

Internship Report on



Biddyut Logistics Limited (SSL Wireless)



Internship Report
On
Delivery Service procedure of
Biddyut Logistics Limited

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Subject: **Application on Submission of Internship report**

Sir,

This is a great honor for me to present my internship report titled Delivery Service procedure of **Biddyut Limited** authorized under your supervision, as a partial requirement for the completion of (BUS400 Internship).

This report endeavors to analyze the learning's and experiences of my three months internship period at Biddyut Limited Bangladesh. It then goes on to analyze the delivery process of Biddyut Limited & sales promotion of this company.

I am thankful to you for your kind support and supervision, in the preparation of this report and sincerely hope that I would live up to your expectations regarding the quality of my work. I tried to put my best effort for the preparation of this report. Yet if any shortcomings arise, it will be my pleasure to answer any clarification and suggestion regarding this report.

Sincerely

Abdullah Al Akib

ID: 13104090

AKNOWLEDGEMENT

At the very outset, I am very much thankful to almighty Allah for giving me strength, courage and ability to accomplish the internship program as well as the internship report in a scheduled time in spite of various complications. I would also like to thank my family, for the position I am in right now.

It gives me immense pleasure to thank a large number of individuals for their cordial cooperation and encouragement which has contributed directly or indirectly in preparing this report. First of all, I would like to express my gratitude to my internship supervisor Ms. AshekaMahboob for her guidance and feedback which made everything clear to me to complete this report. At first, I was so confused that whether I would be able to make a fruitful report but with his assistance, I found a way to do everything immaculately and in time. She kept me on track to complete this report and his suggestions and feedback were very dynamic in making this report as impeccable as possible.

Moreover, I must show my gratitude to my supervisor of Bidyut Limited Mr. Mustafa Rakib, Manager, Sales & Acquisition of sales promotion and operation who willingly took my responsibility and gave me lot of time and shared his working experiences with me. His guidance showed me a way not only to understand the office culture but also how to deal with all the co-workers of the organization and meet the client demands with great team-work.

I would also like to express my sincere thanks to all the employees of sales & operation team, Accounts team & service operation team people from these departments helped me to gain more practical knowledge which made my Internship journey more fruitful.

Executive Summary

The internship report is prepared as requirement of BBA program of BRAC University. This report is on “Delivery Service Procedure of Bidyut Limited”. This report is intended to assist the reader in detailed understanding of the delivery process of online e-commerce and f-commerce businesses. It also attempts to capture the procedure practice in sales process & client handling. The purpose of this report is to have an idea about the detailed idea including every type of work the division does along with the service that is provided.

In this report, first of all I have mentioned the object of the report and also the introductory part of the research.

Secondly, in the organizational part I have provided detailed information about the organization with its company profile, corporate vision and mission, product & service and resources. I also did the SWOT analysis of the organization.

Thirdly I have written about my job responsibilities and observations in Bidyut Limited. Then I have discussed details about the procedures also the methods of getting the data for report.

Finally I pointed out my findings and recommended for the betterment of the service of Bidyut Limited.

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Chapter 1:

Introductory Part

Introduction:

Transportation and logistics are seen as important factors for trade and investment as they facilitate the distribution of products. In order to establish smoothly functioning logistics companies" must ensure that they manage their supply chain integrally; the streams of goods have to be managed from the supplier of raw materials until the end consumer. The management of supply chains can be divided into materials management and physical Distribution, Materials management takes place at the beginning of the supply chain whereby, in general, the supplier of raw materials or semi-finished products delivers their output to the subsequent actor in the supply chain who then manufactures the raw materials or assembles the semi-finished products. This process eventually results in end products. These end products are then distributed to the client in the physical distribution phase. In this phase the end products pass-through a wholesaler/distributor and a retailer to the end consumer. The three main activities in the physical distribution phase are warehouse management, supply management and transportation. It is generally accepted that the biggest challenges facing Bangladesh lie in the area of service delivery, and that there is very little capacity for social development program. Despite Bangladesh"s different income status, half its citizens lack to use order the products through online. The challenges confronting Dhaka city mostly since traffic is very much unbearable in this condition. Furthermore, companies should do more to encourage a culture of community participation as well as more transparent and accountable governance. E-commerce Association of Bangladesh (E-cab) has a great number of contributions to solve out this project. In seeking solutions, it is important to acknowledge that the 64 districts across the country are confronted by different social and economic challenges and also have different capacity to respond to these challenges. Thus, each district/zone should focus on developing capacity to respond to the needs of the communities in their areas of deliver. Since, Dhaka is the main city it is focused mostly. To develop the digitalization of whole country, other divisions are also important. The reason for me to do the project is the service delivery challenges confronting city zones. Biddyut limited has same problems towards processing the deliveries to customers.

Delivery challenges facing municipalities; assess the impact of these challenges on communities; and identify ways to minimize them. The findings will be useful for future planning on the part of the delivery service company.

Objective:

The objective of the study is to draw an overall view of the norms and practice of delivery service of Biddyut Limited.

1. Since, the world is getting digitalized, e-commerce is the solution to deliver the product to the customers within time.
2. Whether delivery service companies are for the online businesses to fulfill customer requirements.
3. Delivery delays for Dhaka city traffic problems.
4. Recruitment of the professional delivery personnel.
5. Getting the same quality product, like cataloged on internet.
6. Damages of product which is brought by the service itself.
7. The effective marketing for the delivery companies.
8. The pricing factors of the company.
9. Promotional tools or activities which are conducted by the company.

Chapter 2:

Organization

Part

Background of the company:

The term **logistics** came into existence during 2nd world war to develop sound supply weapons, food, and military troops fighting all around the globe. Later on the military concept was entered into the business world and the term business logistics was coined.

The activities involved in logistics include freight, transportations, warehousing, material handling, and protective packaging, inventory control, marketing and customer services etc. It means the scientific planning, controlling and supervision of material person energy and information flow in the system.



Company Overview:

Biddyut Logistic Limited

Logistics is concerned with getting product and services where they are needed, when they are also desired. Logistics is a activity that never stop.

Biddyut Limited, an initiative of Concorde Garments Group (CGG), is an innovative logistics and delivery service provider.

Concorde Group, situated in Bangladesh, is a gathering of Industries with managed goodwill and mastery in sends out arranged instant piece of clothing producing.

- Founded in 1983 by Mr. Sayeeful Islam, the current Managing Director.
- The 7th garment factory in Bangladesh.
- Set up with the help of German and Korean technicians.
- Located in Mirpur (Concorde Garments Ltd.) and Lily Apparels Ltd.(Former Tulip Garments Ltd.) in Block-B, Road-2,H-89/3,Katgora, Ashulia,Savar,Dhaka-1341 which are at the center of Dhaka, Bangladesh.

Concorde Group post MFA strategy has been based on quality and reliability supported by large production capacities, backward linkage, professional management, refined technology, and market-oriented value-added basics.

Biddyut aims to build a better eco system by transforming from the traditional to technology driven delivery services for the first time in Bangladesh. It is as well sister concerned of SSL Wireless.

SSL Wireless (Software Shop Limited Wireless) was propelled in 2007 as a related organization of one of the greatest articles of clothing trading bunches in Bangladesh, Concorde Garments. SSL Wireless, since its beginning, has been endeavoring to end up noticeably one of the pioneers in the versatile esteem included industry in Bangladesh and contending both broadly and universally to be the development pioneer in the Asia Pacific Region. Logistics involves two major operations

- MATERIAL MANAGEMENT.
- PHYSICAL DISTRIBUTION MANAGEMENT.

Mission:

To become the most reliable logistics partner to make everyone's life easier.

Vision:

Its vision is not only to fulfill the growing demand of e-commerce product delivery but also to meet the increasing need of various logistics requirements in other businesses in Bangladesh.

Tagline:

“সুকুমেইহাজির ”

Organizational Chart:

An organizational chart is a diagram that shows structure of the organization and it also show an employee's designation, position and relation with the organization and organizational people. Different type organization follow different type organizational chart.

1. Hierarchical
2. Matrix
3. Flat (known as Horizontal)

Bidduyt follow taller hierarchical structure. They have many levels of hierarchy. The span of control is narrow and it is very easy for the employee to get promotion in short time. Employee has to report their team leaders and then up to operational management. They have to follow long chain of command. There are 14 layers exist in their hierarchy level it means an important decision come through into 14 layers. It is start from Chairman and finish in Junior Officer. Junior has to work in under a supervisor and each supervisor under works so many employees. Employee have to get command from supervisor and follow indication after doing the work they have to report their supervisor. Sometime supervisor monitor their subordinate activates its help them to guide properly their subordinates.

Bidduyt take their decision centrally. Top management has all rights to take their decision. Top management didn't take any direct opinion from their employee. If any employee has any opinion he or she can express opinion to his or her supervisor and supervisor passed it to their top management.

By using top hierarchy level they are getting some benefits. The advantages they are getting by their tall hierarchy level are discussion below:

- ✓ Management structure is very clear.
- ✓ Every supervisor control smaller number of subordinates it means employees are closely supervised by their supervisor.
- ✓ The function of each layer is clear and distinct. Its help employee identify their responsibility.
- ✓ Progression and promotion ladder are very clear.

Advantage will be there and there will be some disadvantage also. UCBL employee faces some problem to work under tall hierarchy level. Sometime it is a reason for extra stress.

- Sometimes freedom and responsibility of the employee is restricted.
- They need a longer time for decision making and approval needed for each layer of the authority

- Management cost is very high because manager has to provide greater amount than subordinates.

Order Fulfillment Service:

- Bidyut Order Fulfillment benefit gives quickest and most exact E-Commerce satisfaction answer for online retail services. Add up to mix, arrange processing automation and ensured same and next day Inside Dhaka delivery and inside 48 hours all finished Bangladesh delivery of all requests got. Nobody shows improvement over Bidyut Limited.
- Competition is now just a word, Bidyut Limited provides you the boost.
- At Bidyut Logistics, we recognize that E-Commerce has basically changed the order fulfillment process. By the use of our advanced technologies, we can provide you the customize solutions to a variety of retail channels including:

Corporate Service:

Bidyut Logistics is concerned about their corporate customers. We offer institutionalized answers for our clients and ensure both our clients and their customers are content with our administrations. We guarantee quick conveyance to our corporate customers with some novel administrations.

Our Corporate Key features are –

- Providing 3rd Generation interface with live tracking system, SMS and Mail notification.
- Easy Payment process (online payment, mPOS and other easy payment methods suitable for the clients)
- Providing same day delivery at a competitive price.
- Next day delivery is also available at a reasonable price.
- Brand Recognition of the corporate clients.
- Fastest pickup process with less hassle.
- Prioritize customer satisfaction.
- Within 48 hours delivery outside Dhaka.
- Special packaging system if desired.
- Simple and Easy Mobile apps for both merchants and customers.

We offer aggressive value extend with one of a kind administrations that really make our clients in win-win situations. A Dedicated group and Key Account Manager are accessible to give superb corporate clients administrations. To get uncommon bundle value cite, please enroll here.

Merchant Service:

Biddyut Limited is also take care of their valued merchants who want to grow their business by providing on time, professional and reliable logistic and delivery services and make their customers happy through excellent after sale services.

Our Key Features for Merchant Service

- 24/7 Delivery.
- Next day delivery (24hrs).
- Express Service (Deliver in 8 hours inside Dhaka).
- Drop Shipping.
- Cross Docking.
- Brand Recognition of Merchants.
- Easy payment system (Online Banking or Other easy payment methods).
- Providing 3rd Generation interface with live tracking system, SMS and Mail notification.
- Mobile Apps.
- Regular and On Demand customized Packaging.

Pick and Pack Service:

Biddyut Limited is giving the main pick and pack arrangements with the entrance of continuous web based following abilities. Our logistics platform gives you full visibility all through the satisfaction procedure. Each request will be picked, pressed, and prepared to deliver inside a limited capacity to focus time, on the off chance that you take our item satisfaction arrangements.

Document Service:

Biddyut offer document services for financial and non-financial organizations and different associations that need to convey their reports to the clients. Biddyut offer an extremely aggressive cost for archive benefit with giving some one of kind offices to the associations and guarantee 100% endeavor certification to our customers with legitimate documentation.

Biddyut Limited is also providing some more facilities, is given below

Return Management:

No more return hassle. Return is always frustrating for both merchant and customer. We offer you a well advanced return management system that reduce your time and money and helps you to concentrate to your core business rather just wasting your valuable time for a single product.

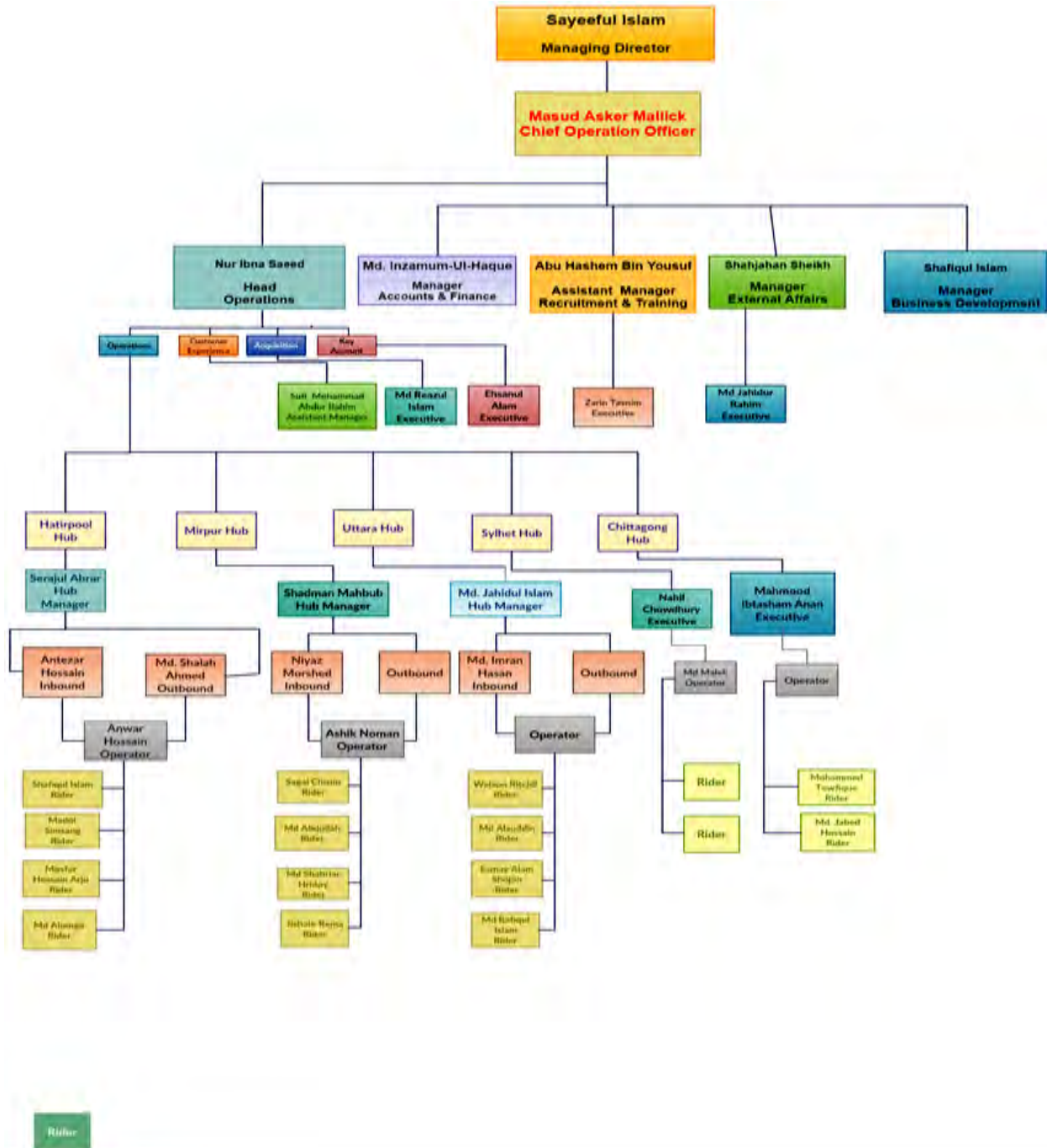
Biddyut Limited Riders:

Biddyut's Riders are dedicated, well-trained, professional who are equipped with modern technology, know-how to use including mobile apps, mobile device, mPOS/POS barcode labels and also dressed with Biddyut branded uniform and vehicles.

Warehouse and Inventory Management:

Biddyut offers Warehouse and Inventory Management offices to the clients. Biddyut coordination picks merchant's items from their end, keep them in a designated area in our cutting edge distribution center and record every one of the points of interest and developments of the products through our stockroom administration framework.

Organogram Of Biddyut:



Clients of Bidyut Limited:



You are being routed to our new site



Same Old Quality
Amazing New Experience

SWOT Analysis:



Strength:

- **Strong concern companies (Concorde Garments, SSL Wireless)**
- **24 hour delivery service& Home delivery service**
- **Insurance Coverage**
- **Online Tracking facilities**

Weakness:

- **Difficulties in panel**
- **Number of Riders**
- **Zone Allocation**
- **Inputs in panel cause pickup problems**

Opportunities:

- **Need of delivery service for online businesses**
- **Helping to create business via F-Commerce**
- **New field of employment**

Threats:

- **Old competitors like Sundarban, S.A Paribahan**
- **Traffic problems of Bangladesh**
- **Pricing of competitor companies**

Chapter 3:

Project Part

I joined in Bidyut Limited concern of SSL Wireless, as an intern. I have worked in their head office. There are 4 hubs in Dhaka, 1 hub in Comilla, Sylhet, Chittagong for operations and delivery purpose. The branch has 5 main departments, Marketing & sales, Key Accounts, Operations, Human Resource and Finance. Among them their basic operations are on time delivery being a comparatively new branch they are now mainly trying to attract customers to reach their optimal target. The following chapter will describe my learning on the logistics procedures and also my job responsibilities during my internship period.

Job as Sales Intern:

To complete the requirement of getting theoretical knowledge, I applied in Bidyut Limited & they offered me the job of Sales intern. Sales Intern is a post created for assisting the Sales team in each and every possible way. Sales Intern job is mostly indoor; but for the meeting & signing up the merchants I have to visit outdoors as well. At the end of the day I have to report everything to the sales manager. I started my internship here on May 22nd, 2017. Firstly, I was hired as a Sales intern but later I was introduced to all the departments and had the opportunity to work in other departments as well as Sales team. I have to work on key accounts and need to solve the issues on merchant accounts. Which is mainly order related issues.

Key Responsibilities:

Lead Generate:

As a Sales Intern, my key responsibility is to lead generate new clients to take our delivery service.

Meeting with clients:

After sourcing the leads, my responsibility is to fix meeting with the clients.

Opening Merchant Accounts:

My another job was to open the accounts for the clients. Most of the clients do not know the process of using dashboard account of Bidyut. So, I had to teach them how to open accounts, how to manage their accounts, how to give orders on their account. They are being provided with the ID and password, which I have to provide them via Email.

Placing orders:

On behalf of client, sometime I need to place orders as well. Because sometimes they were busy or could not place orders due to their technology savvy issue.

Warehouse Solutions:

I have to check the warehouse every now and then to get the product updates of the client. Whether the product is on trip, on rack or on which situation.

Reporting:

I had to even report to the Manager & my supervisor every day. Also I had to report to the Head of Sales of the new orders of the clients that company is acquiring.

Timeline:

The timeline that has been followed is basically 3 months. The project is done within the period of the three months of Internship. The information is gathered based on the primary and secondary from inside and outside of the organization. In this time the research and project has been done.

Purpose of the study:

The main purpose of my doing the report is to complete of the under graduation degree. Other than that, as a marketing student finding out the sales strategy on how I can improve the deliveries for the online businesses. Since, online business has become a root for the people of every country. Delivering right strategy on grab the market and providing a very quality service towards the customers. Project program has two distinct purposes. One for the scholarly reason, where there is an chance to increases viable experience of working in corporate culture; other than hypothetical information venture will give an unadulterated reasonable learning and that will lead to the completion of study. Second purpose behind project is for the Bidyut Limited itself; where there is a chance of including an incentive through working the web based shopping.

Problem Statement:

There are several times I have faced issues regarding doing the project and official works. The main things that I came up with is-

Availability:

To complete the paper I needed help to clear out the problems, but it was hard to find each and every department people, since they were busy with work.

Supply of practical data:

Supply of written data was available but the practical data was not very much available.

Delivery Issues:

Sometimes over phone customers & clients claims various delivery related problems, which I have idea about. Solving out those problems were very lengthy.

Limitations:

Throughout doing the project there are several limitations that have been found-

- Gathering information was not a easy task since time was very few.
- Data's were not easily available because of the topic
- The communication problem seems to be a problem for the merchant in some cases.
- The commutations between the rider and the merchant.
- The delivery of the product on time, since customers are unreachable to receive up their products.
- Website (<http://system.biddyut.com/>) seems to be an issuefor the merchants.
- Placing orders on the right format seems to be an issue for the merchants.
- The service is next day delivery to customers inside Dhaka, There have been some problems regarding time-date schedule.
- The zone wise problems of the riders, they mix up with the delivery.
- Orders are not posted in a right manner, operations have to face problem.
- Company's policy of not disclosing any data and information for obvious reasons, which could have been very useful.



Login to System

Email

Password

Remember me

[Forgot Password?](#)

[Sign In](#)

Picture: System Panel of Biddyut Limited

Methodolgy:

This report has been set up on the premise of experience accumulated amid the time of temporary position. At first the subject and research objective were chosen and I gathering information in regards to the report. Wellsprings of Data: Sources of Data were gathered through two portions.

1. Primary Data
2. Secondary Data.

Primary Data:

- Practical Desk work
- Conversation with sales manager & head of sales
- Conversation with Key accounts executives
- Scheming through operations and warehouses
- Conversation with different clients
- Personal experience gained by visiting different clients
- Appropriate file study as provided by the concerned officer
- Informations provided by HR

Secondary Data:

- SSL Wireless Website
- Biddyut Limited Website
- Information on delivery services via internet
- Journals and articles on delivery services

Interviewing Departments & clients:

I interviewed different departments along with sales department for the project and report part. So, I have talked with Mr. Mustafa Rakib, Manager, Sales & Acquisition manager & Head of sales Mr. Monayem Siddique. Their responses were consistently alike. They have given me the instructions on how to handle the clients. The preaching process which I had to follow, to contact the clients. They have also provided information of how handle a client after on-boarding. The required documents are needed for sign-up like NID, passport, trade licenses etc. Mr. Rakib has showed me how to use the panel, to create orders behalf of merchant. Then to approve the orders for the pickup and the delivery. HR department also provided me the organizational information and the process was also enlighten me by them. In several conversation with the key accounts department, it is seen how to handle client accounts. How to serve clients in a proper manner. At last, had a short interview with the operations department. Mr. Shadman Mahbub, head of operations have given me a brief of their operation process & how the riders delivery to their customer. He has also showed me the processes inside the warehouse. The way of managing the returns, insurances, packaging of the products. How they take charges from the customers, 1% COD charge applicable, 50% charge for the return of the product. Besides, they have shown me the process of the allocation of the rider's based on the zone. Time for deliveries and time for pick-ups.

Besides that, I have interviewed some clients over telephone. Which is completely an informal one. The clients are from e-commerce, f-commerce- Daraz Bangladesh, Sakura organic, Caesar's collection. It was based on random sampling. I have interviewed 10-12 clients from 200 clients. The main thing they were dissatisfied with the online panel. Most of them do not know the access. About more than 65% of them are not aware of them. So, employees of the organizations alongside me need to place orders. They even complained about the delivery and pick-up service timings.

Based on these interviews I got to learn about the organization's delivery service process and findings for my research.

Chapter 4:

Findings &

Recommendation

Findings:

While I worked for Bidyut Limited in the sales & acquisitions division I tried to observe every details to gain as much knowledge as possible. I found that-

- They have a very well decorated system process from sales to delivery to the customers.
- The Process of the way to handle a client in a proper manner.
- Each and every merchant gets registered both manually and digitally for security purpose. Sometimes, information is taken via email. Information like- NID, photos for sign-up
- Organization make sure account opening form and other papers gets at least 3 signature from head of sales, finance and operations. Last one is from Chief Operating Officer.
- Data like photo, NID are attached with every sign-up merchant forms at the end of every working day to make sure there is no dissimilarity in numbers
- Giving the proper date in really very important. It is both for the signups and the pick-up orders.
- I have to place orders behalf of merchants because of tech savvy.
- At the end of every working hour the operation manager makes sure that the every delivery is completed in a right manner.
- Delivery products are divided based on zone, division, riders, etc.
- Special packaging for product safety is also required, which is like DHL packaging.
- Every executive is responsible for generating their daily work report at the end of every working day and submits to the direct supervisor who is in-charge of that person.
- I have to work as much as executives, which means I need to meet the targets as well.

Recommendation

After the effective finish of my Internship, there are a few issues that traversed my psyche and I might want to scribble down as a type of proposal for the organization. I personally think, there are some issues need to be sorted out are-

- One of the biggest factors of online shopping is on time delivery and security. But sadly these have been the major alarming factor and also challenge of Bidyut limited.
- Bidyut Limited is failing to provide quality security as the number of seller is increasing day by day If they can increase their man power and trained them properly they will easily provide a secure and fast delivery service in Bangladesh.
- The online panel needs to be easier, since not everyone is tech friendly.
- Bidyut is basically using third party logistics to deliver the product outside Dhaka .They are Sundarban courier service and Continental Courier service. They need to do deliveries within 48 hours to outside Dhaka.
- When the product is delivered the seller gets the payment in weekly basis. If they pay them on daily basis then they can get more trust. It should be at least 3-4 times on every week.
- More educated riders required. They need to be generous and polite towards customers.
- More promotional campaigns also required for the company, not only offers providing to the customers. But also the IMC strategies.

- There should be Courier Vans to provide the deliveries for the safety of the product. Bulk amount deliveries can done on one trip.
- Many other product categories should also need to deliver along with the usual products like t-shirts, gadgets. Cake & food delivery is also a demanding factor.
- Insurance required for the product damages. The process need to be fast, since there's a high chance for clients to switch.
- Online merchant registration required than manual. Manual signups require is more time consuming.

Conclusion

Biddu Limited is generally new in the market of Bangladesh yet it has just turned out to be one of the fastest deliveries among the other companies. There have been a few errors by Biddu Limited and there have been a few issues with operations in Bangladesh. The market of Bangladesh for web based shopping has not yet been achieved its pinnacle so Biddu Limited has an opportunity to get ready itself and even influence the market to achieve its definitive potential. It can do so by expanding the web proficiency among the general population of Bangladesh. It can likewise make its site simple to peruse by the general population of Bangladesh by making an interpretation of the entire site into Bangla. It is a concern of SSL Wireless so it is putting its foot the correct way. Biddu Limited has approach to rank their merchants based on their quantities of items dispatched. It will likewise enable the merchants to know what number of offers they should turn into a larger amount vendor like from silver vendor to bronze dealer, to bronze merchant to gold merchant and to gold vendor to jewel merchant. The service to the merchants and to customers seems unlikely to be failing. Since there are promises related and if the company can make it up, this will become a big thing of delivery sector.

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