



Inspiring Excellence

Internship Report
On
daraz.com.bd



Topic: "Seller Acquisition Process of Daraz Bangladesh."

-Tours & Travel Category





Supervised By:

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Letter of Transmittal

2nd September, 2018

Mr. Md. Shamim Ahmed
Lecturer,
BRAC Business School, BRAC University

Subject: Submission of Internship Report.

Dear Sir,

This is to state that, I am submitting my internship report on “seller acquisition process of Daraz Bangladesh with due respect and admiration. I have effectively completed my 3 months internship at Daraz Bangladesh under the supervision of Mr. Md. SahidAlam, Acquisition Manager of Commercial Department.

In my internship period I was assigned to focus on the Tours & Travel category, which is a completely new category introduced in the Daraz platform. I was able to communicate with a lot of corporate people who were in charge of sales and marketing of various hotels and resorts. I have tried my level best to make this internship report resourceful and informative.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future.

Sincerely yours,

Shochi Islam Khan

ID: 13104069

BRAC Business School

BRAC University

Letter of Endorsement
To Whom It May Concern

Subject:Approval of the Internship Report

This letter is to certify that, all the information mentioned in this document is true and not confidential to the company. The facts and tasks mentioned here have been successfully performed by Shochi Islam Khan (13104069) BRAC Business School, BRAC University.

I wish him all the best and hope that he will lead a successful career.

Internship supervisor

Md. SahidAlam
Acquisition Manager
Daraz Bangladesh Ltd.

Acknowledgement

Firstly, I want to thank Almighty Allah for everything. With the help of the Almighty and my parents' blessings finally I have successfully completed my three months long internship at Daraz Bangladesh.

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.

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

At the beginning, I want to thank my academic supervisor Mr.**Shamim Ahmed** sir, Lecturer of BRAC Business School, who has supported me with all his supervision and knowledge.

Secondly, I would also like to thank all the Territory Sales Executives, especially **Naima Islam, GolamMostafa and Tanvirul Islam** for assisting me and giving me guidance for the last three months. It was quite challenging for me to work in a commercial department as a fresh graduate but their suggestions and advices helped me a lot to give my fullest potentials at my duty.

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

Finally, I would also like to thank the **OCSAR** of BRAC University for providing me with the updated news and support to complete my internship report.

Executive Summary

We are living in the era of globalization and E-commerce advancement. Our day to day lives and livings heavily rely on internet. In this report I have tried to discuss both the insight and outside procedure of an E-commerce organization and basically focused on acquisition process of DarazBagladesh Ltd. Daraz Bangladesh started its journey in Bangladesh officially in February 2015, within a very short period of time it grabs people attraction and popularity thus it became the number one online retailer of Bangladesh. World's largest internet incubator Rocket internet is the venture of Daraz and presently has been acquired fully by Alibaba Company. Previously it used to follow the model which name is E-bay. In E-bay model the website works as a bridge between the buyers and sellers. The first stage of this procedure is the seller acquisition, regarding to the need and demand of the consumer, the commercial team acquire seller. The acquisition process might take 1week to 2-3 months depending on the brand or on the product. After completing legal formalities of the acquisition process the product/service got live in the Daraz website. Then the product/service get visible to the consumer which includes every details of the product. People visit Daraz's website just like an actual marketplace to choose their desired item. Daraz follows the commission model on each and every sale. People from all over country can enjoy the easiest payment facilities of payment such as cash on delivery, Bkash, bank transaction etc. All customer have to do is to place the order on Daraz's website; the delivery service man will bring the product to their mentioned address. From early days to till now Daraz's has some issue regarding their delivery system as it takes more or less 3-7 days to deliver a product. Soon the issue will resolve as the company is very much well aware of their customers satisfaction as well as their service. Gradually, the delivery system is getting really smooth and customer complaint has decreased in good numbers. Daraz also provide opportunities to their seller regarding promoting their product via social media, Google search engine optimization (SEO) and newsletters. By 2016, Daraz Bangladesh is collecting good amount of commission from their seller. The idea is to reach the break-even point. Though the idea of online business and the journey of Daraz is new in Bangladesh but they actually established their name in peoples mind. It became possible because Daraz spend a lot of money initially on their marketing campaign therefore they attracts huge amount of seller within a very short period of time. There are over 4000 seller exists in Daraz website. The buyer can find almost everything on Daraz. Recently they have added hotels, resorts and visa

services in their service categories namely tours and travel. This clearly shows that Daraz does not only focus on fixed category. They are trying to grab every business opportunity where they feel they can progress. Even they are planning to expand to catering and decoration services to their platform as well. Another interesting strategy of Daraz is that, they do not want to give the sell to only to the selected sellers, they want all their sellers to get the sell. That is why there is no option of direct promotion through money, all the sellers have to climb up the stairs to get the desired promotion, and they just cannot get it right away. Seller who will provide good service to the customer and be active on Daraz platform will get extra benefit and good rating which will help them to get promotional benefits. Daraz Bangladesh actually change and set their plans in weekly depending on the upcoming events basis like combo offers, discounts, double taka voucher, 4tk deal, coupon offer etc. Therefore customer always found something new here and that makes them keep coming and do shopping at Daraz website.

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Part 1:
INTRODUCTION

Electronic commerce or e-commerce is a term for any type of business, or commercial transaction that involves the transfer of information across the internet. It is currently one of the most important aspects of the internet to emerge. E-commerce has grown rapidly Worldwide and also in Bangladesh.

At present internet services are available in Bangladesh. Its usage for e-commerce by Bangladeshi producers to export as well as to access inputs will be dependent on their willingness and ability to use this medium as well as that of the buyers of final products and the sellers of intermediate goods and services. In Bangladesh, among the dimensions of ecommerce, there is a limited application and use of B2C e-commerce. But a significant portion of total ecommerce websites are engaged in C2C e-commerce which is auction based commerce between consumers to consumer. Other fields are not yet much developed in Bangladesh. There are many reasons behind this, one simple reason this country is not so developed and most of its citizens are poor and uneducated. It is quite natural that there are few customers who is willing and can shop in internet. It might take years to be developed in this sector in Bangladesh, but there are evidence found that it is also growing rapidly and soon will reach at a prosperous stage (Economic development, 2009).

There are over 2 billion internet users Worldwide in 2011 and it is forecast this number will exceed 3 billion by 2015 and the world B2C e-commerce industry generated between \$400 billion and \$600 billion in 2010 according to yStats.com, which estimates the market will generate somewhere from \$700 billion and \$950 billion in 2015. At present in the year of 2018 we can thoroughly state that the assumption was right. Social media continues to fuel the B2B e-commerce market, which aims to boost electronic business process efficiency, reports T systems. E-commerce is being considered as a separate, profitable field business and intermediary actors are updating their B2B business models, while embracing aspects of social media. Besides, competitive advantages determine whether a company can move forward, E-commerce is the right tool for gaining competitive advantage now-a-days in Bangladesh.

Major retailers are now opening their own websites which complement their traditional bricks-and-mortar outlets. Some retailers operate solely over the Internet, especially in F-commerce (Face book commerce). Online retailers often sell products and services at a

significant discount to those offered by traditional outlets. Buying online is convenient. Consumers can make their purchases from the comfort of their own homes and have them delivered to their doors. In the near future the boundaries between 'conventional' and 'electronic' commerce will become increasingly blurred as more and more businesses move sections of their operations onto Internet (Overview the E-Commerce in Bangladesh, Mohiuddin, July 2014).

The Rationale of the Report

This report has been prepared as a part of the BBA Internship program curriculum of Shochi Islam Khan, Commercial Department Intern, Daraz Bangladesh. No knowledge will be in use if we do not have the ability to use it in real life. After conducting 4 year bachelor degree the three month internship period helps us the most to wrap up everything that we have leaned across this four year. As my major is marketing and accounting, I believe marketing sector need more practical experiences. In our country the marketing sector is at its peak point. The growth of multinational company has a great impact on marketing sector. In this report I have focused mainly on the acquisition sector of Daraz Bangladesh. The report has been made under the instruction of Mr. Md. Shamim Ahmed, Lecturer at BRAC University and my supervisor Mr.SahidAlam, Acquisition Mangaer,MafijurRahman Khan senior project manager.

Overview of Daraz Bangladesh Ltd

Bangladesh is a growing country and so its economy is also growing rapidly. Bangladesh has low labour wage rate, easy communication facilities and publicity to different countries of the world through port facilities, rail and road; its miles a heaven to put money into. Bangladesh is also going with the flow of improvement and globalization. Now-a-days communication has emerged as remarkable-growth due to the huge improvement of internet, for that enterprise is getting extra competitive through it. The whole contemporary commercial enterprise zone is being benefited by means of it. And because of the big development and scope that the internet gives a brand new region has emerged, “e-commerce”. Though E-commerce or electronic commerce is a new concept however it's been around for over a decade. But lower back then it became at a brand new stage and became handiest available within the western international locations. However now it has grew up and with the assist of globalization and large internet access it has entered into Bangladesh as well.

In the recent era we can see that there have been quite few E-commerce websites available in our country. Among them Daraz Bangladesh is one of the leading online companies. Visibly we get to see a tremendous improvement of the company. Daraz is an online shopping market place where an individual can shop different things online such as electronics, fashion, home appliances, kid's items and many more. There are basically eleven categories under each category the company has included sub categories. So basically it's a wide range of product

and services as the consumer does not need to go for so many websites to get their desire products. They can get all sorts of product and services from just one website. Daraz Bangladesh provide various kind of facilities to their consumer beside the product/service itself such as free product returns policy, welcome coupon, discounts code, voucher, and various payment options including cash on delivery, bkash, bank transaction, EMI. Offering affordable prices and huge products, DarazBangladesh allows us to enjoy an awesome shopping experience getting the product/service directly to the doorstep.

Bangladesh has a huge population which pulls in a great deal of advertisers to offer their products. But because of absence of creativity, Bangladeshi customers still need many latest facilities the modern world offers. A Big portion of the our population don't have the knowledge about the proper use of internet apart from use it only for social media and that is turning into a challenge for the online companies. Our Government is trying to provide internet all through the country, here the government is playing a big role in this sector. As they are providing internet access to remote area and school and colleges, which will help in the development of e-commerce sector of nation.

Daraz started its operation in Bangladesh back in August 2014 and officially in February 2015. Currently it turns into the main online shopping facility provider for Bangladeshi customers. Previously in Bangladesh, people had very less knowledge about online shopping. Moreover they do not feel comfortable while purchasing product online as they have very less knowledge about it. Because of Daraz Bangladesh and other online websites the consumer of Bangladesh are now cooperating with online shopping. They get to know how easy and convenient online shopping can become. Daraz Bangladesh is showing us what actually online business is. Daraz is one of the many sister concern companies of Rocket Internet GmbH in Bangladesh. Though in the month of May 2018 the company has been fully acquired by Alibaba Company. Daraz Bangladesh Limited is currently providing B2C and B2B sort on offering which no other E-Commerce company does in Bangladesh.

Parent Company:

Daraz Bangladesh was introduced into the country by Rocket Internet and referred as parent company of Daraz Bangladesh. Rocket Internet is a German Internet company headquartered in Berlin. The company manufactures online start-up companies and claims shareholdings in different models of internet retail businesses. The business model of rocket internet is known as a start-up studio or a venture developer. Rocket internet intends to work outside the US and China. Rocket Internet has more than 30,000 employees over the world and has comprises of more than 100 entities in 110 nations. Rocket Internet was founded in Berlin in 2007 by three brothers: Marc, Oliver and Alexander Samwer.

2014, Rocket Internet changed its legal form from a GmbH (private limited company) to an AG (Public limited company).

ROCKET INTERNET

- Started in 2004 by serial entrepreneurs Alexander, Marc & Oliver Samwer
- Incubated more than 100 fast growing online companies all over the world since inception
- Currently 30+ international branch offices on all 5 continents from Africa to South East Asia
- Operated by a highly talented team of Business Development, Operations, IT and Online experts
- Currently 20,000+ employee in more than 60+ start-ups around the world

Daraz Acquired by Alibaba Company

On the month of May 2018 Daraz Bangladesh has been fully acquired by Alibaba Group. Alibaba group was founded IN 1999 by 18 people led by Jack Ma, a former English teacher from Hangzhou, China. The founders started the company to champion small businesses, in the belief that the Internet would level the playing field by enabling small enterprises to leverage innovation and technology to grow and compete more effectively in the domestic and global economies. The acquisitions include Daraz operations in Pakistan, Nepal, Sri Lanka, and Myanmar.



The operations will continue under the Daraz brand name. “Daraz will be able to leverage Alibaba’s leadership and experience in technology, online commerce, mobile payment and logistics to drive further growth in the five South Asian markets that have a combined population of over 460 million (Dhaka tribune, May 2018).

Mission:

The company’s mission is to become world’s largest e-commerce platform outside USA and China. The company identifies new business models, untapped markets and entrepreneurs. Nurture them and try to establish the business.

Vision:

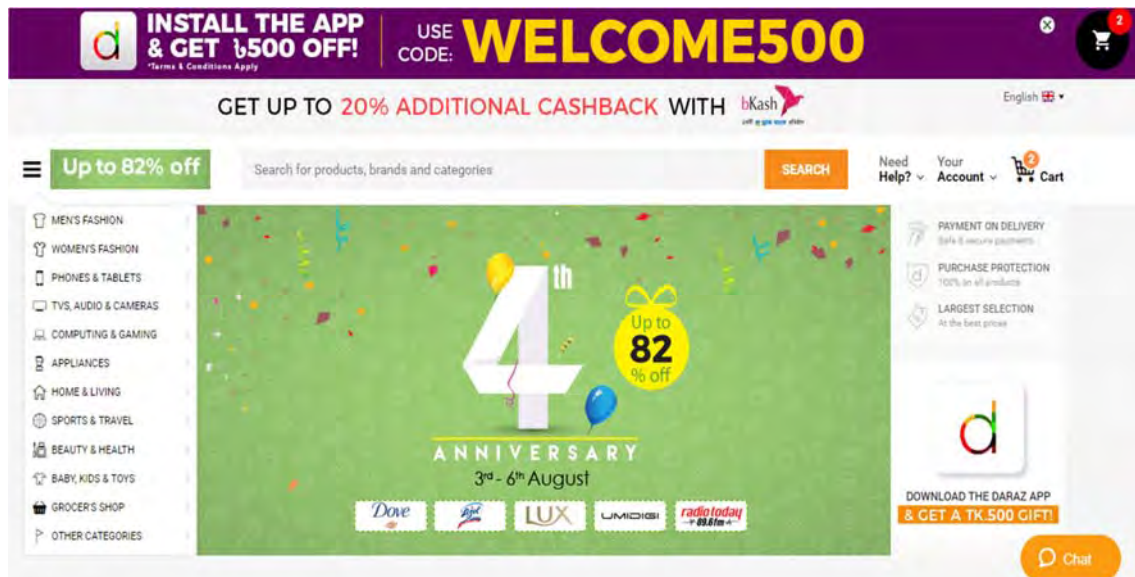
Their vision is to capture the maximum share of consumer online shopping expenditure in the market.

Goal:

Their goal is to provide the best product in the best price. Also, to introduce latest products in the market for the customers.

Place:

As Daraz is an online shop, the purchase happens on through website. So, in this case the place of the sale is the website/ virtual marketplace. Link: <https://www.daraz.com.bd/>

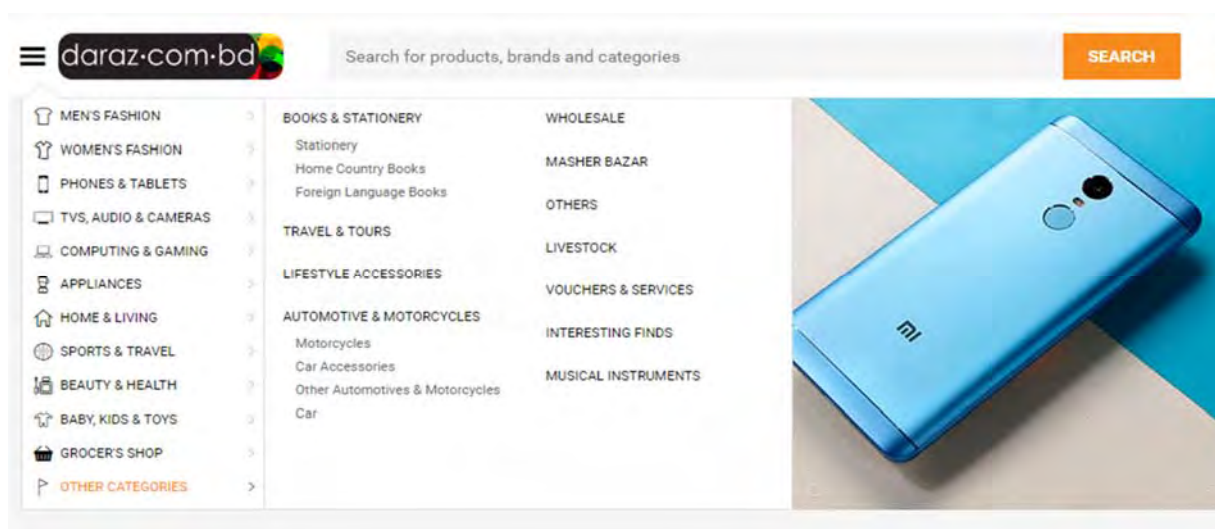


DARAZ.COM.BD: The Leading Online Market Place in Bangladesh

In our developing economic system of Bangladesh, people are more intended to go for alternatives of comfort and are much less involved about price while purchasing. people getting more focused on other tasks nowadays, consequently, they search for less difficult, trustworthy and applicable online purchasing options in which they are able to shop whenever as online shops are open 24/7. So the ability marketplace for modern-day on-line purchasing enterprise in Bangladesh now prepared to grab the possibility, however the question is if the market also geared up to take inside the offerings. By the leading survey it is clearly been visualized that Daraz Bangladesh is one of the leading online shopping website preferred by the Bangladeshi consumer.

Categories:

The DarazBangladesh website consist 11 categories and every category got sub-categories which help the consumer to search for their desired product and services. The categories are Women's Fashion, Men's Fashion, Phones & Tablets, TVs Audio & Cameras, Computing & Gaming, Appliances, Home & Living, Sports & Travel, Beauty & Health, Baby Kids & Toys, Grocer's Shop and other categories. In the initial stage the website focuses more on the fashion sector as the prime concern was to make the consumer feel comfortable about purchasing fashion items online. Gradually when the website developed and gained trust the website tried to capture each and every category. In the present era people not only prefer purchasing products online but they prefer services as well and because of this upcoming trendDaraz Bangladesh has introduced Tours and Travel sector. In this category there will be list of hotels, resorts and travel agencies who will provide the best packages and deals to Daraz consumers.



Tours and Travel Category:

The Tours & Travel category has been on board of Daraz Bangladesh Website not more than a year and within this short period of time it has grabbed a lot of consumer's attention as the Daraz Bangladesh providing some of the best deals and packages that they won't be able to get from any other platform. If someone one order/confirm their booking from Daraz website, starting from the journey every facilities and other services will be taken care. This category includes visa processing service, hotels, resorts and air ticket and other tour related facilities.

Seller Acquisition Process

Daraz Bangladesh does not provide or produce any product or services of their own. They basically work as a media or as a vendor. Daraz.com is basically a platform where different sellers and owners provide their product and use Daraz platform to sell their product. So the first job of DarazBangladesh is to acquire these sellers. Depending on the need and current market demand the company search for products and sellers and then peach them to make their product appear in the website. In every sector there are some terms and conditions which need to be maintained and followed by both parties. Here the seller remains as first party and the Daraz work as second party. Certain discussion and meeting held between these two parties to conduct the business agreement. After the agreement is made between the two parties a seller center account has been created.

Seller center is basically a website which both the seller and Daraz authority can access so that they can track and make every update. All the product and service details have been uploaded there including price and details. Both parties can make necessary changes according to their convenient. After uploading the product information it takes 7 working days to get the product / service live and been visible into the Daraz website. The seller can also get notified in the seller center and in their mail when any order get placed.

Payment Method:

One of the main concern of the seller and the main problem that one person face while acquiring a seller is the payment method. Daraz Bangladesh provide 30days payment method. Once the product get sold the seller will get the payment of that order after 30 days through their bank payment system. Though in Tours and travel sector payment can be made within 7 or 14 days. When we are acquiring a brand or a known company we provide some extra privilege to them. We do the business seamlessly we provide security check to the seller as a security.

Part 2: Analysis

Objectives

The main objective of this report is to provide an overview of seller acquisition process especially in the sector of tours and travel category. As the process is very internal I have tried to closely monitor the acquisition process. There are two basic objectives of the report-

Primary Objective:

The primary objective is to use and practice the learning about the key concept and the theoretical knowledge which I got from my 4 years academic study from BRAC BUSINESS SCHOOL.

Secondary Objective:

- a. To learn the seller acquisition process.
- b. To learn and understand the clear picture of DarazBangladesh's business model structure and its operations.
- c. To have the better understanding about how the company runs and how its activities relates to the marketing theory.

Methodology:

The report has been made on the basis of the experience which I got by working in this company. And I have collected data from different sources.

Sources of data: Sources of data were collected through two segments.

1. **Primary Data:** Primary sources of data were :
 - Practical Work
 - Conversation with the customers
 - Personal experience gathered by working in various segments of the company.
 - Conversation with the office supervisor
2. **Secondary Sources of Data:**
 - Rocket Internet Website
 - Daraz.com.bd
 - Publications from different libraries and Internet.
 - Alibaba Company Website

Part 3:

Internship procedure

Description/Nature of the job:

Daraz Bangladesh hired me as an intern in their Dhanmondi hub office. This is a post created for acquisition purpose in the Commercial department. The commercial department is one of the prime departments of Daraz as this particular department generate all the seller and products for the company. As I have mentioned before that Daraz does not have any product of their own. All the products that have been displayed in the website belong to different seller and vendors. The acquisition member acquires all of these sellers. In the first month I was assigned to work for all the categories because before focusing on a specific department I need to have idea about other departments as well. After gathering enough knowledge about the whole procedure I was assigned to focus on the tours and travel category. My job is to find out the most demanding and high quality hotels and resorts and acquire them to work with Daraz. My job was not only consigned into acquisition process only. After acquisition it was my duty to handle all the detailed work for that specific seller and maintain their account starting from making their packages live on Daraz website to hand over their payment after providing successful customer service.

Specific Responsibilities:

I had some specific daily responsibilities to do. They are described below:

Seller Acquisition:

Seller acquisition was only the first part of my job. The the main procedure starts after seller acquisition. After acquiring a seller I need to do the following work-

Open Seller Center

- Make a legal agreement between the seller and Daraz Bangladesh Ltd.
- Open seller center
- Give access of the seller center to the seller.
- Upload detailed information of the product/service the seller is providing

- Includes price, stock, description, duration etc.

- Maintain proper relation with the seller and provide every update and collect feedback.

Product/ Service Quality Check:

After opening the seller center and uploading product/service details, the content team does the quality check which we call in short QC Pass. In this sector the content team check every details of the item that I have uploaded in the seller center. Product authenticity and giving proper information is the ultimate goal of Daraz as they do not want to deficit their customer. Daraz wants to provide and show exactly the same thing that they are going to deliver to their customer. If the information and everything is legit then they will approve the product/service and make it live in the Daraz website. After uploading in the seller center the product/service got live within 7 days.

Order Confirmation

When the product/service got live in the Daraz website, the consumer can go through it. In a day almost 2.5million people visit Daraz website. When a customer order from Daraz website the seller get notification in their seller center. Sometimes the seller do not check the seller center, in that case it is my responsibility to let the seller know about the order. Then I will take confirmation from the seller. In my sector as we are providing service I generally ask the seller if the hotel room or resort have available room and can they provide the services that the customer have asked for. If the seller assures me that they can provide the service then I will confirm the order and make reservation and other necessary work.

Payment Transaction

The customer pays Daraz for every order they make. The customers need to pay full in advance, and there is no return policy applicable in tours and travel sector. Once a customer confirms their order they cannot cancel it. We provide payment to the seller according to the agreement they made with us. Some of the sellers agree in 7days payment which means after every successful order they will get the payment in next 7days. But in case of resorts we provide 15days payment method. We provide payment through bank transaction. My job is

also to receive confirmation from the seller whether they get their payment or not. If they do not get the payment, which is a rare case then I have to let my supervisor know about that.

Different Aspect of the Job Performance

I was responsible to handle the seller of tours and travel category and had to report to the tours and travel category manager. A guideline was provided by the category manager which I need to follow and there we have target in every week that I need to match. I was communicating with the resort and hotel owners or with the person who was in charge of sales and marketing. Because of that I had to be very careful and give attention to every detail to the meeting that I had with this persons.

Critical Observation and Recommendation

I had a wonderful experience at Daraz Bangladesh. All the team members never let me feel that I was an intern; they accepted me as one of them. This helped me to get a real corporate experience. I had access to almost every tool, software's and other important data's which really helped me to understand business process of Daraz. I was impressed with the environment of Daraz, even though I was working with the acquisition team I could get a brief idea about the whole industry and workflow. I came up with some recommendation which I would like to include. Here they are:

- They could conduct a brief discussion panel of how to pitch a new seller.
- They do not follow a general acquisition process, need improvement on the sector as well.
- They should revise the seller payment method
- They could provide some more training program for the employees so that they can become more efficient.
- Scope of promotion is quite low in this firm, they have to improve it to keep their employees motivated and reduce turnover.
- They should spend more money on advertising and promotion, currently they are only focusing on online marketing, and they should to go beyond that to get the maximum exposure.
- There is no specific place for recreation in this office; they should consider this issue as the work is sometimes very stressful.

- There is no reception or receptionist in the office, they should allocate a place for it and appoint a receptionist.

Assignments:

Keeping aside those daily activities, I had to perform few other activities too. Specific responsibilities were given to me. I learned a lot through this process, it truly helped me to get a brief idea about their activities.

Part 4:

Internship Project

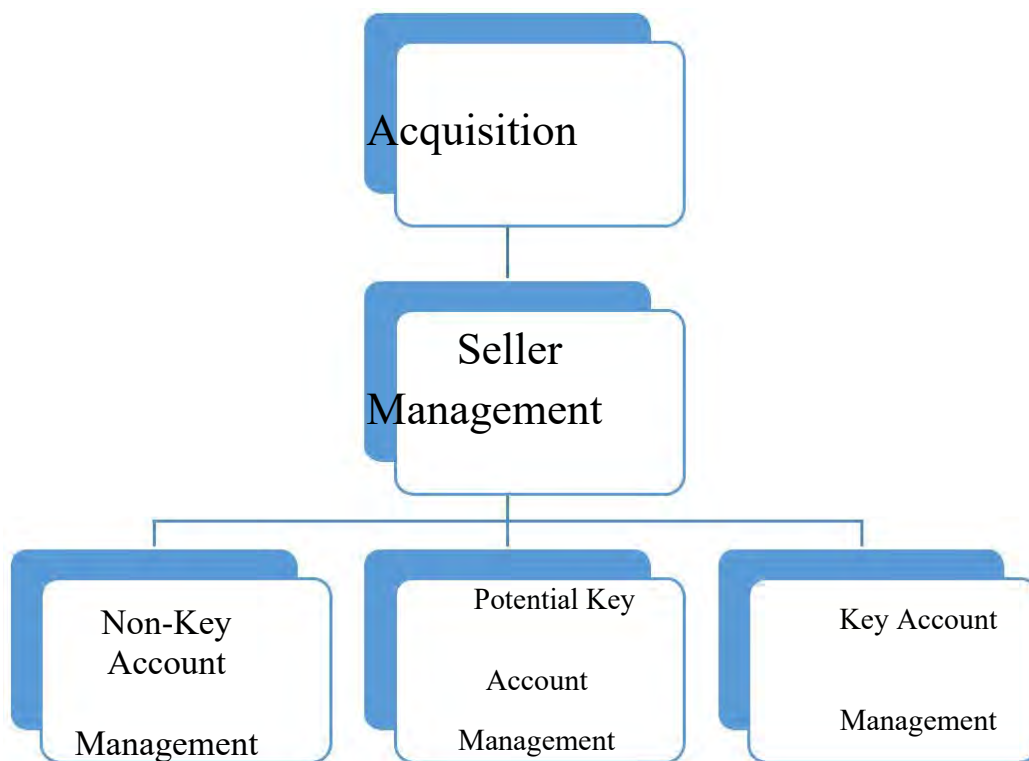
Summary

In the year of 2015 DARAZ officially started its journey in Bangladesh and now it's representing the most qualified product outlines for the customers in this country.

The aim is to generating an ultimate online shopping experience which make your sense of shopping in another level. In this limited time period, Daraz could manage itself as the number one online retailer of Bangladesh. There are over 4000 qualified active sellers in Daraz at this moment. On every month only from dhanmondi hub 150 new seller got enlisted on Daraz website. And more than 40000 product got live on every month. There are consecutively 3 new campaign taking place in Daraz. One was for the Eid occasion. Another one will be on October named "Fatafati Friday" which we can call a deshi version of "Black Friday". But the grand campaign took place in August which is the 4th year Anniversary Campaign of Daraz. There will be so many amazing offer and deals for the consumer. And the company has targeted to earn thirty three lac US Dollar from this three days anniversary campaign. From this target we can understand that how rapidly the company is getting bigger and stronger day by day. It is capturing a very big place in the market and will continue to do so.

Description of Daraz's Workflow

At least 50 new sellers everyday added to Daraz Bangladesh from overall hub and HQ. In this lead trend this activity of acquisition starts, where potential sellers are sorted out. Then the sales executives call those potential sellers or meet them in person to offer them a business proposal to sell on Daraz. They have to convince the potential sellers to do business with Daraz, where they mention what sort of facilities they might get by registering on Daraz. It is not a very easy job to acquire sellers, as Daraz works on commission based model. People are very eager to sell online but not ready to pay commission, the sales executives have to make them understand why they should pay the commission and what good can it cause them. Daraz charges commission on every closed order, which means if a seller gets an order and delivers it to the customer and receives the money, he has to pay a certain amount to Daraz.



Part 5:

Results and Discussions

As an effective multinational organization, Daraz Bangladesh has been recognizing some included point of interest over its rivals and additionally facing a few difficulties in working their organization in Bangladesh. As the company has been acquired hundred percent by Alibaba Company the company structure has not been modified yet. The procedure is going through but yet now completed. Besides that shifting the company into a whole new structure is a very big job which need a lot of time. There will be a time when Daraz online website will become Aliexpress.

The corporate strategy for Daraz.com.bd is to focus on the development of marketing and generating new seller. That is why they have a unique product at cheap/ lowest price of customer convenience and also have a team which is vibrant sales team are able to source seller. Through training and presentation they are able to make their sellers more creative and proficient. Fund Manager focused on existing sellers to make them understand how they effectively use this platform to boost their sales. Daraz also pursue to create strategic partnership with the sustaining functional area they are working on.

Part 6:
Recommendation & Conclusion

Recommendation

Daraz is a very well systemized company but still I have observed some problems in their strategies during my internship period. As all the software and other important things are getting changed the working speed is getting hampered. Training sessions are going on in Singapore and Malaysia. So I think the power of some decisions should be allocated to the local team so that they can modify immediately. As, the business is spreading rapidly all over Bangladesh, I think they should set up offices in the divisional cities like Sylhet and Chittagong, that would be very efficient for them. They make too many changes within the department which is another problem in Daraz Bangladesh, and I have seen a lot of changes during my three months in Daraz Bangladesh which really makes the situation unsteady. Another major problem is, they have so many sellers which is quite impossible for their employees manage all the sellers appropriately. They should recruit more people in their organization if they want to make it more efficient.

Conclusion

Daraz Bangladesh has seen inherent prospect in the Bangladeshi e-commerce market. This is the high time to enter into the market and establish itself as a key player in this market. There are some challenges like the delivery system and these will be sorted out soon. Daraz preparing themselves to expand their activities outside Dhaka as well. Now they are mainly focused on capital city Dhaka. But gradually they are launching their new branches outside Dhaka. Which will actually improve the rural thinking about marketing and technology as well people in rural area will get the idea about online shopping which will actually improve their skills regarding online browsing and digital marketing. Thus they will get one step forward of the vision “Digital Bangladesh” initiated by our honorable Prime minister. One important thing is, at this time it is not only Daraz who is tapping into the market. A lot of other businesses are as well. So in the future, we hope to see better growth of the e-commerce sector with better infrastructure and other businesses catering to this sector.

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