



Inspiring Excellence

## **Internship Report**

**On**

**“Overall Marketing Strategies of Daraz Bangladesh Ltd.”**

### **Prepared For:**

Ariful Ghani

Lecturer

BRAC Business School

BRAC University

### **Prepared By:**

Kazi Md. Nafis Adnan

ID- 13304082

Dept: BRAC Business School

BRAC University

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## Letter of Transmittal

December 7, 2017

Ariful Ghani

Lecturer

BRAC Business School

BRAC University.

Subject: Submission of Internship Report.

Sir,

This is to state that, I am submitting my internship report on “Overall Marketing Strategy of Daraz Bangladesh Ltd.” with due gratefulness and admiration. As per the requirement of the BBA degree, I have completed my internship from “Daraz Bangladesh Ltd.” which is a renowned e-commerce website in Bangladesh. It is my pleasure to prepare the internship report under your supervision.

As per the requirement of preparing an internship report based on the practical situation in an organization, I have selected marketing as my core concentration along with few other marketing strategies that I have come across during my internship program. Therefore, I have prepared an internship report on “Overall Marketing Strategy of Daraz Bangladesh Ltd.” I hope this report reflects on the company’s marketing strategies that are being practiced in our society.

I would like to request you to accept my internship report for further assessment.

Sincerely Yours,

Kazi Md. Nafis Adnan

ID- 13304082

BRAC Business School

BRAC University

## Acknowledgement

I want to show my gratitude to all of those persons who have helped me and co-operated with me at the time of making this report. Without their supports, I would not be able complete this paper with such amount of information and insights.

First of all, I want to thank Almighty Allah, the merciful, who made my efforts successful.

While making this report many individuals from Daraz Bangladesh Ltd. have helped me with lots of materials, which helped me to analyze the situation properly and make this paper an insightful one.

At the beginning, I want to thank my academic supervisor Mr. **Ariful Ghani** sir, Lecturer of BRAC Business School, who has supported me with all her supervision and knowledge and she guided me from the very beginning till completion of this report.

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Furthermore, I want to thank all other interns from different distribution points for sharing their experiences with me which was really helpful.

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## Executive Summary

Ecommerce has opened a new era of shopping for the consumers of Bangladesh. It has created a new trend of online shopping in the country within a very short period of time. In this entire report I have tried to come up with the marketing strategies that Daraz Bangladesh Ltd. who is in the top position in ecommerce sector in Bangladesh uses. In the chapter 01, I gave a brief introduction of the company where the organizational chart of the company, mission and vision etc could be found. Then, in chapter 02 I gave the introduction of this report. After that, in chapter 03 I gave my job description where my tenure of employment, remuneration & work station details could be found. Then, in Chapter 04 I gave the methodology of data collection where I gave brief details about how I have collected the required data for this report. After that, I gave results and discussion in Chapter 05, where the motive of the report can be found. Then, in Chapter 06 I gave the major findings of this report, where I have described results of my report. After that, I gave some recommendations that could be helpful for the company in future in Chapter 07. Moreover, Chapter 08 I gave the conclusion of this report. Furthermore, in chapter 09, I gave the appendix part where the interview questionnaire is available. Finally in Chapter 10, I gave the references part.

# Chapter 01

**Organization Overview or profile of the  
Organization**

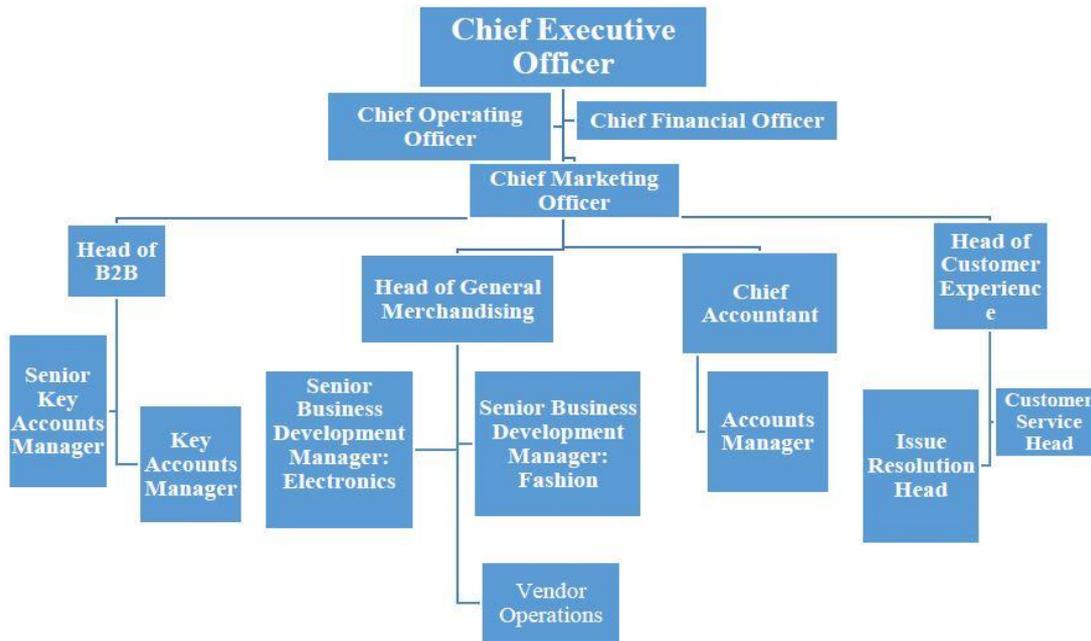
Daraz Bangladesh Ltd. is basically owned Daraz is owned by CDC Group. CDC Group is basically the UK Government's Development Finance Institution (DFI). It focuses on developing and supporting businesses in Africa and South Asia – as well as the Asia Pacific Internet Group (APACIG). The organization is currently Asia's fastest growing online marketplace. It is operating in five countries in Asia like Bangladesh, Pakistan, Nepal, Sri Lanka and Myanmar. A wide assortment of consumer electronics, fashion and beauty products is hosted by Daraz Bangladesh Ltd. And also a rapidly growing miscellany of general merchandise. The personalization and security of the shoppers' experience above all else gets privileged by Daraz Bangladesh Ltd. Moreover, Daraz Bangladesh Ltd. promises large assortment of original products, excellent value-for-money, easy returns and fast delivery to their customers. It not only offers a retail solution of optimal convenience, but also effecting disruptive change in the digitization of the region. (Who we are) Daraz has various categories in their website from fashion to general merchandising. Customers can easily choose their products from all these categories mentioned below:-

- Men's Fashion
- Women's Fashion
- Phones & Tablets
- TVs, Audio & Cameras
- Computing & Gaming
- Appliances
- Home & Living
- Sports & Travel
- Beauty & Health
- Baby, Kids & Toys
- Grocer's shop
- Other Categories

The categories mentioned above get modified continuously because of the growing customer demands. Daraz Bangladesh Ltd. maintains cash on delivery system. The customers of Daraz Bangladesh Ltd. can also pay the money by cards. The riders of daraz will have a card swiping machine with them in the time of the product delivery

## 1.1 Organizational Chart of Daraz Bangladesh Ltd

After starting its journey in 2014 Daraz Bangladesh Ltd grew rapidly. Today in this country, Daraz Bangladesh Ltd. is leading the online marketplace. Already Daraz Bangladesh Ltd. has a lot of sellers and a lot more is waiting to become their seller. To run the organization Daraz Bangladesh Ltd. has different departments.



## 1.2 Mission

Our mission is to become the world's largest internet platform outside the United States. The company identifies and builds proven internet business model transfer them to new, underserved and untapped markets where they seek to scale them into market leading online companies.

## 1.3 Vision

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

## 1.4 Goal

Daraz Bangladesh Ltd. wants to provide the best quality products at the most competitive price. Daraz Bangladesh Ltd. believes to introduce the most latest (Uddin)

## 1.5 Marketing Mix of Daraz Bangladesh Ltd.

It comprises of 4 important factors of a company with what any company can analyze their competitive advantage in the market. The factors are known as the 4ps

- Product
- Price
- Place
- Promotion

### 1.5.1 Product:

Daraz Bangladesh Ltd. basically does not generate any product. It is an online marketplace where different types of sellers sell their product. Customers can purchase their desired products from daraz. They can find it in various categories like Men's Fashion, Women's Fashion, Phones & Tablets, TVs, Audio & Cameras, Computing & Gaming, Appliances, Home & Living, Sports & Travel, Beauty & Health, Baby, Kids & Toys , Grocer's shop, Other Categories. Customers will find all these categories mentioned above in a column in the website. They can search their desired products in a search box in the website. Daraz Bangladesh Ltd. sells all these products of different sellers by charging different commission rate to the sellers.

### 1.5.2 Price:

Daraz Bangladesh Ltd. does not set any kind of price. It gives prices based on the prices given by the sellers. The prices of the same products in Daraz get different sometimes, because of the price set by different sellers. The sellers sometimes give discounts on the prices of their products

### 1.5.3 Place:

The place of Daraz Bangladesh Ltd. is completely virtual or internet based. Daraz sell all the products through its website. Daraz does not sell any product in any regular type shops. The

web address of Daraz, which is “www.daraz.com.bd” can be considered as the place of Daraz Bangladesh Ltd.

#### **1.5.4 Promotion:**

Daraz Bangladesh Ltd. does various types of activities for promotion purposes. They mainly focus online for their promotion. They are regularly active on the social mediasites like Facebook and Twitter by showing its advertisements there. They also give a lot of TVC’s on the Youtube. Daraz also preserved its personal email database. So that they can reach millions of customers by sending emails to them. They also maintain a phonebook database of the customers. They send SMS to the customers to reach them and do their promotion.

# Chapter 02

## Introduction

## 2.1 Origin of the Report

In our country, almost 10 to 15 years back nobody had ever imagined that E-commerce will be popular like this today. Every single consumer in our country wishes to see and touch the product by himself or herself before buying. Even after that E-commerce has overtaken the traditional marketplace and becoming popular day by day. E-commerce gained this kind of popularity and acceptance to the people only because of the improvement in the technology in the past 20 years. There are different types of E-commerce sectors. These are:

- Digital Wallet
- Instant Messaging
- Social Networking
- Electronic Tickets
- Teleconferencing
- Shopping Cart Software
- Supply Chain and Logistics
- Print and Demand
- Payment Systems
- Automated Online Assistant
- Online Shopping
- Online Banking
- Online Office Suites

In Bangladesh, E-commerce gained its popularity near 2013 after it was introduced few years back. Most of the consumers in this country are not familiar with the E-commerce sector as they have always seen the traditional marketplace around them. To make this new sector familiar to the people the E-commerce sites in this country had to take a lot of initiatives. Today E-commerce is very popular in Bangladesh. It happened only because of the marketing strategies that the E-commerce based organizations had followed.

## **2.2 Statement of the Problem**

Daraz Bangladesh Ltd. is basically owned Daraz is owned by CDC Group. CDC Group is basically the UK Government's Development Finance Institution (DFI). It focuses on developing and supporting businesses in Africa and South Asia – as well as the Asia Pacific Internet Group (APACIG). The organization is currently Asia's fastest growing online marketplace. It is operating in five countries in Asia like Bangladesh, Pakistan, Nepal, Sri Lanka and Myanmar. A wide assortment of consumer electronics, fashion and beauty products is hosted by Daraz Bangladesh Ltd. And also a rapidly growing miscellany of general merchandise. The personalization and security of the shoppers' experience above all else gets privileged by Daraz Bangladesh Ltd. Moreover, Daraz Bangladesh Ltd. promises large assortment of original products, excellent value-for-money, easy returns and fast delivery to their customers. It not only offers a retail solution of optimal convenience, but also effecting disruptive change in the digitization of the region. Currently I am working as an intern in Daraz Bangladesh Ltd. I have got assigned as an executive in the acquisition team. While I was working on Daraz Bangladesh Ltd. I have come across several types of experiences. Daraz Bangladesh Ltd. does a lot of activities as their marketing strategies which are almost completely different from the other organizations. I faced various types of challenges to work in this team and I have discussed these challenges, findings and recommendation throughout this report.

## **2.3 Objectives of the Study**

### **2.3.1 Broad Objective:**

The broad objective of my research is to find out the marketing strategies of Daraz Bangladesh Ltd. which is currently the largest E-Commerce site in Bangladesh.

### **2.3.2 Specific Objectives:**

- To know the marketing policies of Daraz Bangladesh Ltd.
- To find out the promotional activities of Daraz Bangladesh Ltd. in offline.
- To find out the online promotional activities that Daraz Bangladesh Ltd. do
- To identify the threats from their competitors.

## **2.4 Scope of the Study**

The purpose of this report is to give a reflection of my internship experience. The objective was to gain practical knowledge from this internship program at Daraz Bangladesh Ltd. and understand the working environment of acquisition department. In this report, I have tried to come up with the overall marketing strategies of Daraz Bangladesh Ltd. I have also taken some expert opinion for the topic I have covered in this report. Since, providing good quality product is very important nowadays, I have tried to find out some solutions in this aspect.

## **2.5 Limitations of the Study**

- Lack of specific data as there were some restrictions from the organization.
- It was difficult to get the relevant papers and documents for the report.
- Resources were limited.
- Lack of confidential data.

# Chapter 03

## Job Description

# Job Description

In “Daraz Bangladesh Limited” I was appointed as the “Acquisition Executive” in the “Vendor Acquisition Team”. I had to focus on the responsibilities of the department. This department was the most important department in the organization and therefore, I had to do a lot of important tasks which the departmental head used to assign me. The following details are consisted of the job description of my internship:

## 3.1 Tenure of Employment

I was appointed as an Acquisition Executive Intern in Daraz Bangladesh Limited for three months.

### **Working Hours:**

**Sunday to Thursday: 09:30AM-06:30PM**

## 3.2 Remuneration

I have got paid BDT 8,000/= as a monthly gross remuneration during my internship at Daraz Bangladesh Limited for three months.

## 3.3 Work Station

Daraz Bangladesh Ltd., Green Grandeur, 8th Floor, 58/e, Kemal Attaturk Avenue, Banani, Dhaka-1213, Bangladesh

# Chapter 04

## Methodology of Data Collection

## 4.1 Research Design

A research design is a comprehensive plan which states the objectives of the research and it gives direction what a research has to do to recognize those objectives properly (Jaideep, 2016). It is the blue print for collection, measurement and analyzing the data (M.K. William, 2017). The research design is the overall planning for addressing different workings of the research in a rational and logical way; making confident that the research problem will be addressed properly.

The research design is similar to setting a descriptive plan for the research where the researcher will state that how the overall research will be conducted. It is the total pattern of leading the whole project by specifying the objectives, methods, data collection, time period, costing, execution and outcome of the project (Jaideep, 2016).

There are various types of research design which can be used for understanding different types of research problems. Basically researcher use three types of research design-

1. **Exploratory Research**
2. **Descriptive Research**
3. **Causal Research**

**4.1.1 Exploratory Research:** This type of research is used when there is no previous data or a few historical evidence to identify the problem. Exploratory research is an unstructured and casual type of research (Exploratory Research Design, 2016). It serves as a preliminary research that is conducted for better understanding the problem and discover new thoughts. Exploratory research is conducted through expert's interview, secondary data analysis (data collected for another purposes), case study, pilot survey, projective techniques like word association, sentence completion, focus group discussions (John Dudovskiy, 2017).

**4.1.2 Descriptive Research:** Descriptive research is predetermined and structural type of research design from where the researcher can get statistically inferable data for the problem. The main concept for using this research is to understand the opinions, attitudes and thoughts held by a group of people on a particular topic ( FluidSurveys Team, 2014). In this research, responses are grouped and scheduled at the questionnaire for getting a statistically measurable finding. It is a conclusive type of research in nature.

**4.1.3 Causal Research:** The research which determines the cause and effect relationship of the variables for understanding the problem is called as Causal research design. Causal research is conclusive in nature. Moreover, this research is preplanned and structured type of research ( FluidSurveys Team, 2014). It tries to focus on two basic things-

1. To find out which variables of the research are cause and effects,
2. The nature of the relationship between cause and effects has to be identified

In my research project, I have followed **Exploratory Research** by taking experts interviews, group discussion with the sales executives and the area manager, analyzing some primary data from company's internal sources which is very confidential and secondary data analysis (websites, journals).

## **4.2 Primary Sources**

For my report, primary data collection has been done through observing the Daraz Bangladesh Limited employees. I worked directly with the employees of acquisition department in the Banani HQ including the Departmental Head. Therefore, I observed the activities of the employees and gathered all the information which helped me for conducting this research.

## **4.3 Secondary Sources**

### **4.3.1 Published articles**

I have used some published articles for secondary sources.

### **4.3.2 Official web sites**

I have visited some of the official websites. So that, I can gather knowledge from there.

### **4.3.3 Discussion with other people related to Daraz Bangladesh Limited**

When I have taken the interview of some of the employees of Daraz Bangladesh Ltd., I got know a lot about their competitors.

# Chapter 05

## Results & Discussion

## 5.1 To know the marketing policies of Daraz Bangladesh Ltd.

All the companies from all around the world have some specific marketing policies of their own. The policies that they make play a vital role which determines their future success. That is why every company tries to make their plans for marketing. General course of action contacting individuals and transforming them into shoppers of the item or administration that the organization gives is just a promoting arrangement of an organization. The organization's incentive, key showcasing messages, data on the objective purchaser, and other abnormal state basics are altogether contained by an organization's advertising approach. The showcasing strategy educates the advertising design, which is an original copy that lays out the sorts and timing of promoting traps. An organization's showcasing arrangement ought to have a more drawn out length than any individual advertising design as the strategy is the place the offer and the key basics of an organization's image live. These things in a perfect world don't change particularly after some time. (Marketing Strategy)

To become successful in the highly competitive ecommerce sector in Bangladesh, Daraz Bangladesh Ltd. implements some policies. These are:

- Launching online campaigns
- Giving vouchers
- Giving discount cards
- Promotions in social networking sites
- Promotions in different websites

Implementing the right policy at the right time is challenging. However, when it comes into launching online campaigns, Daraz Bangladesh Ltd. launches different types of campaigns at different times. They basically launches the campaigns at the end of the months. The organization launches campaigns in almost every month.

Besides that, the company gives vouchers in different types of restaurants. When the customers show the vouchers to the restaurants, they get special discounts. The consumers of Daraz Bangladesh Ltd. get these vouchers easily from the website of Daraz. After going to the restaurants, they just need to show the vouchers to the restaurant.

Moreover, Daraz Bangladesh Ltd. gives discount cards to its consumers during its Fatafati Friday campaign. They makes contract with different brands from all over the country about this. Because of the contract the brands gives discounts to the consumers.

Furthermore,Daraz Bangladesh Ltd. does online promotional activities. This is the era of internet. At this era of internet if any company neglects online promotions, they will not be able to survive in the market. Daraz Bangladesh Ltd. by its nature does the online promotions. The online promotions that the company does are mainly on different social media websites like Facebook, Twitter etc.

Finally, Daraz Bangladesh Ltd. gives their advertisement to the different websites. If any consumer clicks on that advertisement, he or she will directly go to the website of Daraz Bangladesh Ltd.

## **5.2 To find out the promotional activities of Daraz Bangladesh Ltd. in offline**

Offline advertising is any attention or business that is distributed and discharged outside the Internet. It effectively reaches and gets the convergence of individuals who are presently inside the area of said promoting activity. The Internet isn't required to influence individuals to partake and get supposition from them. Tests of disconnected promoting include: Events, Mall contrivances, Posters and print advertisements, Restaurant promos, Product giveaways, Discount coupons, Radio and TV Commercials, Newspaper advertisements, Flash Mobs. (Defining Online Offline Marketing, 2013)

Because of the internet's tremendous popularity almost every company gives their advertisement on the internet. This is known as the online marketing. Besides this, there is a regular form of marketing. Because of the new term known as online marketing we call this regular term as offline marketing.

Daraz Bangladesh Limited also does offline marketing. They give vouchers in different restaurants, discount cards to the consumers on their Fatafati Friday campaign etc. Sometimes the organization gives advertisements on few daily news papers.

The organization gives vouchers in different types of restaurants. When the customers show the vouchers to the restaurants, they get special discounts. The consumers of Daraz Bangladesh Ltd. get these vouchers easily from the website of Daraz. After going to the restaurants, they just need to show the vouchers to the restaurant.

Daraz Bangladesh Ltd. gives discount cards to its consumers during its Fatafati Friday campaign. They makes contract with different brands from all over the country about this. Because of the contract the brands gives discounts to the consumers.

Although they focus more to the online marketing, they give advertisements on the daily newspapers as a part of their offline marketing. They basically give the advertisements before starting any kind of campaign.

### **5.3 To find out the online promotional activities of Daraz Bangladesh Ltd.**

Promotions refer to the entire set of activities, which communicate the intersection, brand or help to the user. The mind is to make people aware, attract and induce to buy the product, in preference over others. There are several types of promotions. Above the line promotions include advertising, insistence acquittance, consumer promotions (schemes, price reduction, contests), while below the line include trade discount rate, freebies, incentive head trip, awards and so on. Sales promotion is a part of the overall promotion effort. (Definition of 'Promotions')

As an ecommerce site, most of the promotional activities that Daraz Bangladesh Ltd. does are online. Daraz Bangladesh Ltd. do their most of the online promotional activities on the social networking sites like Facebook, Twitter etc. They do these promotional activities on their official Facebook Page.

Moreover, they also give advertisements on the Youtube. People can see these advertisements in the middle of the videos that they are watching. It works just like the television channel.

Furthermore, Daraz Bangladesh Ltd. also gives advertisements on different websites. Whenever, people visit those websites, they can watch the advertisements of Daraz Bangladesh Ltd. If the visitors click on that advertisement, they will directly go to the website of Daraz Bangladesh Ltd.

## 5.4 To identify the threats from their competitors

Investigating the dangers to your business requires some mystery, and this is the place your investigation can be excessively subjective. A few dangers are unmistakable, for example, another contender moving into your territory, yet others might be just natural suppositions that bring about nothing. Having said that, it's greatly improved to be cautious on the grounds that if potential risk becomes a genuine one, you'll have the capacity to respond significantly snappier: you'll have thought about your choices as of now and ideally likewise set up some possibility arranging. (Hui, 2007)

In Bangladesh, a lot of other companies are operating as an ecommerce site. Many of them are successful. Because of these competitors, Daraz Bangladesh Ltd. is facing some threats. Some of those threats are big and some of those are small.

Daraz Bangladesh Ltd. faces the threat of nuclear business from its competitors. When other ecommerce sites sign up with the vendors or sellers, they put some conditions that are harmful for Daraz Bangladesh Ltd. Some of the competitors of Daraz Bangladesh Ltd. puts conditions that, the vendors or sellers will not sign up with any other ecommerce sites in Bangladesh. These types of conditions are very harmful for Daraz Bangladesh Ltd.

Another threat that Daraz Bangladesh Ltd. is facing from its competitors is low order volume. The competitors of Daraz Bangladesh Ltd. take orders in a very low scale. Whereby Daraz Bangladesh Ltd. do not take any order in a low volume. As a result, Daraz Bangladesh Ltd. is losing some of the consumers to its competitors.

# Chapter 06

## Major Findings

## 6.1 Fatafati Friday

Daraz Bangladesh Ltd. launches the Black Friday campaign as the “Fatafati Friday” in Bangladesh. Some of the key features of this campaign has been given below:

- Daraz Bangladesh Ltd. launches this campaign in the month of November every year.
- The duration of this campaign is from November 17 to November 27.
- They sell all sorts of products during this campaign.
- They give discounts in this campaign.
- They give up to 80% discounts during this campaign.
- They launch this campaign in different brand shops in collaboration with them.

Daraz Bangladesh Ltd. is the company who has introduced this type of campaign in Bangladesh. Currently they are the only one who is practicing this in our country. They have changed the name from Black Friday into “Fatafati Friday” to give it a touch of Bangladesh. The sale of Daraz Bangladesh Ltd. gets tripled during the “Fatafati Friday” campaign.

The other ecommerce sites in our country have not reached to the satisfactory level in their business. Therefore, the competitors of Daraz Bangladesh Ltd. did not launch this campaign of Black Friday.

## 6.2 BMY

The campaign called BMY is basically the Pohela Boishakh campaign. It is a part of the marketing strategies that Daraz Bangladesh Ltd. does. Some of the key features of this campaign have been given below:

- Daraz Bangladesh Ltd. launches this campaign during the Bengali New Year
- It lasts for nearly a month
- Daraz Bangladesh Ltd. basically sell all types of products to their website
- They gives discounts during this campaign

Daraz Bangladesh Ltd. is the only ecommerce company in Bangladesh who are giving campaigns on Pohela Boishakh. Currently they are the only one who is practicing this in our country. They have given this kind of name to attract people.

The other ecommerce sites in our country have not reached to the satisfactory level in their business. Therefore, the competitors of Daraz Bangladesh Ltd. did not launch this campaign of BMY or PohelaBoishakh.

### 6.3 Grocery Flat Sale

The campaign called grocery flat sale is another marketing campaign of Daraz. On this campaign the organization sell all kinds of grocery items in a discounted price. Some of the key features of this campaign have been given below:

- All kinds of grocery items get sold
- All the items are sold with a discount
- The campaign starts at the end of July
- It lasts for nearly half of the month

In the past no ecommerce site in Bangladesh ever launched any campaign on grocery items. Daraz Bangladesh Ltd. has introduced this in Bangladesh. Because of launching this campaign the sell of Daraz Bangladesh Ltd. gets increased a lot.

Other ecommerce sites still did not started selling grocery items in a huge scale like Daraz Bangladesh Ltd. They are the only one in the country who is successful in selling the grocery items online. The competitors of Daraz Bangladesh Ltd. have failed to cross them.

## 6.4 Eid Fashion Week

The “Eid Fashion Week” is another successful marketing campaign of Daraz Bangladesh Ltd. The company launches it successfully every year. Some of the key features of this campaign has been given below:

- Daraz Bangladesh Ltd. launches it every year before Eid
- They sells fashion products on this campaign
- They gives a huge discount during this campaign
- Most of the fashion brands products are available during this campaign

Daraz Bangladesh Ltd. launches this every year successfully. No other ecommerce sites in Bangladesh have become successful like Daraz Bangladesh Ltd. on their Eid campaign. Daraz Bangladesh Ltd. sells a huge amount of products during this campaign.

Other ecommerce sites also launch Eid fashion campaign on their sites. But no one has become successful like Daraz Bangladesh Ltd. Daraz Bangladesh Ltd. is much ahead of them on this.

## 6.5 Autumn Sale

The “Autumn Sale” is another successful marketing campaign of Daraz Bangladesh Ltd. The company launches it successfully every year. Some of the key features of this campaign have been given below:

- Daraz Bangladesh Ltd. launches this event every year during the autumn
- They sell the fashion products suitable for autumn season in this campaign
- They give a lot of discount in this campaign
- This campaign lasts for a long period

Daraz Bangladesh Ltd. is unique in launching its marketing campaigns. Because of launching this campaign they are boosting their sell. Daraz Bangladesh Ltd. is launching this successfully every year.

No other ecommerce sites have been successful so far in launching any kind of seasonal campaign. The competitors of Daraz Bangladesh Ltd. have failed to defeat them in the seasonal campaigns. Daraz Bangladesh Ltd. is much ahead of its competitors in launching the seasonal campaigns.

## 6.6 Mobile Week

Another successful marketing campaign of Daraz Bangladesh Ltd. is the campaign called Mobile Week. The company launches it successfully every year. Some of the key features of this campaign have been given below:

- Mobile phones of all Brands are being sold in this campaign
- All the mobiles are sold with a discount
- The campaign starts on the month of May
- It lasts for nearly half of the month

Daraz Bangladesh Ltd. is successfully launching this campaign every year. They have made it easier for their consumers for buying a mobile. They are very unique in launching this campaign in Bangladesh.

The competitors of Daraz Bangladesh Ltd. are does not launch any campaign that specially focuses only on the mobiles. They sells mobile, but they have never launched any marketing campaign on mobile phone. Daraz Bangladesh Ltd. is now made their position very strong in the market that no one will be able to cross them.

## 6.7 Ten10 Campaign

The campaign called “Ten10” is another marketing campaign of Daraz. On this campaign the organization sell all kinds of products in a discounted price. Some of the key features of this campaign have been given below:

- Daraz Bangladesh Ltd. launches this campaign in the month of October every year.
- The campaign lasts only on the 10<sup>th</sup> of October.
- They sell all sorts of products during this campaign.
- They give up to 85% discount during this campaign

Daraz Bangladesh Ltd. is again proved itself unique in launching marketing campaigns. They have chosen a random day of October the 10<sup>th</sup> and made this day a marketing campaign of them. They sell a huge amount of products during this campaign.

The competitors of Daraz Bangladesh Limited has not yet come up with this kind of idea whereby they will make any random day of the calendar a special one by making it a marketing campaign of them. They will have to go a long way to cross Daraz Bangladesh Ltd.

## 6.8 Cyber Monday

The campaign called “Cyber Monday” is another marketing campaign of Daraz. On this campaign the organization sell all kinds of computer and electronics products in a discounted price. Some of the key features of this campaign have been given below:

- Daraz Bangladesh Ltd. launches this campaign in the month of November every year.
- The campaign lasts only on the November 27.
- They sell all sorts of computer and electronics products during this campaign.
- They give up to 85% discount during this campaign.

The Cyber Monday is an international marketing campaign, which is followed by the most of the countries of the world. The Cyber Monday gets observed on the November 27 every year. Daraz Bangladesh Ltd. introduced this international marketing campaign in Bangladesh for the first time. No one has introduced this in Bangladesh before them.

The other ecommerce sites in Bangladesh sell computer and electronics products on their sites. But, no one has become successful with the Cyber Monday Campaign. No one will be able to cross Daraz Bangladesh Ltd. as Daraz Bangladesh Ltd. has made their position very strong in the market.

## 6.9 Back to School Campaign

The most unique and upcoming marketing Campaign of Daraz Bangladesh Ltd. is its “Back to School” campaign. On this campaign the organization will sell all kinds of school products. Some of the key features of this campaign have been given below:

- Daraz Bangladesh Ltd. will run this campaign all over the year
- They will sell the uniforms of all the top listed schools of the country.
- They will sell all kinds of stationery products in the campaign
- They will sell all the books that are necessary for the education purpose of the students except for the books issued by the education board of the government

This is an upcoming and most unique campaign of Daraz Bangladesh Ltd. They are planning for boosting up their sell by this campaign. They are trying to make it easier for their consumers to buy the school essentials. They are very unique in launching this campaign in Bangladesh.

The competitors of Daraz Bangladesh Ltd. still did not come up with this type of marketing campaign where the students will get all their needed products by sitting at their homes. If Daraz Bangladesh Ltd. launches it successfully then it will become very hard for its competitors to cross Daraz Bangladesh Ltd. as Daraz Bangladesh Ltd. will make their position very strong in the market.

## **6.10 Online Marketing of Daraz Bangladesh Ltd.**

Daraz Bangladesh Ltd. is mainly an ecommerce site. As a result they focus mainly on the online marketing to boost up their sells. Some of the mediums that they use for online marketing are discussed below:

- Daraz Bangladesh Ltd. uses the social media websites for their online marketing.
- They runs a Facebook page where they give regular updates on their products and upcoming campaigns.
- Daraz Bangladesh Ltd. uses Twitter for their online marketing.
- Theygives advertisements on the YouTube.
- Daraz Bangladesh Ltd. gives advertisements on different websites all the time. If any visitor clicks on that advertisements they will directly go to the webpage of Daraz Bangladesh Ltd.

## **6.11 Offline Marketing of Daraz Bangladesh Ltd.**

Even though the online marketing is overtaking the field of Offline marketing nowadays, the offline marketing still did not lose its ground. Daraz Bangladesh Ltd. also does offline marketing. Some of the mediums that they use for offline marketing are discussed below:

- Advertisement on the daily newspapers.
- Participating in different types of fairs.
- Locating banners of Daraz Bangladesh Ltd. in different markets during their Fatafati Friday campaign.
- Giving vouchers to its consumer to get discounts in different restaurants.
- They give discounts cards to its consumers during their Fatafati Friday campaign. So that they gets discounts from some selected Brands.

# Chapter 07

## Recommendations

In a very short period of time like 3 months, it is very hard to find out any problems in Daraz Bangladesh Ltd. on which I will give recommendations. Daraz Bangladesh Ltd. is successful ecommerce site in Bangladesh. But after doing my study in this report I have tried to come up with some recommendations. The recommendations are given below:

- The duration of some of the campaigns are very low.
- They need to increase the amount of products for their Fatafati Friday campaign.
- They need to give advertisements on the daily newspapers of the country on a regular basis.
- They need to show TVCs on the television channels on a regular basis.
- They will have to become more active on the social media sites.
- They need to introduce more international campaigns in Bangladesh.

These are some of the recommendations that I have found so far for Daraz Bangladesh Ltd. If they follow this they might become more successful in the near future.

# Chapter 08

## Conclusion

The emergence of E-commerce marks the era of digitalization in Bangladesh. Digital marketing is one of the few sectors which have seen a rapid growth in recent times. Digital platforms like Facebook, Youtube, Instagram, Quora, Paypal etc has introduced people with the newly defined technology of online transaction. The potential of online marketing is huge as Bangladesh already has 65 million Internet Users which is about 40 percent of the total population. ICT Minister Quoted,” I am happy to say that from today we will speak about digital marketing as being an essential part of Digital Bangladesh.” More people are now willing to use the internet and order their desired product hassle free as people in the city are busier with their work. Daraz with their current marketing strategy has immense possibility to capture the market and grow their business further. Within a very short period of time they have become the leader of the ecommerce sector in Bangladesh. It happened only because of the right marketing strategies that they have taken. Threats from competitors like Bikroy.com, Chaldal.com, Ali express, Pickaboo, etc is there. But they can use economies of scale to their advantage and beat their competitors in the coming days. Moreover, a good relationship with the customer and after sales service is also important to capture more market share.

# Chapter 09

## Appendix

## **Interview**

1. Sir/Madam would you kindly introduce yourself?

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2. What is your designation in Daraz Bangladesh Ltd?

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3. How long have you been working in Daraz Bangladesh Ltd?

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4. Could you mention some of the marketing strategies of Daraz Bangladesh Ltd?

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5. At what time of the year, Daraz Bangladesh ltd. Does “Fatafati Friday” campaign?

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6. What are the activities that are done in the “Fatafati Friday” campaign?

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7. What are the products that are being sold during this “Fatafati Friday” campaign?

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8. What kind of sales incentives do you provide during this campaign?

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9. At what time of the year do you launch the other campaigns?

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10. Do you think these marketing campaigns boost the sale of Daraz Bangladesh Ltd?

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11. What is the most recent campaign that you had or going to launch?

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12. What are the threats that you are currently facing from your competitors?

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13. What are the unique campaigns that Daraz Bangladesh Ltd is doing, which its competitors are not doing?

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14. What are the schools that you have targeted for this campaign?

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15. What are the other mediums that you are using for marketing policy?

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# Chapter 10

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