

**INTERNSHIP REPORT
ON
E-business job qualification of Upoharbd.com**



www.UpoharBD.com

Submitted to
Noman Hossain Chowdhury
Senior Lecturer, BRAC Business School
noman.hossain@bracu.ac.bd

Submitted by
Tanim Ahmed
ID:11204061
tanim.ahmed@live.com

Submission date: 22nd September, 2016



Inspiring Excellence

Letter of transmittal

22th September, 2016

Noman Hossain Chowdhury
Senior Lecturer,
BRAC Business School, BRAC University
66 Mohakhali
Dhaka 1212

Subject: Submission of Internship report on E-business job qualification of Upoharbd.com

Dear Sir,

With due respect and great pleasure I am submitting my Internship Report on “E-business job qualification of Upoharbd.com” to partially fulfil the requirements of the bachelor degree under your supervision. This report has been submitted as an important requirement of e-business study at bachelor level. The report has provided me an opportunity of having an exposure to the working environment and experience the knowledge and concepts that I have gained from my academic and employment level. The internee was very interesting and insightful for me.

I have tried my level best to prepare an effective & creditable report. I hope you will find this report significant of all the labor we have put in it. I welcome your entire query and take pride to answer them.

Yours sincerely,

Tanim Ahmed
Student ID: 11204061



Table of Contents

Executive Summary:.....	4
Introduction:	5
Background:.....	6
Upoharbd Website:	7
UpoharBd’s Success Story:	8
Situation analysis of UpoharBd:.....	9
Market & Competitor Analysis:	10
Internal resources and capabilities.....	11
Analyzing the 4ps:	13
Micro environment	16
Macro environment analysis of UpoharBD.....	18
SWOT analysis:	19
Business Operation Model:.....	21
Employee Qualification based on tasks:.....	22
E-commerce Job Requirements:	29
Reasons behind the learning:	31
Conclusion:	32
References:	33

Table of Figure:

Figure 1: Upoharbd.com website front view -----	7
Figure 2: Upoharbd.com's Offering-----	8
Figure 3: 4P's of Upoharbd.com-----	13
Figure 4: Upoharbd's product offering -----	14

Executive Summary:

This report contains an e-business job qualification analysis on Upoharbd. It is an online gift shop. Anyone can visit this site and buy and send gifts to their near and dear ones. I analyzed the job recruitment of Upoharbd that means the recruitment process of that company. In this term paper I have discussed about what we need to learn in our bachelor degree level. Also, I have classified and justify the information of the learning what I have found while I was researching and working on this matter. UpoharBD is an idol for other online gift shop. I have studied the website of UpoharBD and came up with idea that why Upoharbd is gaining more and more popularity. At the very stage, I described about the company, their website and there way of doing day to day work. Then I did situational analysis of the company according to SWOT and porter's theory. Then I discussed about company's operational model and significant task of every level. After that I concentrate on why we need to learn things at our bachelor degree level and how it will help to get a better job or to start your own business.

Introduction:

According to Jenice H, Reinold an executive officer of Mobile Marketing Association Forum “In today’s modern world people are either asleep or connected.” Internet and social media are among the most commonly used words to our day to day life. Technology has made them an inseparable part of our regular lifestyle. Internet as well as social media plays a vital role in terms of marketing, like many other sectors. Those days are gone when only top rated businesses embark on internet marketing. Now technical works on internet can be easily carried out by most of the people by a click of mouse. Now day’s as people are spending a huge amount of time daily on internet, this gives an incredible opportunity for both small and large businesses to do effective promotions through internet marketing.

Online business seems very easy to open as well as maintain to some people. The main part of online business is online marketing and communication. So, here in this report I am going to talk about the most popular gift delivery service provider of Bangladesh, UpoharBd.com. Currently I am working in this company and I am supervised to write a report on an e-commerce website, where I am going to describe about needed skills to get a job or to start a new venture in this e-commerce sector.

Background:

UpoharBd is a leading online gift shop in Bangladesh where customers can easily order and send gift through home delivery service. UpoharBd was founded in 2003. This is one of the oldest as well as leading online gift delivery shops in the history of Bangladesh. This company aims to provide high quality gift delivery service in Bangladesh and make all occasions memorable. UpoharBd offers gift items like Cakes and Pastries, Fast Food, Chinese, Thai, Kebab, Pitha & Deshi meal deals, Gift Ideas for Kids, Gifts for Him & Her, Sweets & Misti Delivery to All Cities, Gift for Special Occasions and so on. Among these the most popular gift items are Fresh Flower Bouquets, Groceries Home Delivery, Recharge Any Mobile, Internet Service Recharge, Gift Combos, Greetings with Fruit, Newborn & Baby Gift, Handicraft & Nokshi, Electronics & Furniture, Wedding Gift Ideas etc. In the beginning, this company started their business with a small flower shop in Dhaka and the online version incorporated in 2005. Furthermore, after getting tremendous response from the customers, UpoharBd has expanded three branches in Bangladesh which are located in Dhaka, Chittagong and Sylhet. As they have three branches they are providing free delivery service in those three cities. They are famous for their extraordinary service. A good customer service, the presentation of goods and maintaining customer's special request makes them different from other delivery service provider in Bangladesh.

Only making money is not the main thing for Upoharbd. Spreading happiness by delivering quality service among your relatives is the main concern of upoharbd.com.

Upoharbd Website:

The UpoharBd website home page looks like -

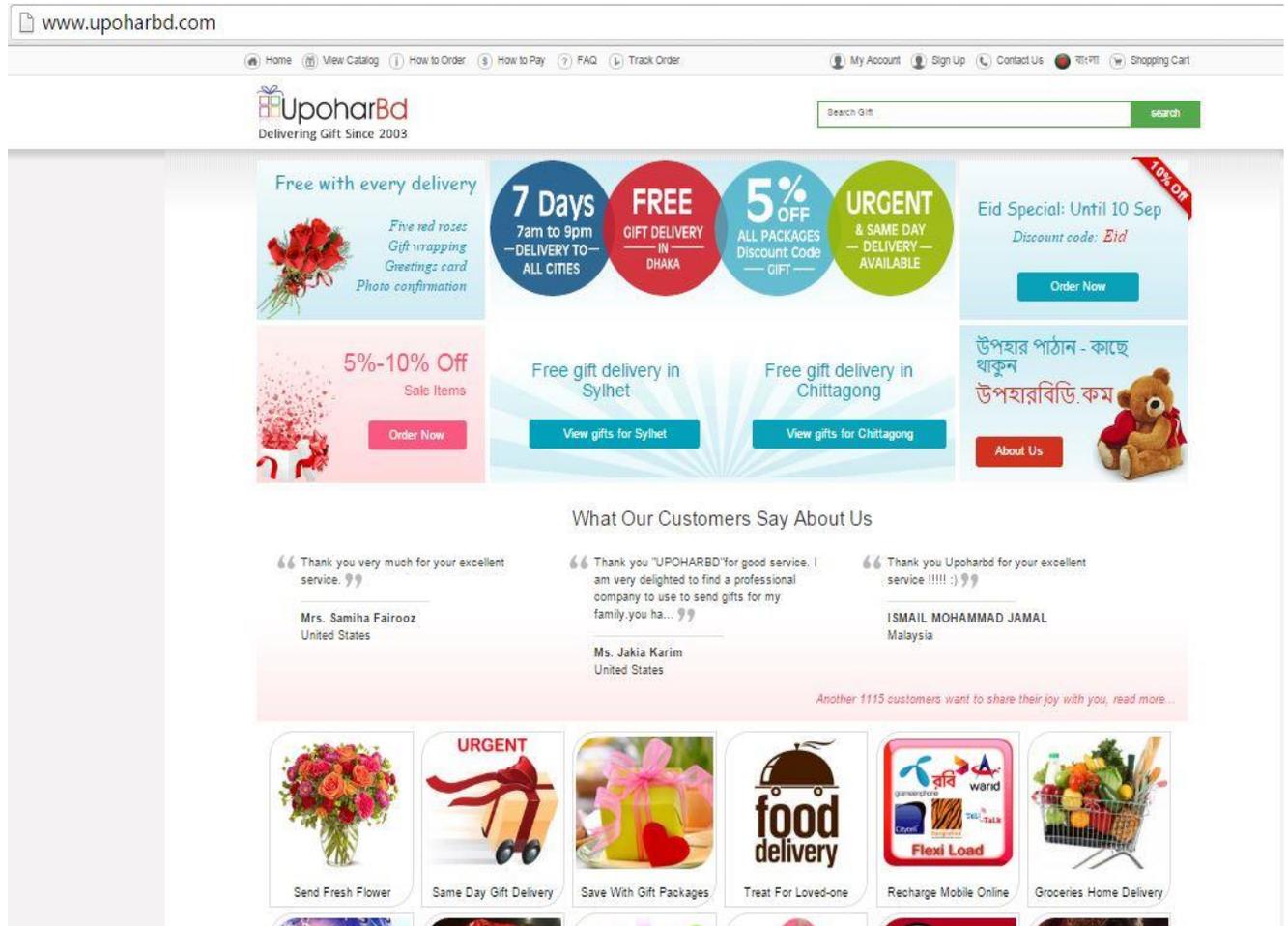


Figure 1: Upoharbd.com website front view

The link of the website is: <http://www.upoharbd.com>

UpoharBd's Success Story:

Business is not only about making profit every time, UpoharBd follows a thumb rule for their business – “Serve your customer at a best level and business will automatically go forward”.

From the very beginning of upoharbd's service they try to fulfill the special requests of customer. After placing an order at our website customer are expecting that only the product will go at the delivery location. Customer become surprised when they sees that a greetings card and 5 roses wrapped in a paper also went to their relatives house that time they feel special and happy. So a bit difference make upoharbd's service 1 step ahead then other gift delivery service provider in Bangladesh.

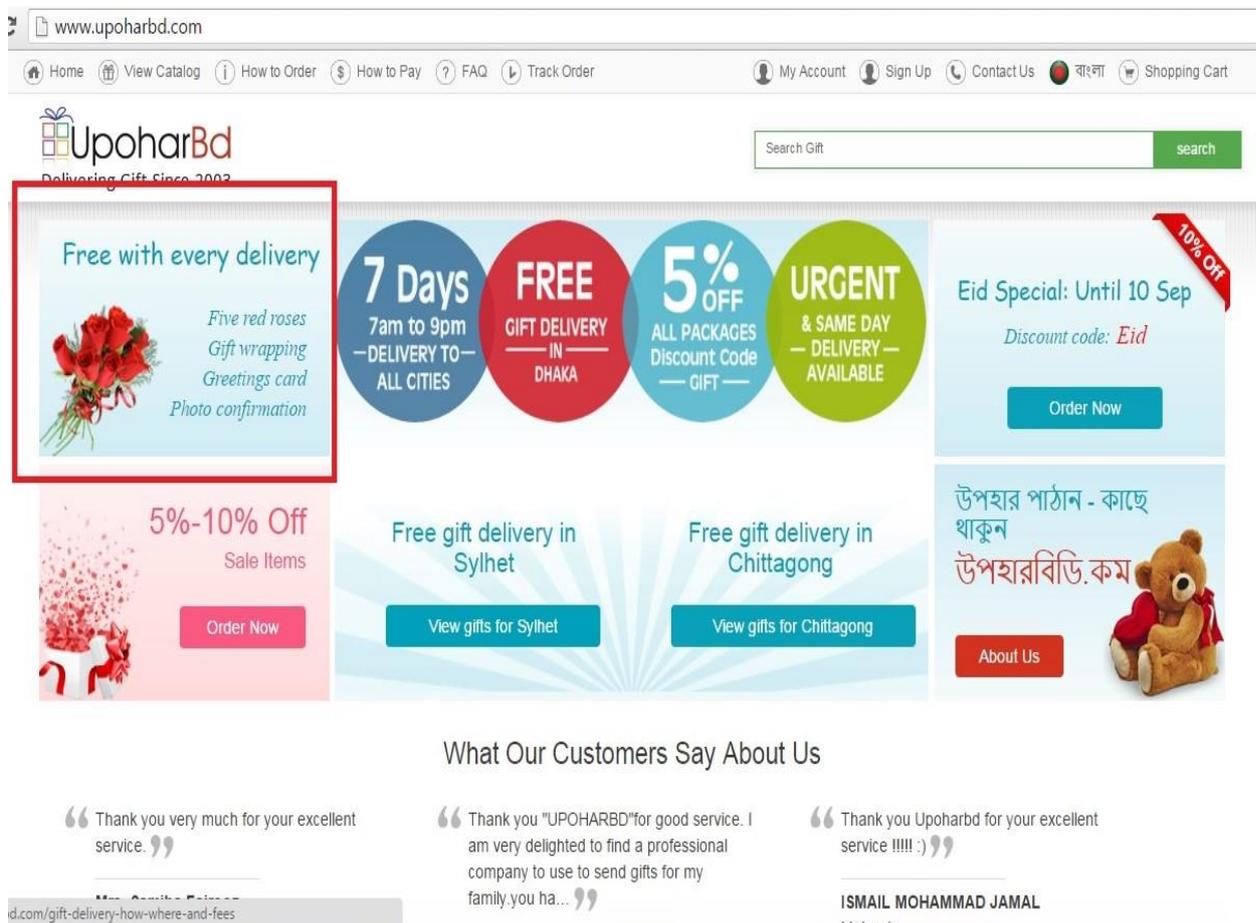


Figure 2: Upoharbd.com's Offering

In the figure the red marked area shows the unique service of upoharbd.com.

Situation analysis of UpoharBd:

Situation analysis defines collection and review of information about an organization's internal and external forces in order to developing strategies. These forces influence the operation strategy of an organization. Understanding an organization's environment is a key part of situation analysis for the internet marketing strategy development process (Chaffey, p. 71). Where are we now? Situational analysis gives us the overview of our current situation. To do situational analysis firstly we need to execute a marketplace SWOT analysis to get the position of the market we have targeted. Then we need to gather information about both customers and competitors existing currently in the marketplace. Finding the competency in the marketplace regarding certain market trends is to be done carefully with valid objectives. Finally, measuring target market performance will be helpful for making decision on which of the 5Ss of internet marketing is appropriate for that specific market. Situation analysis includes the micro and macro environment of the company. Buying behavior of customers, demands, competitive activities, market place situation and relationships with suppliers and buyers these all are included in micro environment. These factors identify the strengths and weaknesses of any company. Macro environment is wider than micro environment. It includes economic growth of the geographic area where company will be conducting their business, rules and regulations by the government, tax rate, cultural variations, political stability, technological support and development. These factors influence the opportunities and threats of the company. In addition, Situation analysis helps a company to set a goal and help them to develop appropriate strategies to achieve the goal.



UpoharBD

Market & Competitor Analysis:

UpoharBD is not the only player in the market. It's to operate their business competing with the other companies of same industry. From the internet and market research we have found some competitors of UpoharBD.

- BDGIFT
- PRIYOSHOP
- UPOHAR2ME
- DESHIGREETINGS
- Bangladesh Gift Shop
- 1 to 99+ Gift Shop

These companies offer the same service of delivering gifts as UpoharBD does. But the difference is UpoharBD is quite successful to develop good will and trust among the customers. Most of these companies offer gift items to the customers with delivery service. They also operate their business doing promotion on Facebook.

Internal resources and capabilities

Resources:

Resources are essential to implementing the strategies and acquiring competitive advantages in the market. It's not easy to having resources and developing the business. It's also mandatory to set proper strategies and planning to utilize the resources.

Financial resource:

In term of financial resource UpoharBD is quite good enough to funding proper financial support to the business. UpoharBD is also generating profit quite satisfactorily. There are sponsors but Upoharbd is running from their own finding

Technological resources:

UpoharBD is operating their business fully online and they are an e-commerce business organization. So it's very much needed to develop their technological resources. Hence, they have well developed website (as online store), data security of the customers, Facebook page (for customer engagement), and well trained employees to handle all the technological resources.

Human resources:

A business organization can go through if it's well trained and efficient human resources. UpoharBD has committed employees who are good enough at their work. There is some employees who are well aware of the market, some are good at internet marketing, and some are technical expert.

Good will:

UpoharBD has already developed good will in the market via good customer relationship, refund policy and 24/7 customer service. They keep their promise of delivering good quality products in due time. The behavior and quality of delivery staffs are much higher than the other companies.

Internal capabilities:

It means a company is capable of utilizing its resources and developing proper output from that. It also includes how a company can handle any situation to operate their business.

- UpoharBD has well trained employees to operate its business. These employees are aware of recent market trends and customer demands.



UpoharBD

- It has variation in its product line. There is lots of products category in their catalog.
- Another USP of UpoharBD is they ensure to deliver the gift in due time. So it also enhances good will and trust to the customers.
- UpoharBD is quite successful to develop customer engagement through their Facebook page.

Analyzing the 4ps:

4ps or marketing mix is important to define business strategy where to sell, where to promote, whom to target etc. UpoharBD has set strategies based on these 4ps. Each of these Ps can and ought to be utilized as a part of mix with each other to make the best advertising blend, at last, bringing about deals and benefit development. We are attempting to utilize these 4P's successfully in the new advanced promoting age.



Figure 3: 4P's of Upoharbd.com

Product:

UpoharBD has several gift products in their product line. They have product for women, men, even for new born baby. They actually set their product line based on customer needs. Mostly they have gift items like Saree, Salwar Kameez for women, chocolate box along with flowers based on Valentine's Day gift, tree pot for Mother's Day gift. They have set their catalog based on customer's demand.

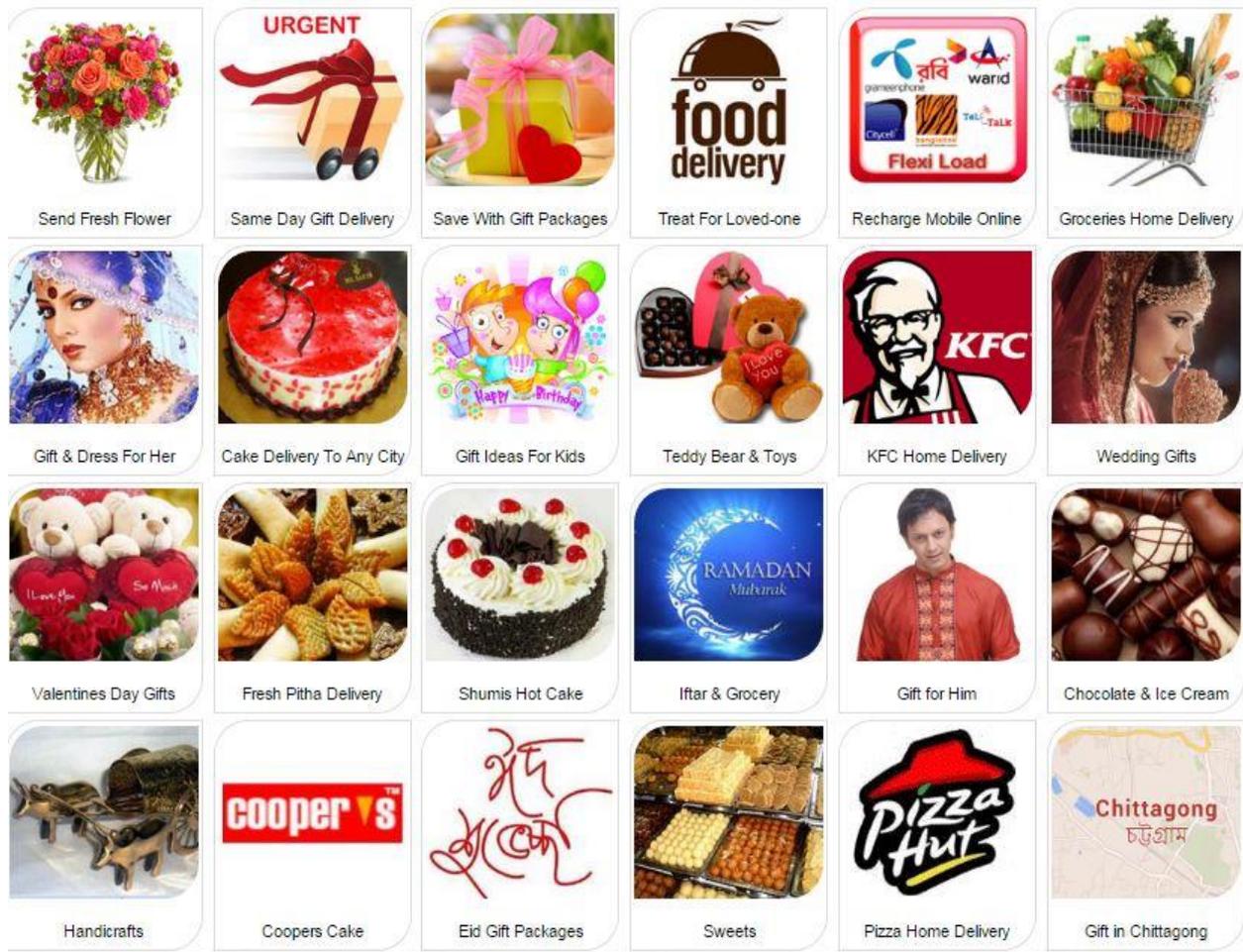


Figure 4: Upoharbd's product offering

Price:

Price is presumably what most customer say is the most vital fixing in settling on a buy choice. In any case, in UpoharBD, price is not in our grasp. The online environment gives a much simpler approach to clients to think about costs. As far as valuing, UpoharBD contains high rate of estimating. In any case, it's absolutely sensible and intelligent to recognize what sorts of worthy items they give, their administration and product quality. In terms of pricing, UpoharBD has high rate of pricing. But it's totally sensible and logical if we identify what types of value they provide, their service and products quality.



UpoharBD

Place:

UpoharBD has both the physical and virtual existence. It has well developed website www.upoharbd.com and also has head office at Lalmatia, Dhaka. UpoharBD is an online based company and in terms of online they are doing tremendous. They are building good relationship through online communication via Facebook. They have website to offer customers new products. It's always ready 24/7 to offer products to the customers. UpoharBD delivers gifts in all over Bangladesh. They provide free delivery in Dhaka, Sylhet and Chittagong.

Promotion:

For new products and offers UPoharBD uses Facebook as their promotional activities. Based on the occasion or customers demand they set their promotional strategies. For example, During Valentine's Day they mostly use their promotion based on this occasion along with the products which suits this occasion. Then did promotional activities based on 21st February International Mother Language Day to increase customer engagement.

Micro environment

Micro environment can be controlled by the company. It refers to the factors which influences the company's operation. In terms of internet marketing these factors have so many influences. It influences how frequently customers buy products, what will be the behavior of suppliers, what are the threats for new entrance etc. These factors are known as "Porter's 5 forces model".

Bargaining power of buyers:

This power takes a looks at the force of the purchaser to influence pricing and quality. Customers have power when there aren't a significant number of them, but lots of sellers, as well as when it is easy to switch from one business's products or services to another. Purchasing force is low when buyers buy items in little amounts and the seller's item is altogether different from any of its rivals. UpoharBD is the market leader in this business. People from abroad use it send gifts to their loved one in Bangladesh. Here bargaining power of buyers is high. UpoharBD offers gift to the customers. So there are enough options available in the market to go and buy gifts. Moreover, many customers say that UpoharBD charges high price. So they go for gift items of cheap price. But in terms of foreign customers this case is different. Foreign customers have to send gift to their loved one. They don't have enough options available. So these customers have less bargaining power.

Bargaining power of suppliers:

This force breaks down how much power a business' supplier has and the amount of control it has over the possibility to raise its costs, which, in turn, would lower a business's profitability. What's more, it takes a look at the quantity of suppliers available. The less there are, the more power they have. Organizations are in a superior position when there are a large number of suppliers. Sources of supplier power also include the switching costs of firms in the industry, the vicinity of available substitutes, and the supply purchase cost with respect to substitutes. Suppliers has high bargaining power. UpoharBD offers gift items like share, flowers, and cakes. There are more buyers are available in the market. So UpoharBD is not the only player in the market.

Threat of new entry:

It's an open market. So anybody can step into the market. But this gift industry is mostly depended on how efficiently they provide service to the customer. So it's not so easy for a new entrance to come and grab the market. Definitely it will take time. This force analyzes how simple or troublesome it is for competitors to join the marketplace. The easier it is for a competitor to join

UpoharBD

the marketplace, the more prominent the danger of a business's market share being depleted. Barriers to entry incorporate supreme cost advantages, access to inputs, economies of scale and very much well-recognized brands. As far as my observation goes barrier to entry in this business is quite hard and easy at the same time. For example, UpoharBD started their business at 2003. It took them more than decade to get where they are today. These online business need to have contracts with various suppliers, need to have an office to manage its employees, need to have a proper delivery channel, they need some kinds of market expert's help to build an infrastructure, need to maintain a proper website which is user friendly and many more. So UpoharBD might not face much difficulty from new entrance.

Threat of substitute:

It refers to customer has option to substitute the product or company. This force studies how simple it is for purchasers to change from a business' product or service to that of a contender. It takes a gander at what number of competitors there are, the way their costs and quality contrast with the business being inspected and the amount of a profit those competitors are acquiring, which would figure out whether they can bring down their costs much more. The danger or threats of substitutes are educated by switching costs, both immediate and long-term, and also a buyer's inclination to change. In this case consumers have options to substitute UpoharBD. But if they think of purchasing gift from Dhaka and then send it to Khulna in a short period of time. Then customers don't have many options to substitute.

Competitive rivalry:

This power looks at how extraordinary the opposition as of now is in the marketplace, which is determined by the quantity of existing competitors and what each is fit for doing. Rivalry competition is high when there are only a couple of organizations equally selling a product or service, when the business is developing and when buyers can undoubtedly change to a contenders offering for little cost. At the point when contention rivalry is high, promoting and value wars can follow, which can hurt a business' main concern. Competition is quantitatively measured by the Concentration Ratio (CR), which is the percentage of market share owned by the four largest firms in an industry. UpoharBD has competition in the market. They are BDGIFT, Upohar2ME etc. But UpohaBD has better reputation in the market.

Macro environment analysis of UpoharBD

Macro environment is beyond control of company. It influences company's business type, promotion, product line etc. It defines how a company should operate their business in a certain geographic area. For e-commerce business company has to maintain the legal issue of the area. Also culture of the area also influences whether customers are adaptable with online purchase or not.

Political factors:

Political factors include tax policy, tariff policy, rules and regulations of government. It determines is it effective and feasible to do business in the area. UpoharBD is doing business in Bangladesh in online. There are not many barriers on online business. Moreover, the gift items UpoharBD offers they don't have to fall under any tariff policy.

Economic factors:

Economic factor determines whether customers are able to purchase products or not. It also identifies economic condition of the selected are. UpoharBD's target customers mostly live abroad. So their economic condition is satisfactory. That's helps UpoharBD to set higher price adding extra value to the customers.

Social factors:

UpoharBD's most of the customers live in abroad. They want to send gift item to their family & friends. UpoharBD offer them that opportunity to send gift. It helps them to get connected with their family & friends. It's have a huge impact on the customers. People of Bangladesh are mostly family oriented. So UpoharBD has already created positioning on these customers.

Technological factors:

UpoharBD operates their business by their website and Facebook page. Most of the people use their mobile phone to browse internet as well for shopping purpose. So UpoharBD is using both website and Facebook page to offer products to the customers. In fact via Facebook, UpoharBD is engaging more customers and diverting them to their website.

Legal factors:

It includes any legal barriers to the business. UpoharBD offers gift items like chocolate, flowers etc. which are not abide by any legal issue. So UpoharBD is free from this legal factor.

UpoharBD

Environmental factors:

UpoharBD doesn't need to abide by any environmental factors. They mostly deliver products which are certainly get affected by environment. But in terms of flower sometimes they have to face this issue.

SWOT analysis:

SWOT analysis identifies Strengths, Weaknesses, Opportunities and Threats of a business organization. We have developed SWOT analysis of UpoharBD.

Strengths:

- UpoharBD, well developed website which contains long product line which attracts the customers.
- It has well trained employees who are aware of the market trend
- They have already gained good will in the market which differentiate them from other companies
- Strong brand position in abroad
- Best catalog among native competitors
- Huge collection of products
- Accepts multiple currencies
- Same day delivery service
- Multiple payment method

Weaknesses:

- Due to higher price it UpoharBD can't capture a good portion of customers
- Outside Dhaka, Sylhet and Chittagong it does not have own delivery system
- People who are not able to shop online they are out of reach of UpoharBD
- Relatively higher price
- Lower brand recognition in Bangladesh
- Less emphasize on advertising than earlier years

UpoharBD

Opportunities:

- People are getting more interested in online shopping
- No barriers online business in Bangladesh
- Can engage more people in abroad
- Can teach people how to shop online and grab that market
- More internet availability
- Growing customer base
- Demand for quality service
- Huge social media marketing opportunity

Threats:

- Competitions in the market offering same products.
- Customers don't have much trust on online shopping.
- Customers afraid of security issue.
- Availability of substitute (other online shops).
- Upcoming direct competitors.

Employee Qualification based on tasks:

To maintain and run an e-commerce store along with maintaining customer satisfaction is not an easy task. To make that task easier, specific set of work distribution is a must. If anyone wants to become the master of all sector then everything becomes a mess. Knowing this issues UpoharBd.com is maintaining different set of work for different specified employees.

Director:

Normally director is the person who monitors the business growth and always looking for new opportunities. As Director, responsibilities contain analyzing, reviewing, recommending and creating strategic and tactical changes to online materials that drive business productivity by improving conversion rates, increasing visitors, capturing larger average order sizes and managing margin performance. (Mayar, 2016)

Responsibilities: The Responsibilities of this position include -

- Ownership and managing of customer experience with design & aesthetics, content, navigation, information architecture, branding/marketing, performance, functionality.
- Rights and management of internet marketing as well as social media integration.
- Ownership and managing of technical infrastructure.
- Rights and management of SEO measurements and observing methodologies.
- Direct and manage internal and external teams.
- Provide SEM /SEO/PPC and Internet Marketing thought leadership, innovation and process improvement initiatives.

Qualifications: To perform this job successfully, the individual should have a comprehensive understanding of -

- Internet best applies and the effect that these have on SEO.
- Internet marketing best applies that result in customer acquisition, retaining and growth.
- Managing and directing website official structure, design & aesthetics, navigation, content, information architecture, marketing/branding, performance, and functionality efforts to positively impact e-commerce efforts.
- Degree in Marketing with Online Marketing experience.
- 5 – 10 years' experience in running websites.
- Ability to identify technical changes to development/technical teams.

UpoharBD

- An in depth understanding of search engines, search engine optimization and issues that influence high rankings in Google
- Understanding with PPC - Management of Pay per click programs
- Back linking: can establish successful link building campaigns that result in the attainment of large volumes of inbound, high quality links
- Skill with web analytics tools (Google Analytics, Google Adwards and Others)
- Involvement using a CMS and an understanding of the effect they have on SEO
- Awareness of other online media like, Yahoo Search Marketing and MSN AdCenter
- Ability to assemble and analyze search data and metrics and make choices regarding campaign direction
- Capability to perform click through rate, conversion, spend and creative analysis to identify optimization /growth opportunities
- Capability to work independently and inside a team environment
- Strong independent organizational, decision-making, planning and problem-solving talents.

Operations Executive:

This person will be accountable for managing the day to day ecommerce operations in support of the E-commerce venture. This would contain working very closely with the director, IT, logistics team and the marketing team. This person will be dedicated on proactively resolving problems, arrange for the necessary training and documentation as and when required, and also make available 24/7 support of business site operations. (Sharma, 2016)

Responsibilities:

- Manage ongoing site operations and support.
- Effective ongoing implementation of site processes.
- Supervision of third-party vendor relationships.
- End-user support and training.
- Establish formal process for documenting and communicating site issues.
- Develop and maintain tactical plans for providing support to the marketing and merchandising groups with respects to the day-to-day functionality of the E-comm site.
- Provide functional support for the business's external and internal applications and processes.

- Acts as the key point of contact for system bugs and production support matters relating to the E-comm site.
- Accountable for content support for PDB (product data base / content management)
- Drive upcoming enhancements to the PDB as well as ownership of the PDB including soliciting input from Merchandising
- Deliver creative and strategic solutions to key business topics and opportunities.
- Develop processes and training documentation (technical and business) related to development, transfer and support of the Merchandising Systems functionality and capabilities.
- Resolve and ensure data reliability between merchandising, e-Commerce and various systems interfaces
- Associates with merchandising and marketing to provide 24/7 support.
- Execute and support the systems, integration and user acceptance testing as needed.

Qualification:

- On-line merchandising, marketing and online interface design experience; experience partnering with technical teams to deliver results.
- High level of care to detail, and the ability to work independently, fine-tune priorities, and work in a constantly changing environment
- Strong analytical, strategic and critical thinking skills; ability to solve complex problems and formulate plans.
- Experience evaluating, conceptualizing and negotiating with 3rd party strategic partnerships.
- Customer-centric coordination with proven track-record of developing and performing on customer insights.
- Excellent oral and written communication talents; ability to communicate to the high-ranking executive levels.
- Evaluate performance results and implement department progresses.
- Plan for future organizational needs and implement strategies in a proactive way.
- Evaluate and maintain all Client Service Level Agreements.
- Confirm department operates efficiently permitting to client and company measures.
- Maintain understanding of client specific training.

Academic Qualification:

- Graduation must from any department (e-commerce major will be privileged).
- Fluency in English and Bangla (Both speaking and writing).
- Previous experience of working in e-commerce Company would be plus.

Administrative Assistant:

An Administrative Assistant maintains the Ecommerce & Marketing Department which works with ecommerce marketing initiatives, operations, reports, and data management. This person administratively watch over the Ecommerce & Marketing Department's tasks and information. Position task also contains proofing and corrections; and keep files and records. Also frequently work with the Ecommerce & Marketing team to improve and develop campaigns, print materials and promotions and support different ecommerce and marketing programs.

Responsibilities:

- Handle common administrative functions and tasks (Mostly deal with account related work).
- Assist as administrator for ecommerce plus marketing team.
- Manage social media channel content and publishing.
- Participate in meetings, collaborations and production sessions.
- Assist with media as well as content for marketing campaign.
- Developing and inputting data on excel spreadsheets.
- Research and report on competitor and customer activity in various channels.
- Take part in new business prospecting.
- Manage, organize and maintain communication with customer as a backup (in absence of staff or at the time of huge customer query pressure).
- Monitor and manage departmental responsibilities and schedule
- Complete marketing as well as web-related assignments and projects
- Test website functionality and usability through major web browsers.

Qualification:

- Need to have a very good knowledge on accounting.
- Skills on Microsoft excel, word and power point.
- Previous marketing experience will be a plus.
- Minimum graduate from Business department.

UpoharBD

- A good commend in English.
- Ability to work under pressure and in a given time frame.
- Understanding of order management/customer fulfillment in an e-commerce context.

Operations Manager:

The E-Commerce Operations Manager is accountable for managing the day to day business ecommerce operation in support of ecommerce website. This person works cross functionally with different departments in creating aggressive progress strategies, take part in proactive problem resolutions and provide the necessary support to the ecommerce operations.

Responsibilities:

- Managing of internal and third party logistics for ecommerce.
- Scheduling, inventory management, cost control and balancing stock levels by localities.
- Develop and maintain strategic policies for providing routine support for ecommerce business.
- Accountable for driving the process for creation and reporting of business operations goals, metrics, with the determination of identifying and driving to operational excellence and continuous performance progress for all aspects of the ecommerce business.
- Tracking, Forecasting and reviews, partnering with the cross functional staffs.
- Analyze complex technical/business impacts by leading cross-functional teams to break down and critically investigate problems and determines root cause.
- Guarantee timely and effective reporting that makes available visibility to goals vs. sales trends, highlights opportunities and dangers and gives visibility about the retail reality.

Qualification:

- Bachelor's degree or equivalent experience.
- Minimum 2 years working in retail Ecommerce or similar field.
- Excellent verbal and written communication skills both in Bangla and English.
- Strong negotiation skills (Delivery staffs and Supplier/corporate dealings).
- Organize an e-Retailer calendar to encounter, conduct refresher sessions and train on new features and functionalities.
- Strong authoritative power over delivery staffs.

Customer Service Executive:

This person is directly related with order processing, customer service, suggestion taking from customer and response immediately.

Responsibilities:

- Answering to a high volume of inbound customer queries and complaints.
- First point of contact for users; primarily via Phone call, email, chat.
- Ability to respond via Facebook sms, whatsapp, viber and other online forums.
- Dedicated to delivering the best online user experience.
- Representing the brand to the top standard through all ways of communication.
- Keep informed in-house systems with correct client data.
- Dealing data and making reports.
- Cooperation with internal and external connections; responding to their inquiries within set deadlines.
- Complaint handling; targeting to resolve at first period and escalating when necessary.
- Process order of the customer is the most prior task to follow.

Qualification:

- Diploma / graduate from any discipline.
- Must be empathic to customer's needs.
- Creative problem solver.
- Outstanding work principle.
- Solid communication and interpersonal skills.
- Perfect data entry and typing skills.
- Capability of multi-task within a high pressure environment.
- Devotion to detail and strong organizational skills.
- Capability to work both independently and as a member of a fast growing team.

Other Position:

For other position like, Purchase staff, Stock management, Delivery staffs must have the ability to communicate polite with every person.

The purchase staffs need to have a good knowledge about market where the stock manager needs to have ideas how to manage all products in stocks by minimizing cost. The delivery staffs always



UpoharBD

have to show a smiling face to everyone as they are the representing the company. For those positions the staffs do not need be a graduate but at least need to have the ability to read English. The person, who is decorating the flower basket and other flower bouquets, must have to very creative.

It's not that easy to get a perfect employee for all this position by following all those requirements but major requirements are being followed by every recruiter.

E-commerce Job Requirements:

To get a job in e-commerce field or to start a new e-commerce venture a person must have to learn some specific skills and practical work.

To start a new e-commerce venture:

Only having cash and investing it into opening a new e-commerce venture will not always become fruitful. To start a new business a person must have some specific set of knowledge.

Educational Background:

- Must have the Marketing degree along with coding (PHP/ HTML/ C++/ Java) knowledge.
- A brief idea about market and consumer demand.
- A good command in English and Bangla.
- Leadership skill.

Technical, Internet and Web based knowledge:

- Must needed to have the knowledge about web domain, hosting CMS, content, web platform.
- A brief knowledge about how SEO works, what is back linking? How to check the website performance using various online tools.
- A practical knowledge about uploading a product and necessary steps to follow for doing that correctly.
- Ideas about all possible online social media by which the brand can grow.
- Need to be a very tech friendly person who responses immediately on any emergencies.
- Ability to make understand a web developer to develop options as per need.
- Continuous learning ability to keep pace with the ongoing trend of the market.
- Knowledge about PPC ads, Google AdSense, Google Analytics and others.
- Knowledge on Photo editing tools (Adobe Photoshop, Adobe Illustrator, Microsoft paint).
- A brief knowledge on different website testing tools.
- Practical work on how to create a dynamic ad via Google Adword.
- Capability of creating Facebook campaign and maintain a good follow of post reach in Facebook.

To work as an employee:

After graduation if anyone wants to build career in e-commerce sector then at graduation level he or she must have to learn some basic things.

Hardware and Software:

- Basic computer hardware knowledge.
- Some computer software knowledge like, security software, application software (Microsoft office, PDF reader).
- Basic knowledge on Adobe Photoshop and illustrator.
- Various type of smart device knowledge and their application.

Internet:

- Internet security knowledge.
- Expertise in mostly used social media sites.
- Website Domain, Hosting, CMS based knowledge and practical work experience.
- Content development skill.
- Site structure improvements and link building.
- Search Engine Optimization (SEO), back-linking (not mandatory) and social media page knowledge.
- Research and development, including keyword analysis
- Knowledge about some online website testing tools (www.siteworthtraffic.com, www.similarweb.com, tools.pingdom.com).
- Clear knowledge about various CMS (Wordpress, Magento, CubeCart, Shopify, Storya).

Interpersonal skill:

- Good presentation skill.
- Ability to make people understand about your point in a well define manner.
- Ability to work under pressure.
- A very tech friendly person with knowledge about recent trend.
- Critical thinking and ability to understand different person's thinking.
- Proactive about learning new things.

Reasons behind the learning:

To bring a brick and mortar business online you have to elaborate them about how the website works as well as where they have to invest. In this case you must have the knowledge of domain, hosting, cms and other things which are needed to build a website. You also need to know this for getting the best thing at a less price as the cost of maintenance is high for updated website.

To make a website popular among its customer social media marketing the best way. So you must have to acquire that knowledge, how to represent a website in social pages.

To bring a website in Google ranking SEO is the most important thing and that is the reason behind learning SEO with care.

To test the performance of your website and report accordingly to the developer up gradation of the website you must need to have the idea about some online media by which you can test.

To create an attractive product photo and make that appalling to your customer editing of original photo is a must. For this you have to learn basic Adobe Photoshop and Illustrator.

To make a quick report on any campaign or product sale, you must have to have idea of Microsoft Office.

At the time of working as a website content unloader there may time come when you have to edit some product photo, at that time Adobe Photoshop experience or learning works.

To attract visitor, people uses images at their website and if your website become heavy with huge photos then it takes time to load. To minimize this load time you must have to add optimized images at your website. For this you have to know how to optimize photos without hampering quality.

Common marketing knowledge need to do marketing also accounting knowledge needed for auditing the performance.

Have to be a very good follower of trends in technology sector to keep pace with new generation as they are the potential customer of yours.

Conclusion:

At the very beginning of the report I talked about the success story of UpoharBd. To earn the reputation, trust and popularity is not an easy task for a website. Uporharbd gain those gradually by nurturing their service. Keep promise is the main fact of gaining the trust which is strictly followed in this company. If a person determined to open an e-business they he or she must have to know these facts. To do well in an e-business farm a person must needed to have the mentioned qualities in him or her. Also they have to have that enthusiasm to learn upcoming things so that they can cop up with the potential new generation customer. So this report has given a platform to know what is necessary to learn at graduation level to get a job or to be a successful or risk free entrepreneur.

References:

- Awad, E. M. (2008). *Electronic Commerce from Vision to Fulfillment*. India: Dorling Kindersley (India) Pvt. Ltd.
- Mayar, D. J. (2016, September 19). *Director of eCommerce*. Retrieved from davidjmayer.net: http://davidjmayer.net/job_description_director_ecommerce.aspx
- Rahman, S. M. (2015). Consumer Expectation from Online Retailers in Developing E-commerce Market: An Investigation of Generation Y in Bangladesh. *International Business Research*, p121.
- Rahman, S. M. (2015). Optimizing Digital Marketing for Generation Y: An Investigation of Developing Online Market in Bangladesh. *International Business Research*, 150-163.
- Sharma, M. (2016, September 20). *KRA for Operations Department*. Retrieved from scribd.com: <https://www.scribd.com/doc/76830481/KRA-for-Operations-Department>
- Smith, D. C. (2008). *eMarketing eXcellence ; Planning and optimizing your*. London: Elsevier.