





Inspiring Excellence

Internship Report

Effectiveness of Digital Marketing A Perspective on Daraz Bangladesh Limited

Submitted to

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Kamal Hossain,
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Subject: Submission of Internship Report.

Dear Sir,

It gives me great pleasure to submit my internship report that I have completed on “*Effectiveness of Digital Marketing: A perspective on Daraz Bangladesh Limited*” as part of fulfilling the requirement for the Internship stage in the BBA program of BRAC University. The organization that I have done my internship program is Daraz Bangladesh Ltd. This report contains a comprehensive study on digital marketing and its effectiveness in the country. It was a great experience for me to have a chance to work on this specific subject and in this organization as well.

I would like to wrap up with the fact that, without your expert advice and cooperation it would not have been possible to complete this report. I will be grateful to you if you accept the report.

Thank you.

Sincerely yours,

Nujhat Sheba

ID: 13204052

BRAC Business School BRAC University

Acknowledgement

At the beginning of the report, I would like to express my gratitude to the almighty Allah, for being able to complete this report within the specific time. For this, I am obliged to various individuals who helped me to compose this report with their opinions, suggestions, instructions and support for this report.

I have received countless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them.

First of all, I would like to express my enormous gratefulness towards my advisor, Kamal Hossain, Lecturer of BRAC Business School, BRAC University, for his continuous support and observation.

Next, I would like to thank my organizational Supervisor at Daraz Bangladesh Ltd, Tanzila Rahman, Head of Branding & Growth, Daraz Bangladesh Limited, Dhaka. She directed me towards the right information and regularly reviewed my progress in preparation of this report.

Moreover, I am grateful to my Daraz Bangladesh Ltd. fellows, seniors and colleagues who gave good advice, suggestions, encouragement, their valuable time, support and provided me the relevant information based on which I have been able to prepare this report. The friendly working environment and group commitment of this organization has enabled me to deal with many things, which is why I learned many things from the people of this organization, as it was the very first corporate engagement of mine.

Lastly, I would like to thank my parents and friends without their support it would not have been possible for me to be this determined and committed towards my responsibilities. Their support has enlightened my student life and career.

Executive Summary

Daraz Bangladesh Limited is one of the leading online market place, where people can order all sorts of different products. It has opened a lot of business opportunities. Daraz created a trend of online shopping in country wide within a short period of time.

The following internship report is a reflection of my work at Daraz Bangladesh Ltd. and my understanding of the digital marketing industry and how it functions. By the work experience, I have gathered as an Intern in the Branding and Growth department from April 16, 2018 until July 16, 2018. During these three months, Daraz employees treated me as a full-time employee like them and gave me a friendly atmosphere to understand the whole workplace.

This report was made after getting the first hand experience from digital marketing and the importance of digital marketing in present era and this report will help the reader to understand the importance, recent priority of digital marketing and also various concepts of digital marketing.

In the beginning of the report, I started with company overview, to give a good understanding about the company. From the background history to different categories, everything is provided in that part. After that, I added the job description part that I did for three months. I have given the whole brief details about my job and the responsibilities I had.

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Chapter 01: Company Overview

1.1 Introduction

Bangladesh is a growing nation in the earth. As it is drastically growing each day, peoples point of view started changing with it. It brings accomplishment in various areas like RMG, Education, Medicine and etc. But the greatest achievement has been originated from the ICT (Information and Communications Technology) sector. Bangladesh has a gigantic populace, which pulls in a considerable measure of marketers to offer their products. But due to lack of idea about technology, people of this country lack many latest facilities that the modern world offers. More than half of the people do not know the usability's of internet in Bangladesh. This has become a challenge for the online marketers. But currently, people are acknowledging the need of internet in their life. Which is why, the use of Facebook, Twitter, Digital Marketing, Online Business, E-products, and E-service etc. is increasing. But because of E-commerce, the circumstances of the country are changing drastically.

E-commerce is the activity of purchasing or offering of products on online markets or over the Internet. At today's moment, people know the importance of time. Which is why, people try to save their time as much as they can and that is when e-commerce comes to show its beauty by sparing both the time and money. From online marketplaces, people can search and buy their desired products without visiting physical marketplaces. People can also sell their products on the online market place without having a physical marketplace.

1.2 History of Daraz

Daraz is Asia's fastest growing online marketplace, offering an unparalleled shopping experience in Pakistan, Bangladesh, Myanmar, Sri Lanka and Nepal. It is one of the most renowned e-commerce marketplaces in Bangladesh. "Daraz" is an Urdu word which signifies as "Drawer". Daraz Banladesh Ltd. started its journey in Bangladesh in the middle of 2013. It authoritatively ropelled its oeration in Bangladesh as daraz.com.bd. In Bangladesh Daraz is presenting the Amazon's business model. When Daraz started its journey, people started to find its business model to be similar with the Amazon one where customers meet sellers and trade goods. That is the reason, Daraz mostly focus on its sellers and buyers. The sellers are Daraz's clients, who sell their goods on the Daraz website. The company focuses on getting quality products and original products as Daraz believes in offering the best and original products to their customers. They also offer quality products in a lower price than the ordinary market place. Customers can order and buy various products such as fashion, general merchandise, home appliances, electronic devices and many other varieties. Daraz allow customer the conveniences of ordering from the

comfort of their home or workplace while getting the products delivered to them at their convenience. Daraz also offers customers the flexibility in the payment method which includes cash on delivery, via bKash or by using debit or credit card.

1.3 Parent Company

Alibaba Group is the parent company of Daraz Bangladesh. Alibaba Group was founded in 1999 by Jack Ma and Peng Li. It provides B2B (Business to Business), B2C (Business to Consumer), C2C (Consumer to Consumer) sales service via online service. Alibaba Group owns and works a various array of business around the world in various divisions, which is why it is named as one of the world's most respected organizations. Alibaba is the world's biggest retailer, one of the biggest Internet and AI organizations, it is also one of the greatest venture capital firms and the biggest investment companies in the world. As they operate in over 200 countries around the world. With Daraz, Alibaba has expanded its e-commerce based business into South Asian countries. With the support from the parent company Daraz Bangladesh Ltd. is determined to grow an easy business service anywhere.



1.4 List of Categories

Daraz has different types of categories for different types of products in the website. So that,customers can buy anything from the same place, which will make it easy for them. The categories that Daraz provides are;

- 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
- Books & Stationery
- Automotive & Motorcycles

Along with the above categories Daraz is also planning to launch updated categories for “Travel” and also for “Music”.

1.5 Unique Features

Daraz prioritizes the personalization and security of the shopper's experience above all. This is why Daraz Bangladesh Ltd. has some unique features for the customers. They are:

1.5.1 Large assortment of original products

Daraz does not provide duplicate products and fake products. To provide the best online shopping experience to the customers, Daraz gives the largest selection of 100% authentic products, high quality products in the best price. Daraz have a wide range of brands at the website. It has many worldwide brands and also many local brands in it. Some of the worldwide brands that they have are: MAC, The Body Shop, Samsung, iPhone, Sony, Titan, Fastrack, NYX, Canon, Lakme, Xiaomi, Huawei, Oppo, Fitbit, Garnier and many more. On the other hand some of the local brands that Daraz have are- Ecstasy, Aranya, Shadakalo, Yellow, Nior, Doors, O2, Apex, Bata, Radhuni, Teer etc.



1.5.2 Easy Returns

Fast and easy returns are Daraz signatures. They provide the returns and replacements free of charge. As they believe that, it is their responsibility to give the best customer experiences to their customers.

1.5.3 Safe and Secure Payment

For the payment process, customers can choose from three different payment systems. They are; cash on delivery, payment by debit or credit cards and mobile payment. Cash on delivery gives customers the flexibility of receiving the deliveries from anywhere they want, right at their door steps. Customers can use their Visa, master cards and buy the products on site or can also swipe on delivery. For the mobile payment facilities customers can use bKash, Rocket, M-cash or other mobile payment methods. To protect customers' personal information Daraz collects the data through the site and save those data's on a secure server. To maintain the protection, sometimes even the owners have to provide proof of identity before disclosing the personal information.

1.5.4 Seller rating system

Seller rating system is one of the unique features of Daraz. Customers can easily see the score board of the seller, which helps them to get the best products and this score system creates a trustworthy bonding between Daraz and the customers.

1.5.5 Track the order

After ordering from Daraz, customers can also track their orders. Whether the order was confirmed or not to if it still shipped to deliver to the customers.

1.6 Corporate Philosophy

1.6.1 Daraz Mission

The mission of Daraz Bangladesh Ltd. is to give a pleasant shopping experience for customers and to grow together with the sellers.

1.6.2 Daraz Values

The values Daraz have are;

- Think long term and take ownership
- Build customer trust
- Play for the team
- Simple is smart
- Learn and be curious
- Take risks where others dare not
- Let the best people and ideas grow
- Make decisions and execute

1.6.3 Daraz Objectives

Objectives of Daraz Bangladesh are to reach wherever in Bangladesh to snatch the most market share, give each and every fundamental product to the customers and incorporate with the most amounts of significant brands and sellers in Bangladesh.

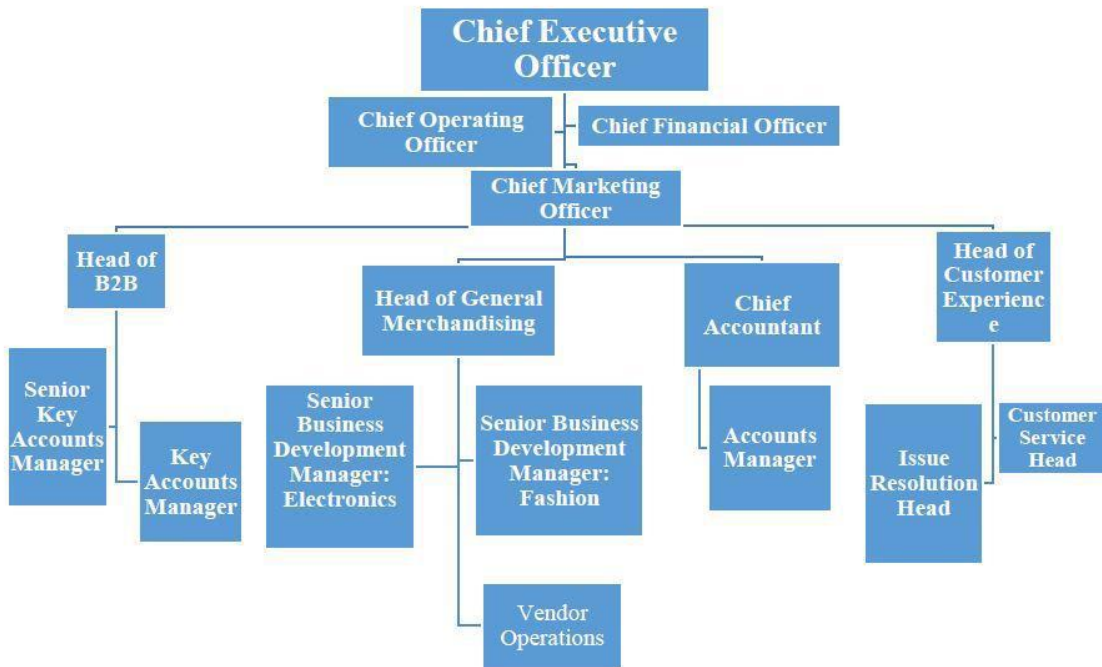
1.6.4 Major Departments of Daraz Bangladesh Limited

Based on the size each company requires some sort of hierarchical structure to run the tasks appropriately. Without having the best possible hierarchical structure it becomes hard to resilient for the company to execute operational methodologies and accomplish the target. As Daraz Bangladesh is a multinational company, which is why to run its tasks effortlessly they have some dedicated division with the right kind of people. To run the tasks, Daraz has various departments in Bangladesh. The lists of departments are given below;

- Human Resources and Communication
- IT
- Finance
- Marketing
- Branding and Growth
- Operations
- Administration
- Graphics and Design
- Public Relation
- Category Management
- Customer Service
- Onsite and Content Management
- Issue and Resolution
- Sales and Account Management
- Business Development

1.6.5 Organizational Chart of Daraz Bangladesh Limited

From any other organizations e-commerce based organizations organizational chart is very much different.



Chapter 02: Literature Review

Currently, as the generation of internet, people often prefer to do online shopping, rather than going to the shops. By this it saves money and the time of travel people have to waste on the traffics.

In a recent studies show that, e-commerce is growing in Bangladesh. People tend to open there own online marketplace to get the advantages of it. This market is worth 2 billion BDT.

Nowadays, E-commerce based websites are giving a lot of options to purchase the products to the consumers. Customers like the products and place the order on the site. This takes less time than going to a physical store.

The internet has provided consumers to price and select the most diverse services and products around the world. E-commerce and worldwide competition has influenced organizations to contemplate their strategically about their processes in order to manage relationships with the customers. (Gilberto, 2014)

2.1 Digital Marketing

Digital Marketing is an umbrella term for the focused people, quantifiable an interactive marketing of products or services utilizing advanced technologies to reach and change over leads into consumers and retain them. (Henry Stewart, 2013). The key target is to promote brands, assemble preferences and increment the sales through different digital marketing strategies. It is typified by a broad selection of products, services and brand advertising strategies, which mainly utilize the internet as a center medium.

2.2 Social Media Marketing

Social media alludes to the methods for interactions among individuals in which they offer, share and exchange data and ideas in virtual networks and systems. By social media sites organizations can understand the reach or attention the organization getting. (The Journal of Social Media in Society, 2016).

2.3 Functional Overview

For the time being Daraz operating 4 warehouses inside Dhaka; one at Dhanmondi, two at Tejgaon and another one is at Mirpur. Daraz also have 19 regional hubs in all over the Bangladesh. Currently, they are working on to open more warehouses and now they are working for their Uttara Hub, which will become the largest e-commerce warehouse in Bangladesh. Any sort of seller management, inventory, training and daily order procedure will be done there. The 19 regional hubs are also known as Pickup station. Customers can get the products from the Pickup station.

2.4 Users Age Differences

By the research which was done by the Facebook and Instagram organic audiences, it was understood that for Facebook most of the people reached were between the ages of 25- 34 years old, 34-44 years falling at second and 18- 24 years old took the third respective places.

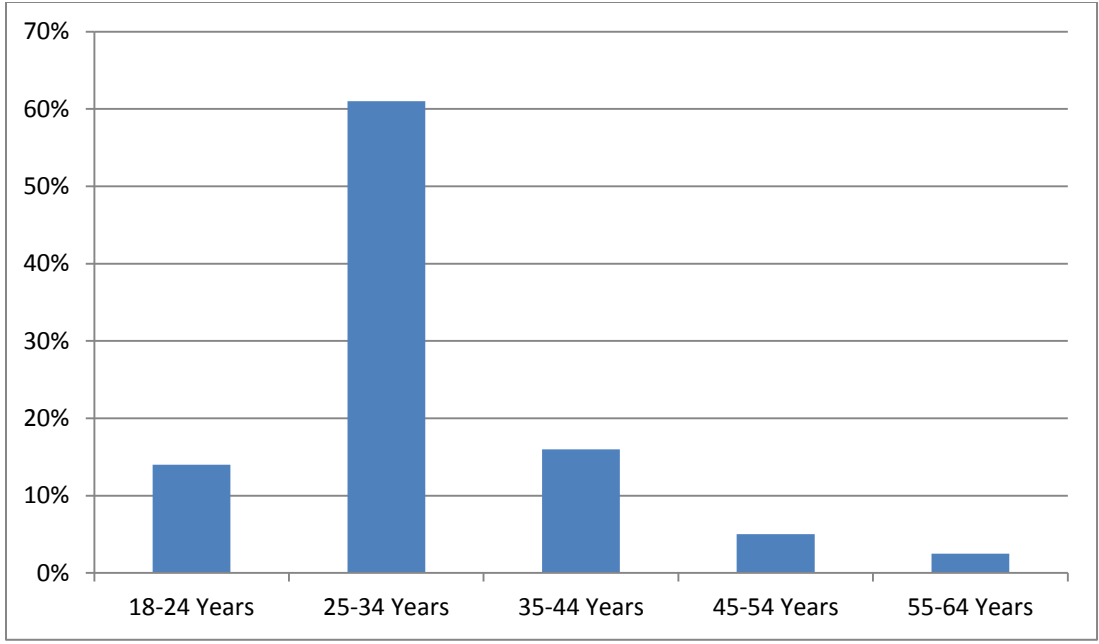


Figure: Facebook; user by age range

On the other hand, for Instagram the most reached age range are 18-24 years old, 25-34 years and 35-44 years falling at second and third place.

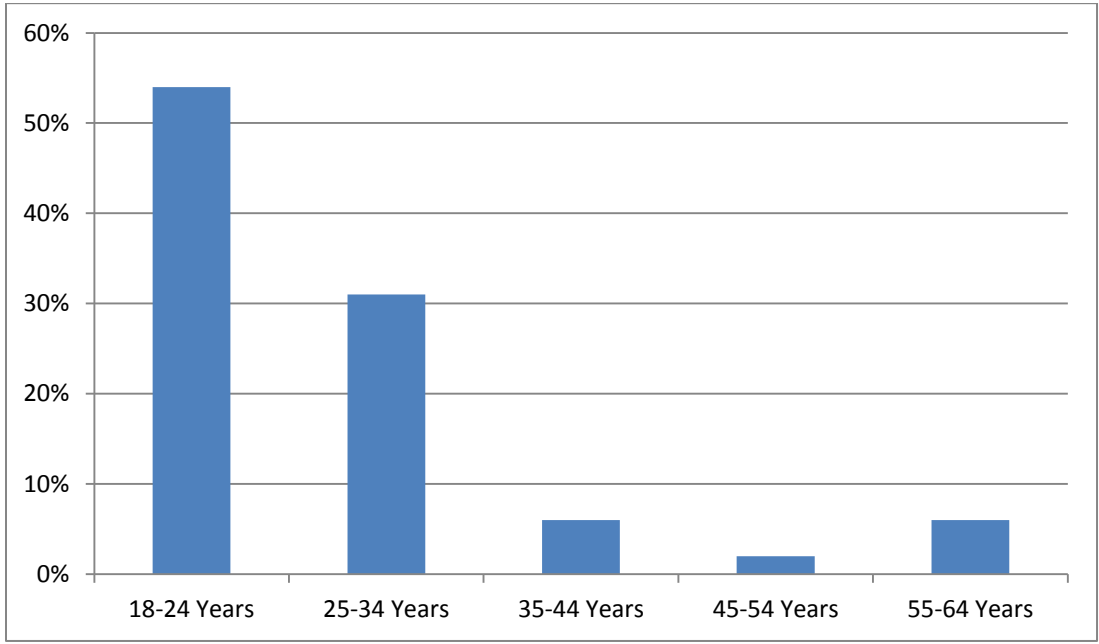


Figure: Instagram; User age range

Chapter 03: Introduction

3.1 Background of the study

An internship is a chance students get to experience to work in an organization, in a given period of time. Interns, tries to gain as much work experiences as they can get. They are mainly undergraduates or students and the length of an internship can be 1 month to a year.

Internships are normally part-time if it was offered amid a university semester and full time if happens for a full semester, which lasts 4-12 weeks. It is generally a full-time program and occur regardless of term or holiday time.

In this stage, students get the essence of all their theoretical learning in an expert and useful way. They get the chance to influence a bridge between theoretical and reasonable learning and in this way they get the chance to be prepared for professional challenges.

I have finish studying Marketing and E-commerce as my focuses in undergraduate level. Consequently, I have chosen Daraz Bangladesh Limited, one of the largest online market place

in Bangladesh to finish my internship period; as Marketing and E-commerce are greatly merged here. I got a full view of the whole marketing department and the strategies they create for social media promotions during my residency and arranged this report to finish my internship.

3.2 Objectives of the study

- The primary target of this report is to gather information that can lead to gather information about the effectiveness of digital marketing in Daraz Bangladesh Limited.
- Finding out the process of Digital Marketing in Daraz Bangladesh
- Coming up with possible recommendations to improve Digital marketing

3.3 Limitations of the study

- Confidential issues made it hard to gather exact facts and processes
- Getting lack of time to understand a lot of things in the organization
- Not having previous experience made it hard to cope up

3.4 Methodology

The data is collected both from the primary and secondary sources to prepare this report.

3.4.1 Primary Sources

The primary data has been gathered from the comprehension of the process of Digital Marketing strategies, brand procedure of the organization and gathered information while discussion with the departmental heads of different departments and also with my colleagues.

3.4.2 Secondary Sources

- The secondary data has been gathered from the official sites of Daraz Bangladesh Limited.

- It has also been collected from the organizational profile of Daraz. These informations' are also utilized for to describing the organization and its business policies and the business places and criteria in Bangladesh.
- Newspaper, articles, journals and different platforms in the internet

Chapter 04: Job Description

In Daraz Bangladesh Limited I was appointed as the Intern of “Branding & Growth” Department. I had to follow the responsibilities which were given to me by my departmental head. The following details are consisted of the job description of my internship;

4.1 Residency of Employment

I was recruited as an Intern in Daraz Bangladesh Limited for the duration of three months.

4.2 Working Hours

Sunday to Thursday 9:30 AM – 6:30 PM

4.3 Remuneration

As an Intern I was paid 8,000 BDT as a monthly gross remuneration each month during the whole employment time.

4.4 Work Station

During the time of my Internship, I mainly worked from the HQ of Daraz Bangladesh. At the beginning we used to work at Green Grandeur, 8th Floor, 58/e, Kamal Attaturk Avenue, Banani, Dhaka-1213. After one month of my employment I had to shift along with the whole office to the New Daraz Bangladesh Limited. It is at Tajwar Centre, House no, 34; Road No: 19/A: Block E, Banani; Dhaka 1213.

4.5 Job Responsibilities

In this part of the report, I included all sort of responsibilities and the details of the tasks I had to complete during my internship period. The details are given below;

4.5.1 Instagram

Instagram is a social networking service where people can share pictures and videos. Nowadays, it is becoming more and more famous day by day. It can be said that Instagram is for the current generation. And to grab the attention of the young generation Instagram plays a vital role. Daraz Bangladesh Limited started using Instagram back at 2017. Even though they started their journey at 2014, they did not use it back then. But after understanding the importance of it, they made the choice of using it as well.

When I joined Daraz Bangladesh, they gave me the Daraz Bangladesh Instagram account to handle; it was their official Instagram account. After getting this important responsibility, I made the plan for what I was going to post there. Even though I am a marketing and e-commerce major, I made the choice to edit all sort of post which I was going to post there. I edited pictures, videos, GIFs to make them appealing to the eyes. For each day Instagram update, I started posting 3 posts; one in the morning, one in the afternoon and the last one at the night. And I used this platform to promote every category related products. Like; home & living products, fashion & beauty products, travels, electronics and grocery related posts.

While posting everyday's posts, I also had to write the captions; both in Bangla and English. So that everyone can understand about the products and the interest to buy the products.

In the post I also had to provide famous hashtags, which is a trend in the Instagram. People can see all sorts of products with the same hashtags. This is why, each week I researched about the top hashtags every week. Along with those hashtags there were some basic Daraz based hastags. For example: #darazbd, #darazbangladesh, #darazlife and etc. Each post has to have Daraz related hashtags on it. All hastags brings a lot of reach to the post.

When I started Instagram Daraz used to have only 6 thousand plus followers. But, after sharing the contributed plans for Instagram by me and my colleague; those steps made huge difference on the Instagram. Now Daraz Bangladesh Instagram has more than 12 thousand followers.

At the end of each month, I had to jot down all the likes, impressions, reach, how many followers and etc. and used to analysis the posts. By this analysis, I could understand which category was doing well on Instagram.

Genre/Product	AVERAGE of Reach	AVERAGE of Impressions	AVERAGE of Profile Visits	AVERAGE of % discovery	AVERAGE of Follows	COUNTA of Post	AVERAGE of Likes
Baby, Kids & Toys	887.67	1269.67	5.00	7.33%	0.00	12	88.7
Beauty & Health	805.00	1222.00	7.00	6.00%	0.00	1	68.0
Computing & Gaming	907.29	1317.86	4.54	7.97%	0.23	35	74.7
Food Video	907.00	1322.33	5.33	11.00%	0.67	3	89.3
Home & Living	800.25	1271.25	6.25	8.25%	1.00	4	56.8
Men's Fashion	1061.00	1747.00	7.00	4.00%	0.00	1	138.0
Phone's & Tablets	973.14	1366.43	5.57	9.00%	0.14	7	81.3
Sports & Travel	1104.00	1587.75	7.33	8.33%	0.50	12	97.3
	992.20	1468.40	6.60	7.00%	0.00	5	92.0

TVs, Audio & Cameras	879.40	1292.60	4.60	7.40%	0.20	5	69.6
Women's Fashion	972.20	1256.00	7.40	8.60%	0.60	5	87.8
Grand Total	944.26	1366.15	5.54	8.09%	0.31	90	81.1

Figure: Instagram Analysis of the month of June

4.5.2 Customer Servicing

Even though I was handling Instagram, at the same time I was providing client servicing to our customers at the Instagram. Making customers delighted was one of objective of my job. All the quires asked by the customers' needs to be answered, by this; customers will feel the want of shopping and being loyal to Daraz. As I was the only person handling Instagram, I faced the challenge of answering all the messages, comments and questions. Sometimes even if I did not want to skip some of the messages, I had to; because they used to be lost in many messages.

4.5.3 Day-to-Day Work

As an intern, supervisors always give daily work to finish before the end of the day. I used to edit daily posts of Instagram daily on the spot. After that I started making more days worth posts in a day as my daily work. With that I used to write articles sometimes for the organization, making instagram story plans was also given as my daily task.

I was also assigned to visit places to make TVCs, videos with the help of my colleagues.

4.5.4 Daraz Food

Daraz food videos were new in the company. In these videos we made foods with the products Daraz had on their website. By these videos Daraz get to push the Grocery category related posts

more. For the video making, I played an important role. I translated all the recopies by myself and also helped with the direction of the videos. This was a new experience for me to being able to help with the production and after that posting them on Instagram and Youtube.



4.5.5 Participation on events and campaigns

As I was working with Daraz Bangladesh, I got to be a part of a lot of their campaigns and events. Being in this kind of situation gave me a new experience and it was an achievement to work on special campaigns.

Some of the main events and campaigns that I was a part of are listed below;

- Eid Mobile Mela
- Eid Shopping Fest
- Grocery Campaign
- Chorom Gorom
- Beauty Campaign
- Anniversary Campaign

➤ **Eid Mobile Mela**

Reason behind doing Eid Mobile Mela is to teach customers about the best deals on brand products. The length of the campaign was one week. From my end, I had to post about the mobile mela and the specific deals of the campaign.



➤ **Eid Shopping Fest**

Daraz Bangladesh launches this campaign in every year right before Eid. All sorts of products can be seen with a good price on them, because this time in the Eid they provide discounts. A lot of new products can be seen at this time. This is why; I had created teaser and being aligned with other departments, before posting anything online.



➤ **Grocery Campaign**

For grocery campaign Daraz sell all kinds of grocery products in a discounted price. They also provided free home delivery service. This is the reason behind all the grocery products to get sold out. The demand was a lot for this campaign.

Other online shop sites are still working on large scale of grocery products. But still now Daraz is being successful in selling the grocery products.



➤ **Chorom Gorom**

Chorom Gorom was one of the major campaigns of Daraz Bangladesh. The marketing for this campaign was a lot. As the discount rate was a lot, the marketing for this campaign was a lot as well. They posted a lot of teaser videos, photos of the campaign and videos of the campaign on the social media accounts. Along with that they did a lot of offline campaigns like, posting posters in different places, AVs, TVCs and other platforms.



➤ Anniversary Campaign

Anniversary campaign is one of their biggest campaigns. They offered 82% discounts, 4 taka deals, flash sales, double taka vouchers and much more exclusive attraction. No other campaigns get these much attraction. The amount of discount is the most amount of discounts they ever gave.



Chapter 05: Digital Marketing in E-commerce

Different companies follow different marketing policies to grab the customers' attention to their companies. These marketing choices help the company to grow or fall. It plays a vital role in the

success of the company. This is why, every company plays hard to design and create new and generic marketing plans for the company.

5.1 Marketing Mix of Daraz Bangladesh Ltd.

The 4P's model is a marketing model which is basically used in the service industries.



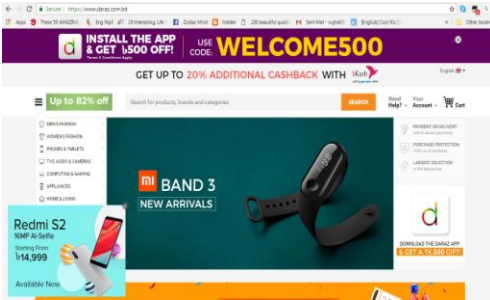
5.1.1 Product

Daraz is an online market place, who provides services to the consumers. For the consumers; Daraz offers different types of products on different categories. They have Fashion, Beauty & Health, Mobiles, Accessories, Jewelry, Stationary, Cameras, Electronics, Laptops, Toys, Grocery, Instruments, Sports, Travels and etc. People can search their desired products from the search engine. A basic keyword can help the customers find their products.

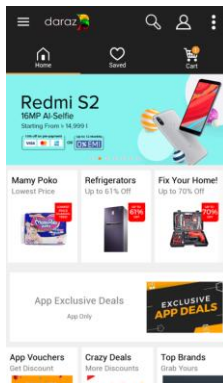
5.1.2 Place

As Daraz is an online retail shop, their main focus is focusing everything from online. Which is why, their main business place is in the virtual place and for that they have a website and along with that Daraz also have an app. The website link of Daraz Bangladesh Ltd. is <https://www.daraz.com.bd/>; and people can easily download the app from Google play store. By the website & app, consumers can easily order and buy their most wanted products.

Website;



App;

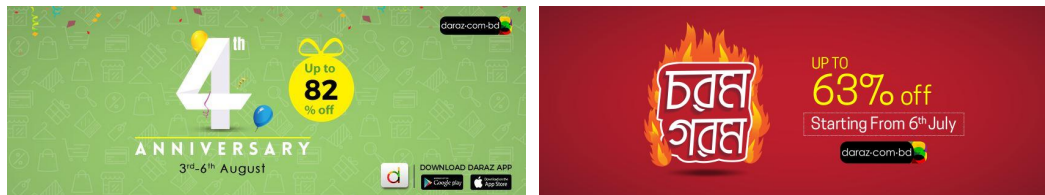


5.1.3 Price

As Daraz Bangladesh Ltd. believes in providing the best service to its consumers, they always try to offer the best prices of the products. Though all the prices are generated by the sellers of the products and Daraz only get the commission of each sale, they also try their best to put the best and lowest price of the products. With the help of the sellers, Daraz also give special offers to its consumers.

5.1.4 Promotion

Being an online market place, Daraz mostly prefers to promote through online. This is why they have many accounts in different online sites. They have accounts on Facebook, Twitter, Instagram, Youtube, Google search engines and etc. To achieve their target market Daraz have a Facebook account with more than 10 million people. As most of the people use Facebook nowadays, Daraz gets more visibility from there. Even though With Instagram, Daraz Bangladesh is getting a lot of attraction, because it's growing really fast now. Twitter is still growing in Bangladesh, Daraz still carries an account there to promote. Daraz also sponsors ads on Facebook, Instagram to get more reach. With all this Daraz sends individual email to each consumer, through the database. Daraz is also using SMS system let people know about exclusive products. & Lastly, Daraz does TVCs on particular occasions to reach the target market.



5.2 Advantages of Digital Marketing for E-commerce

Digital marketing is the promotional activities which are done by using digital technologies, mostly on Internet. But it also uses cell phones, pop up advertisements and other advanced mediums. Digital marketing is quite different from normal marketing as the channels are different. As internet is growing day by day in our country, e-commerce based companies are growing as well. This is why, the number of ads on social media increase a lot. Annually, around 5 trillion ads are serving people in the internet.

Some of the advantages of digital marketing for e-commerce are given below;

5.2.1 Reaching Target

While broadcasting an advertisement on the main stream medias, organizations do not have the guarantee of reaching the target market. At this time, digital marketing makes a difference. Before posting, organizations and brands can specify their choice of age of targets, genders, location in order to understand the right target market. People can easily put their advertisements on the social medias for more views and reach. New digital innovation gives people the flexibility of using the digital marketing.

5.2.2 Cost Effective

It takes less expense to spend on digital marketing compare to traditional marketing and this is increasing the amount of money been spent on digital marketing than traditional marketing. Simply a boosted post cost only 5-6 US Dollars; on the other hand traditional marketing can take more than 15 times higher than digital marketing.

5.2.3 Expandability

Digital Marketing has the ability to reach out to the total population of the country. As digital marketing does not have the logistical obstacles like traditional marketing, it can be customize any moment. With time the technology is changing with it. Now people use 3G internet, which makes people to use internet more easily and for online market places, it becomes a full favorable chance. As the number of internet users are increasing.

5.3 Digital Marketing Strategies of Daraz Bangladesh

Being one of the largest online marketplaces of Bangladesh, Daraz Bangladesh mostly does their marketing through the social medias and other online communication channels. Daily social media posts increase the visibility of the website and also it increases the sales of the products.

Online Marketing

Some of the online marketing strategies of Daraz Bangladesh Limited are given below;

- Daraz Bangladesh uses some of the famous social media channels to promote and interact with the customers. They are; Facebook, Instagram, Twitter, Youtube and other channels.
- With 11 million followers Daraz have on the most followed online marketplace page of Bangladesh in Facebook
- Everyday Daraz posts regular promotional posts from the social medias. This helps attracting the customers.
- Daraz also posts the Voucher Code related posts, flash sale posts, new arrival related posts on the social medias.
- To gain more attraction Daraz also post engaging related posts, to get the reply from the customers.
- Daraz Bangladesh send daily newsletter via email to 3 to 4 million of their customers.
- To engage and communicate Daraz also do some live shows from Facebook. Sometimes they do a live contest show named as “Spin the Wheel”. They also do celebrity endorsement during campaign time.
- Daraz has various types of vouchers going on. Even if it is not a campaign, they provide vouchers. Like; Daily App Voucher, Double Taka Voucher, Fashion and Beauty Vouchers and many more. This helps Daraz to grab more attention from the customers and helps them shop more by saving some money.
- Daraz also sends emails on various different occasions and also gives app push notifications. So that, customers would not miss any important sales.

Chapter 06: Findings

6.1 Summary of the Findings

Digital Marketing helped both organizations and the customers from different angles. In digital marketing communication, people can meet their real data hunger where regular media is a teaser. Both are interconnected as both get a message and here is the excellence of showcasing. Nowadays, marketing departments plays both the marketing and communication department.

Some of the key findings from the report are given below;

6.1.1 Advertisement

Most of the individuals came to know about e-commerce through Facebook and Instagram. Additionally the majority people get to know about the updates and new offers through Facebook and Instagram boosted ads. This demonstrates that digital marketing is a key factor to snatch the customers' attention.

6.1.2 Customer Satisfaction

In e-commerce as customers can not physically touch the products, they tend to ask a lot of questions about the products. Which is why, when customers get the products and the quality does not match, they tend to feel dissatisfaction with the organization. It is also challenging for the employees to reply to each and every quires all the time. Because the amount of questions asked each day is a lot.

6.1.3 Same Product, Different Prices

Price plays an important role for e-commerce based businesses. Some of products on the Daraz website have different price tags on them. It is because the products are provided by different sellers. But, for the customers they feel the dilemma cause by different prices. It becomes hard for the customers to understand which will be good or bad. As all of them were the same products. It's also became hard for the employees to answer the questions regarding this.

6.1.4 Delivery Time

Daraz has the delivery policy of delivering products within 3-5 working days in Dhaka and 7-1 working days outside of Dhaka. But while handling Instagram and YouTube, I found that a lot of time people do not get their products even after 2-3 weeks. And sometimes the order gets canceled without being informed. These situations make customers to lose their interest on the organization.

6.2 Limitations of Finding

This research will be useful for the every one of the specialists associated with this segment. It will help the online merchants to get understanding about the purchaser's discernments. It will likewise encourage the overseeing organizations to build up a market structure considering the deterrents they may confront. Customer friendly shopping system will empower both the current and potential customers more to shop from online market. The expanding level of trust will likewise empower the general population from remote territories to appreciate the advantage of these administrations.

Every one of these outcomes will eventually build the aggregate volume of the market which will be past our creative ability. In spite of the fact that I have attempted to give my earnest attempts to set up this paper, there are still a few constraints. As the greater part of the information might be changed as the quantity of client is changing on online stage. I additionally had restricted variety in the age gathering.

Chapter 07: Recommendations and Conclusion

7.1 Recommendations

According to findings and the whole report, it can be mentioned that some critical actions should be taken place. Based on the study I provided some recommendation, which is given below;

- **Invest more on Instagram**

Daraz should invest more money on their digital marketing. They should promote some of the posts, stories and contest related posts on Instagram. It will help them to gain more visibility on Instagram. Compare to their Facebook page which has over 11 million followers, their Instagram only has past 12 thousand followers. If they boost some of the quality products on Instagram, they will gain more attention from the customers.

- **Increasing number of Video Content**

Nowadays, people get more attached to video contents, but Daraz Bangladesh does not have that many video contents. This is why they should increase the number of video content to get more views, reach and impression.

- **Using all the Social Media platforms**

Even though Daraz have their account on almost all of the platforms; they do not use them that often to promote products and company. They mainly focus on Facebook which has a lot of followers. But Facebook is not the only digital platform nowadays, other platforms are growing every day.

- **Getting the attention of the Female Users**

Female users tend to believe less in online market places. A lot of time they get either the fake products or complete waste of money type of products. This made Daraz to have less female users. As they still could not attract and make them believe in Daraz. This is why, Daraz Bangladesh have to have encourage the female users to use and order more on the website.

- **Time is Important**

If people have to wait for the same product for a long time, it get unbearable for the customers to control their behavior. Sometimes they say things with anger, but if something cannot be delivered on time, then that is a problem. This is the reason; I think Daraz needs to, start playing their delivery game and deliver the products on time.

- **Developing the App**

Daraz Bangladesh is one of the first e-commerce sites that launched app in Bangladesh. But, their app still has a lot of problems, which is faced by the customers. Sometime the app stops working or the app price does not want to work. A lot of time customers complain about the payment page of the app. Because, the payment system of the app face errors most of the times.

7.2 Conclusion

E-commerce is one of the developing areas of the economy of Bangladesh. But a lot of people still do not know about the use of it. To get the full advantages of e-commerce people needs to be teach and understood. In Bangladesh vast amount of the population is young and now they are getting inspired in the e-commerce sector.

This e-commerce sector can do a lot well if people can guarantee better foundation, secure transaction and customer faithfulness and to get these organizations have to get quality products, within time delivering the products and better customer service.

Even though online market places have the negative sides to it, it also has some positive sides like; easy to choose the products customers want, providing a large number of good products in the website. They can simply order any products from anywhere, without wasting any time.

As the e-commerce market is increasing day by day, new issues are emerging with increased danger of the global e-commerce sites to attract the local market. This is why, all the e-commerce based organizations should plan for a long-term activity. This will help them to contribute in the economy sector.

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