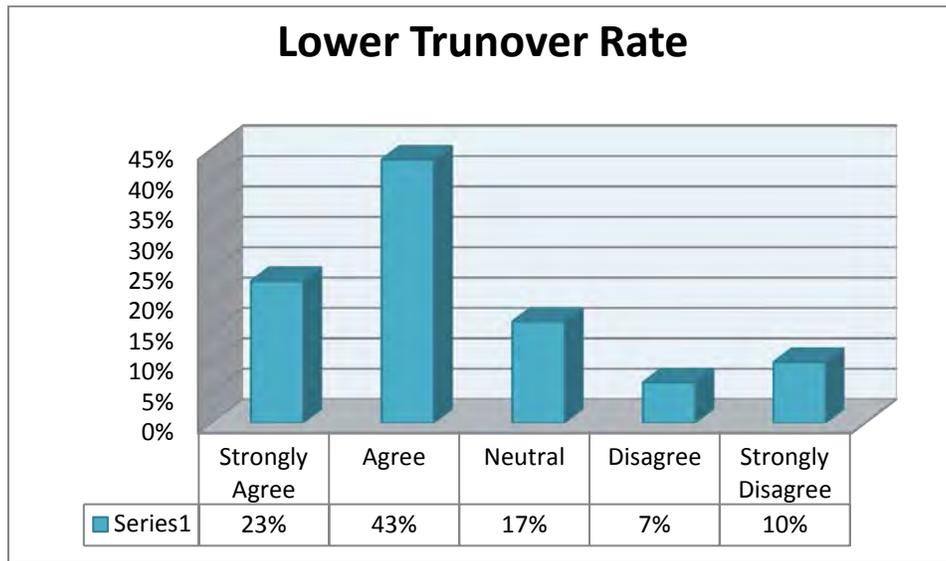
There is a bunch of foreign employees at Daraz- Bangladesh and the office premises is free from unfair means such as racial biasness or sexual harassment. Daraz- Bangladesh maintains a code of conduct where zero tolerance for any kind of discriminations. An administrative committee is in charge to look after any unfair means and under take the necessary actions against the offenders.



There are 60% of respondents who think that they will recommend their friends and family members to apply at Daraz- Bangladesh because of having the benefits, brand value and facilities. However 33% respondents may be recommend and 7% will not because they consider that like other companies, Daraz- Bangladesh offering less comparing to its international standards. As the company is a new startup so they are just starting their operations and forming their policies which will decrease the negative result in future.



Daraz- Bangladesh has emergency leave, discounts cards for family shopping, day care services, maternity and paternity leave, medical allowances for family and so on because 43% of the respondents think that the company is very flexible in terms of family issues. Only 20% respondents feel that there is a scope of improvement for the employees' family such as Insurance card or Scholarship facilities for children.



Considering all the factors of Daraz- Bangladesh, it is easy to find out the relationship between the employee satisfaction level and the employee turnover rate. Form the graph, we can say that 43% respondents agreed that the turnover rate is lower and 23% respondents are strongly agreed in this equivalent matter. However, 7% of the respondents are disagreed and 10% are strongly disagreed. They consider that the rate is higher because of the restructuring process that happened at every branch which causes employees dissatisfaction.

Recommendations:

- ❖ Employee engagement will be successful if the Management can introduce an opportunity for the subordinates to express opinions along with the supervisor's permission and this initiative can be taken by the board of director or top level managers. Sometimes it can be possible for giving the certain decision making opportunity to a temporary employees. So my recommendation can be to keep trust on its existing employees to gain productivity.

 - ❖ As Daraz whole business operation is executed from one team to other teams and needs the required support from every department so to reduce the gaps between the managers and subordinates, to some extent access can be given.

 - ❖ Based on the analysis, it can be state that Daraz- Bangladesh needs to deliver more financial reimbursements to its entry-level managers and mid-level managers and design non-financial benefits for the top-level managers as the entry level and mid-level employees do not get satisfactory inspiration from their supervisors. Nowadays the dynamic trend is shared workplace so my commendation will be increasing more facilities to achieve the competitive advantages.

 - ❖ An effective, swift and reliable communication can be set-up among the departments. Moreover, an updated version of every application must be established at workplace. Therefore, to circulate and communicate with the employee in an understandable manner technology must be upgraded.

 - ❖ Due to deficiency of manpower, the whole number of HR department's employees and the quantity of work is not enough to support the operational activities. In this regard, to set up a HR facilitated Reception Desk may help the department to ease the work.

 - ❖ Daraz- Bangladesh is a new venture but its number of employees is very diminutive. Daraz- Bangladesh recruitment process takes longer period comparing to other companies. The main reason is employees have to pass a couple of time-consuming hours for the whole processing and during the recruitment period debate session; online interview system or puzzle test can be introduced to lessen the time period.
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Conclusion

Daraz- Bangladesh is considered as one of the renowned e-commerce set-up in our country. It is the main duty for the HR department to recruit the right employees for the suitable posts at the right time because by depending on their performance trustworthy customers can be gained and more profits can be generated. The main objectives of the company must be same as well as they are interrelated so it can be recommend that Daraz- Bangladesh need more focus on new application system, manpower, recruitment formalities, training facilities and keep trust its employees. Daraz- Bangladesh- HR department is responsible and organized different types of well-being steps for the employees of the company so to enhance the employees' knowledge, skills and abilities, Daraz- Bangladesh training department should increase compulsory tutoring, if needed then in a team. To gain more commitment from the employees, HR department should be focus on accountability for employees' satisfaction. Both the employees and the company shared a mutual understanding so Daraz- Bangladesh's employee engagement and fulfillment rate is satisfactory which influence the employees to be self-motivated. In conclusion, it can be said that the employees contribute the maximum effort in every possible ways to conduct HR activities in their organization so that the HR department of Daraz- Bangladesh is very much well-structured.

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