



An Internship Report on

“Supply Chain Process of Pickaboo.com”

Submitted By

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Submitted To

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August 02, 2018

“Supply Chain Process of Pickaboo.com”

Letter of Transmittal

02 August, 2018

Dr. Md. Mamun Habib
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BRAC Business School,
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Subject: Submission of the internship report on “**Supply Chain Process of Pickaboo.com**”

Dear Sir,

With due respect this is to inform you that I, Shafiq Jahan, ID-14304075, am very grateful for having the opportunity to present an internship report on “**Supply Chain Process of Pickaboo.com**” as a part of course BUS 400 which is required to complete my Bachelors of Business Administration. I would also like to add that having the opportunity for completing my internship at Pickaboo.com was fruitful. I got to learn new aspects of corporate life and also got the chance to relate that knowledge with my academic studies.

Moreover, in this report I tried to do some research work on different supply chain process of Pickaboo.com. In this regard, I would like to show gratitude to you for giving me the chance to write and present a report on this topic and assisting me in every step while forming this informative report.

Sincerely Yours,

Shafiq Jahan

ID: 14304075

BRAC Business School

BRAC University

Dr. Md Mamun Habib

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Acknowledgement

In the process of completing my internship at Pickaboo.com and writing a report on it, there are a number of people whom are to be showed gratitude. At the very beginning, I would like to show gratitude and be thankful to Almighty Allah for giving me the opportunity to do my internship at Pickaboo.com and also would like to thank my parents and my sibling for always being my inspiration at every stage of my life.

Regarding the preparation of my report, I must not forget to show gratitude to my academic supervisor **Dr. Md. Mamun Habib**, Associate Professor of BRAC Business School for assisting me throughout my internship report and also for motivating me for doing something which unique and innovative.

Again, in this process of acknowledgement, I must include my supervisor at Pickaboo.com **Mr. Burhan Uddin**, HR Manager for unfolding different critical aspects of work life in a very simple manner. Moreover, I would like to add another name from Pickaboo.com that was always there to teach me and rectify me at my every mistake and he is **Md. Touhidul Islam**. In the list of name, some more names needs to be included- **Nahala Nafi Alam**, HR Executive and **Nazmul Hasan**, Supply Chain Executive who have provided every possible help to me while facing any problem at Pickaboo.com.

Finally, gratitude is to be shown to **BRAC University** for choosing me as their student and giving me the chance to pursue my Bachelor's here. Moreover, I am grateful that BRAC University has allowed me to complete my internship at Pickaboo.com and accepted my report worth keeping it in the store house of Ayesha Abed Library.

Executive Summary

E-commerce sector is an emerging sector in Bangladesh. Pickaboo.com holds the second position in the e-commerce sector with a high market growth. Yet, it is hard to hold the position in the market as is excessively aggressive. As they do not manufacture any products they need to maintain their supply chain more carefully. To keep customer satisfied company needs to be proactive while managing their inventory. Besides, Pickaboo.com needs to give individualized focus to each consumer.

The internship is a kind of on the job training. Students get an idea about the organization through working in an organization. In chapter one I have discussed the organization details like: The company profile, mission, vision, and goals of Pickaboo.com. Then the department of the organization, details of the product line, operation details, the whole process and CSR activity of Pickaboo.com. My job responsibilities during my internship period and the function of my department have been included in chapter two. There I have mentioned the objective of the report along with the rationale. Also I have included related literature reviews, the activities undertaken. After that I have included the constraints and challenges I have faced during my internship. Then I have mentioned the lesson I have learned from this internship. Mainly, I have analysis how the supply chain process for Pickaboo.com works, which is the main part of the report. In e-commerce sector, people give priority product and service in the same way. I have tried to measure their supply chain process to identify how much accurate it is to retain their customer and seller as well.

Finally, I have enclosed my report through recommendation and conclusion for Pickaboo.com by which Pickaboo.com can make their whole process better. Working in Pickaboo.com was a great experience. I have enjoyed every bit of time. I believe, it will help me for building up my career.

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BODY OF THE REPORT

1. Organization Part

1.1 Company Background

a. Introduction

All over the world, e-commerce is growing faster than expected with the help of technology and cheap cost of internet. E-commerce sector of Bangladesh is also growing fast. Pickaboo.com is a B2C e-commerce company conducting business in Bangladesh from May 12th, 2016. Starting from home appliances, smart and featured phones to cameras, computing equipment to other related equipment, Pickaboo.com has a broad assortment of goods. At its core, online businesses allude to the buy and sell of products as well as services by means of electronic channels, for example, the internet.

Like any digital technology or consumer-based purchasing market, e-commerce has developed over the years. As mobile devices become more popular, mobile commerce has attained its own market. With the rise of sites like Facebook and Pinterest, social media has become an important driver of e-commerce.

Pickaboo.com is a sister concern of Edison Group. Edison group has acquainted with the market with the Symphony Mobile, Edison logistics and considerably more. Pickaboo.com is now the second biggest e-commerce business organization in Bangladesh. The director's board of Pickaboo.com comprises of four investors, who have the skill to build more than one organization and different brands. Three members of Edison Group and MO Magic Technologies India have built a successful conglomerate.

On October 10, 2017, Pickaboo.com has launched new lifestyle product. This includes luxury watches like Fossil, Emporium Armani, Men's Swiss, Hugo Boss, and Tommy Hilfiger.

b. Mission

To work in the E-commerce echo system of Bangladesh & make online shopping a comfortable, trustworthy & necessary shopping experience for consumers.

c. Vision

Whenever we have promised something to our customer we will never fail to deliver it to them.

d. Tagline

“Delivering Happiness”

e. Values

- Customer focus
- Branded Product Offer
- On time delivery
- Continuous Improvement
- Innovation

f. Objectives

- Empowering shoppers with more choices of product options at one place
- Create a value chain for Grade-A products
- Establish a dependable after sales service
- Be a dependable channel of sales for partners

1.2 Product Lines

Pickaboo.com focused on the electronics based e-commerce platform. Now they have extended their product line to different types of accessories. They have all sorts of electronics products. Pickaboo.com doesn't manufacture products; they basically source the products and make delivery to the customers. They make an agreement with different types of sellers and upload the content of that product on Pickaboo.com's website. A customer who is willing to buy a particular product, place orders, and then Pickaboo.com collect the products from designated sellers. The details of the product offering from Pickaboo.com are following:

a. Mobiles and Tablets

Mobile telephones and tablets are more successive usable gadget everywhere throughout the world. Pickaboo.com has the cell phones from all brands; the old brands as well as the item recently entered the market. Pickaboo.com dependably attempts to get those phones first. Samsung, Xiaomi, Symphony, Hellio, Infinix, iPhone, Huawei, BlackBerry, Asus, Lenovo etc. brands are available at Pickaboo.com with the official warranty. As like smartphone they also have tablet, featured phone etc. All of them have an official warranty.



Figure 1: Mobile Campaign

b. Computers

The computer is another divine gift of science. The computer is essential for doing any task. In computers product line Pickaboo.com have the desktop computers, laptops, notebooks, and accessories. In desktop category, they have All in One PC's from different brands. Like, Dell, Lenovo, Acer, Asus, Apple iMac etc. All of them have service warranty. The laptop is very popular for nowadays. It's carriage able workstation. Work will not stop for a fraction of a second. They have laptops from different brands. The brands are HP, Lenovo, Dell, Asus, Xiaomi, i-Life, Apple etc. Desktop and laptop accessories are also essential parts. Without accessories, desktop or laptop devices do not too much productivity, which are also available at their website.



Figure 2: Laptop Campaign

c. Electronics and Appliances

Security systems are very popular nowadays. People are more aware of their home and office as well. In Security System category they have security camera, alarm system, door security. Home appliance brings elegance to the home as well it increases home elegance. We can use television as an entertainment source, sports, movies, news etc. In smart TVs we can use the internet on TV. YouTube, Google play store, Netflix are also available on Android TV. They also have Refrigerator, Air Conditioner, Dryer, Food Processor, Kitchen Hood, and many more electronic appliances.



Figure 3: Electronics Home Appliances

d. Lifestyle and Entertainment

A lifestyle typically reflects an individual's attitude, way of life. Based on customer's demand and trend in current time Pickaboo.com brought different lifestyle products such as cameras, grooming products, electric motorbike, health care device, fitness products etc. Recently, Pickaboo.com launched new lifestyle products which include luxury watches like Fossil, Emporium Armani, Men's Swiss, Hugo Boss, and Tommy Hilfiger.

Watching movies, hearing songs, video games are considered as an entertainment product. In the entertainment product category, Pickaboo.com has audio players and system, video players and system, gaming console etc.



Figure 4: Lifestyle Items

e. Daily Needs

In electronics product, there has some product that needs on a daily basis. Those types of products have categorized under daily needs. In daily needs, Pickaboo.com has Light, Fan, Switch, Socket, Multi plug, Tools, Hardware, Pest Control products etc. The products under this category are Led Bulb, Tube Light, Cable, Circuit Breaker, Ceiling Fan, Table Fan Switch, Socket etc. Pickaboo.com has tried to bring all sorts of electronic products under an umbrella. So that, a potential buyer does not need to go to another portal in search for his or her desirable products.



Figure 5: Daily Need

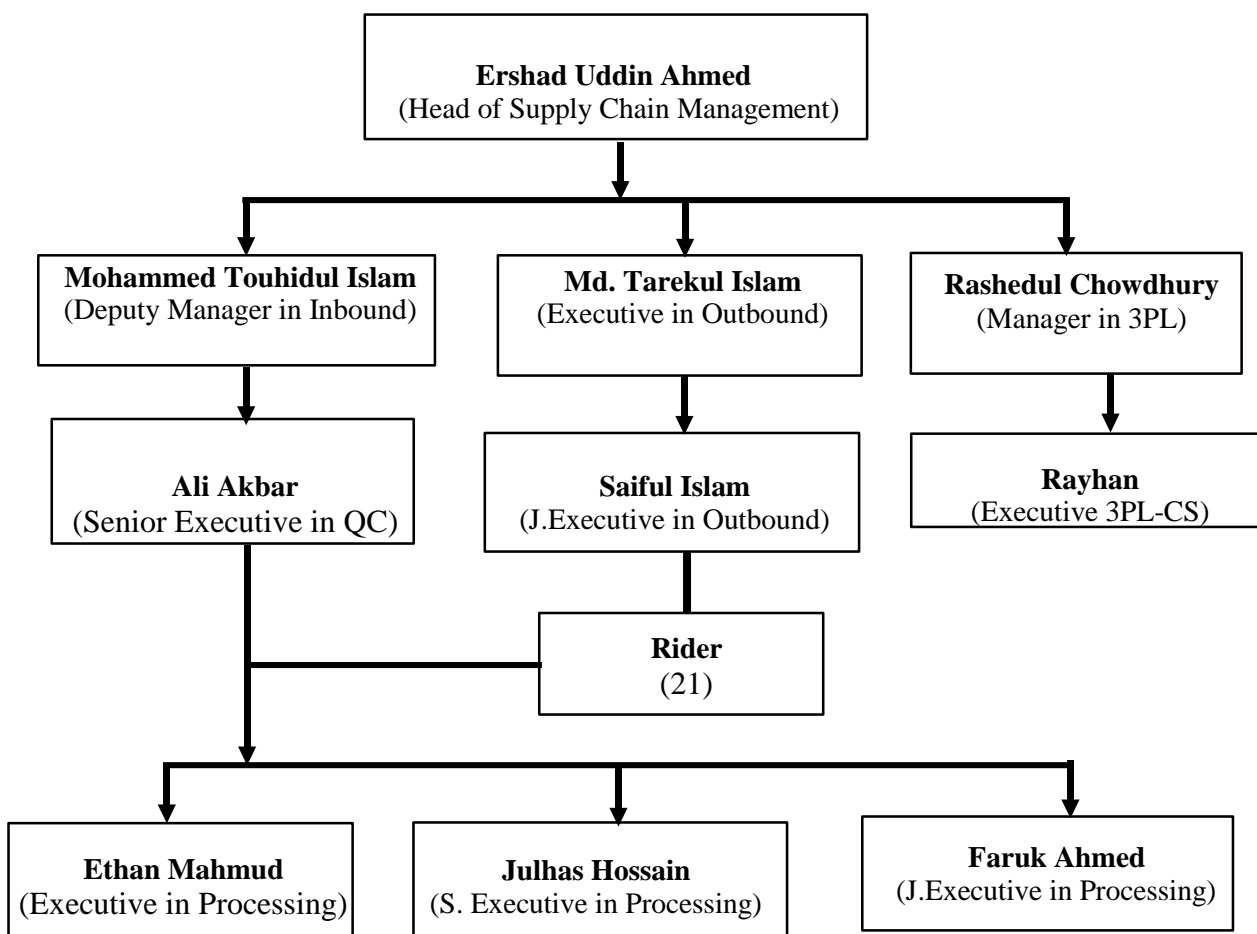
1.3 Promotional Activity

Pickaboo.com promotes branded products by various promotional tools which are:

- Search Engine Optimization
- Social Media Marketing
- Whole Year campaigns online & offline.
- Display and Video Advertising
- Multi-Channel Selling

1.4 Corporate Division or Departments

Pickaboo.com is a very flat organization. All sorts of decisions come from the Chief Operating Officer and rest of the department has to obey his direction. The major issues have monitored and handled by himself or his direction. Whether there is any inconvenience with the customer or with the organization. The organogram of Supply Chain Department of Pickaboo.com has given below:



1.5 Operation Details

Pickaboo.com is registered under Silver Water Technologies Bangladesh. They also get e-commerce member certificate from e-commerce association of Bangladesh (e-cab). Pickaboo.com is a subordinate part of Edison Group. (FutureStartUp, 2017)

Pickaboo.com is working as a middle man, but they take the whole responsibility of the product. They make an agreement with different types of electronics products whole sellers and importers. They are doing business as per commission based on selling products. Their operation details are following:

a. Agreement

Pickaboo.com makes an agreement with the seller from whom they buy or collect the product. Terms and Conditions are mentioned in the agreement. Warranty issues, product collecting issues, payment terms are also written in the agreements.

b. Content Management (Product)

After doing all sort of procedure with the seller, after few working days seller give his or her product list with a price to the vendor operation manager (Business Developer). At that point business developer gives that list to the Content Optimization group for uploading the items in the Pickaboo.com's website.

c. Order Confirmation/Cancellation

After placing any orders by customers, a Customer Care Representative makes a phone call to the customer for confirming the customer's order.

If any customer wants to cancel his/her order then the customer needs to give a call to 09 666 745 745 number, then a Customer Care Representative cancels the customer's order.

d. Social Media Management

Pickaboo.com's official Facebook page has more than 600,000 likes. Everyday huge amount of queries come from potential customers. If the potential customers do not get prompt response his/her perception may change. Social Media Specialists of Pickaboo.com are able to provide a prompt reply to the potential customers.

e. Product Collection

Pickaboo.com does not store the products, after getting an order online they collect the products from the sellers or sometimes the sellers reached the product at Pickaboo.com's office. They are using "Magento" as an e-commerce platform. When a customer places an order, the designated seller also get a notification that his/her has an order at Pickaboo.com. Then the seller prepares the product for rider pick up or reached the product at Pickaboo.com's office.

f. Delivery

After getting an order from an actual customer, within 48 hours inside Dhaka and 96 hours outside Dhaka, Pickaboo.com can make the delivery. The customer can also collect the product from Pickaboo.com's office. When the product gets ready then he gets an SMS in his/her mobile then the customer comes to the office and collects the product. The customer can choose the payment option also, cash on delivery, card on delivery. bKash Payment or online payment.

The customers who live outside of Dhaka, Pickaboo.com send their product through third party delivery service if possible, otherwise with Sundarban Courier Service.

g. Product Return Policy

The customer can return the product for the full refund. If the customer changes his/her mind or the product has any technical problem. But they must follow some rules and regulation. Like, if the customer lost his/her phone's password (iCloud, Mi etc.), if the packages get damaged by customer etc. Pickaboo.com has three days easy return policy in terms of maintaining rules and regulation properly. Through Sundarban Courier Service customers can return the product or get servicing of his product.

h. EMI Facility

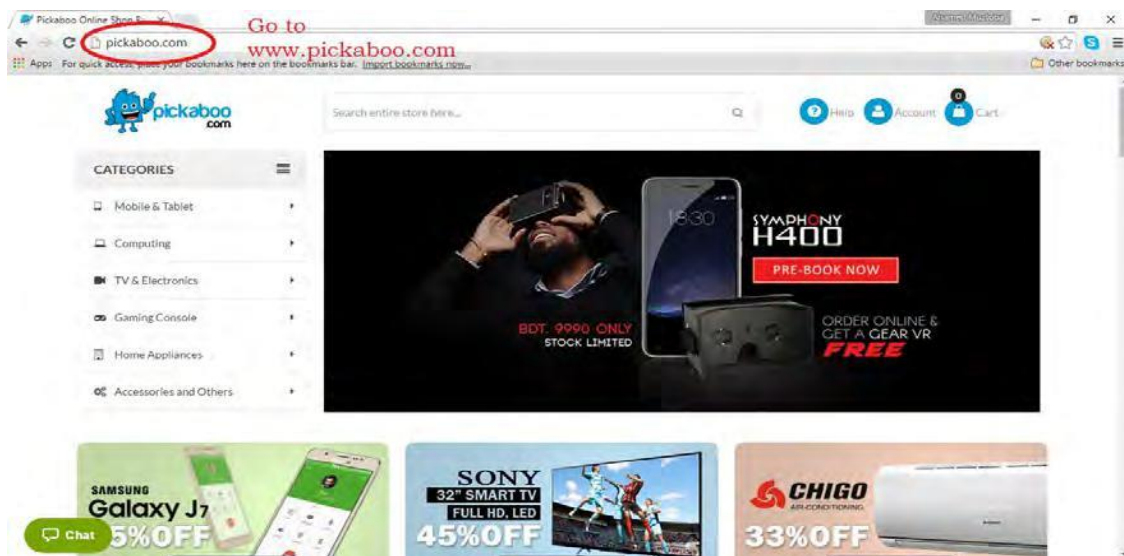
Credit Card holders get 0% Equated monthly installments (EMI) facility. A credit card issued by Standard Chartered Bank, City Bank, Mutual Trust Bank, Southeast Bank Ltd, United Commercial Bank, BRAC Bank, Eastern Bank Ltd, Dutch Bangla bank Ltd and more 15 banks are accepted at Pickaboo.com. EMI facility starts with buying the products worth above 10,000 BDT. Customers get 6 months to 12 months 0% EMI facility.

1.6 How the whole process works

From placing an order to return any product or claiming a warranty, how things work at Pickaboo.com is described below:

a. Placing an order

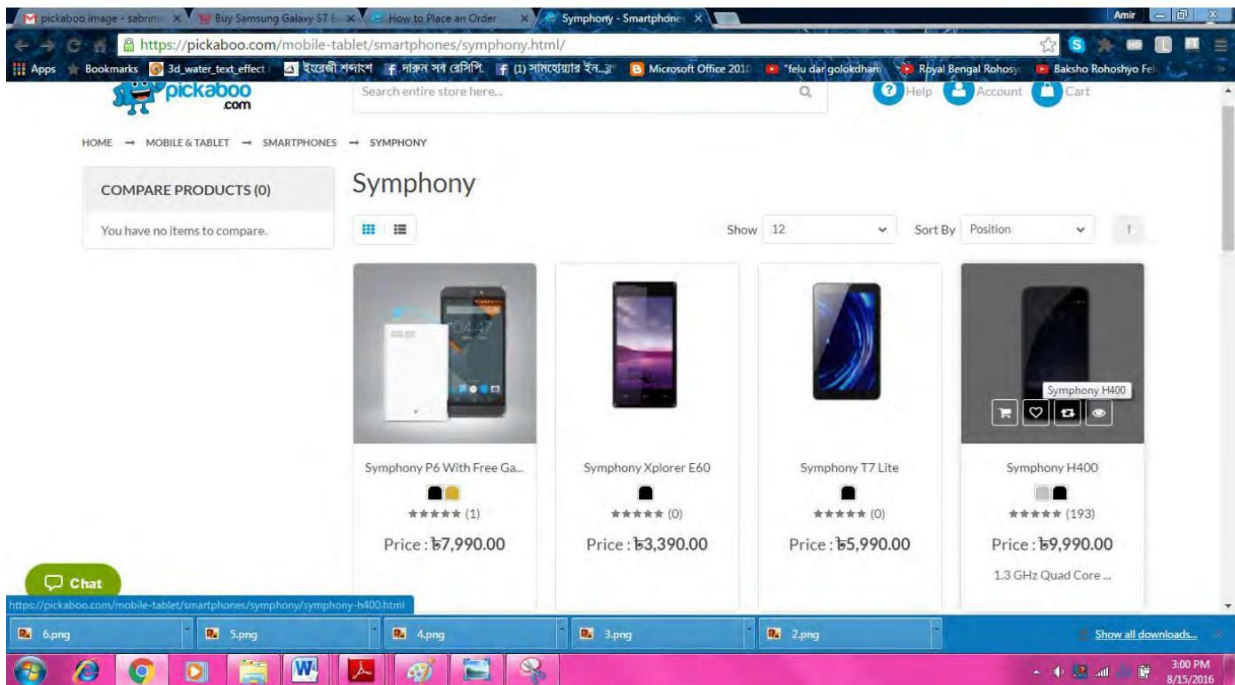
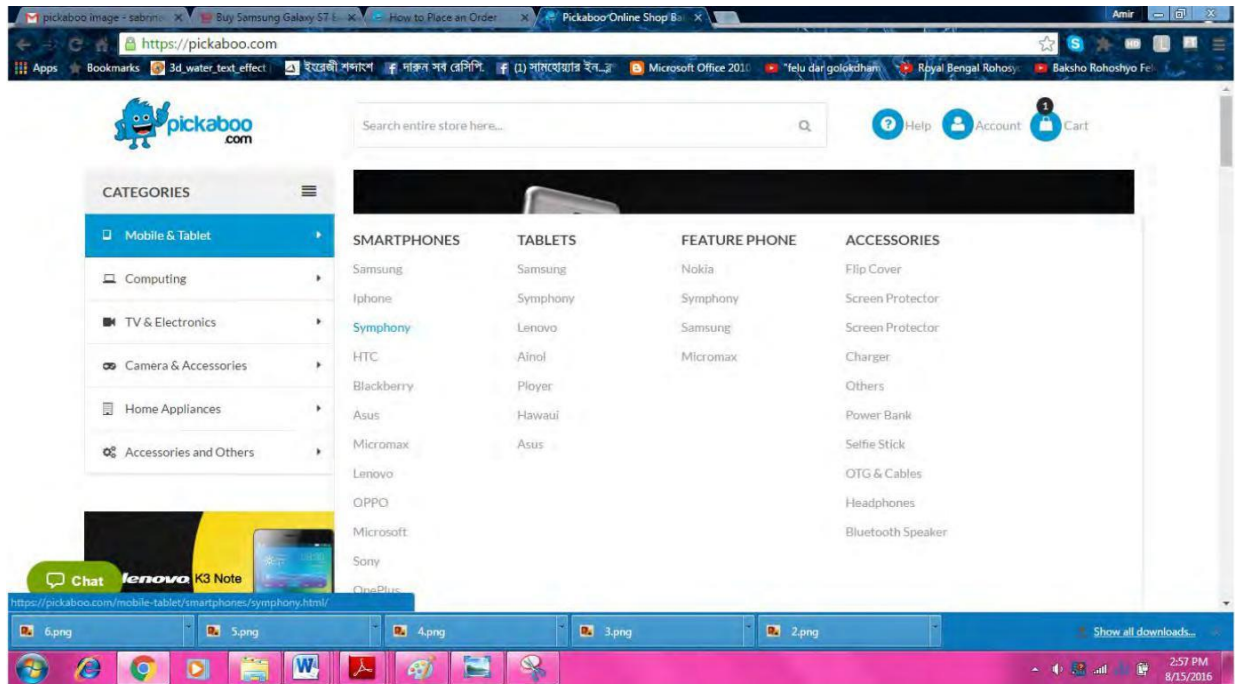
- Firstly you need to go to your browser and type www.pickaboo.com. You will find the home page.



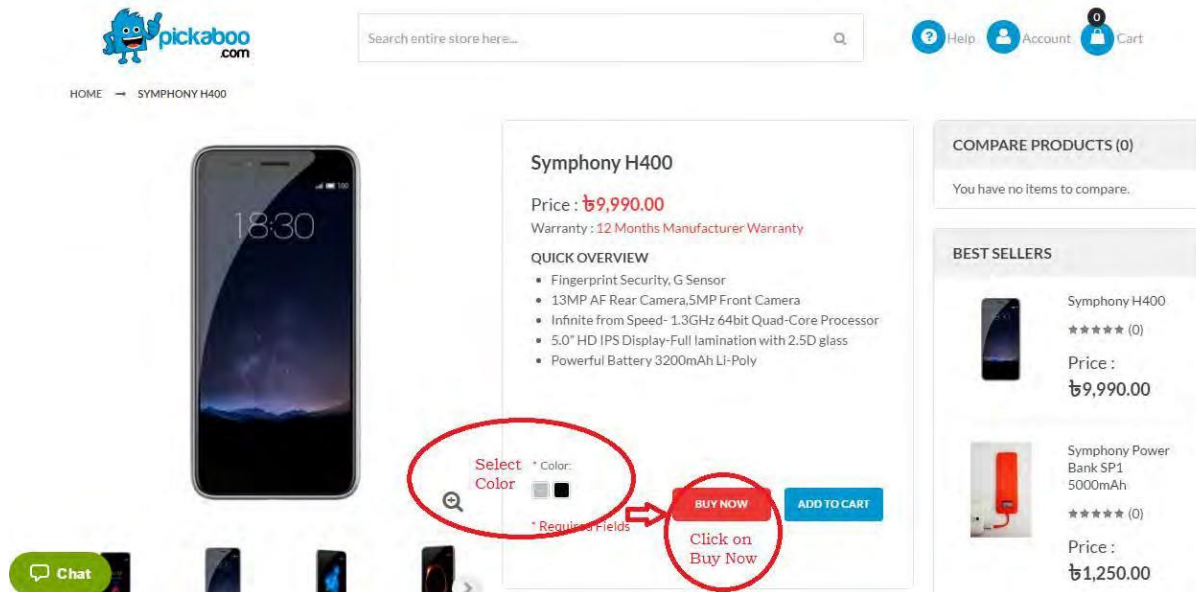
- Then you can search the product use it in our search bar or you can browse through our categories to find the desired product.



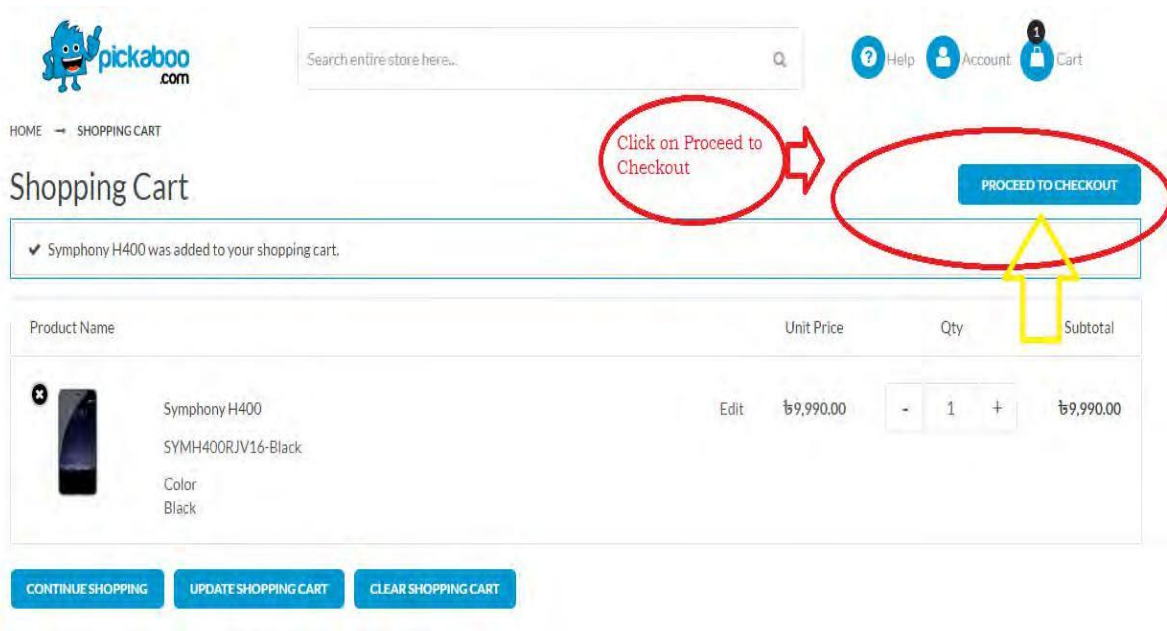
- Click on the product you want to buy. For instance, you want to buy Symphony H400.



- Select the color you want to buy and press **Buy Now** option or if you want to shop more products, you can click on **Add to Cart** and browse for more product.



- After clicking **Buy Now**, you have to click on **Proceed to Checkout** option to go to the last step.



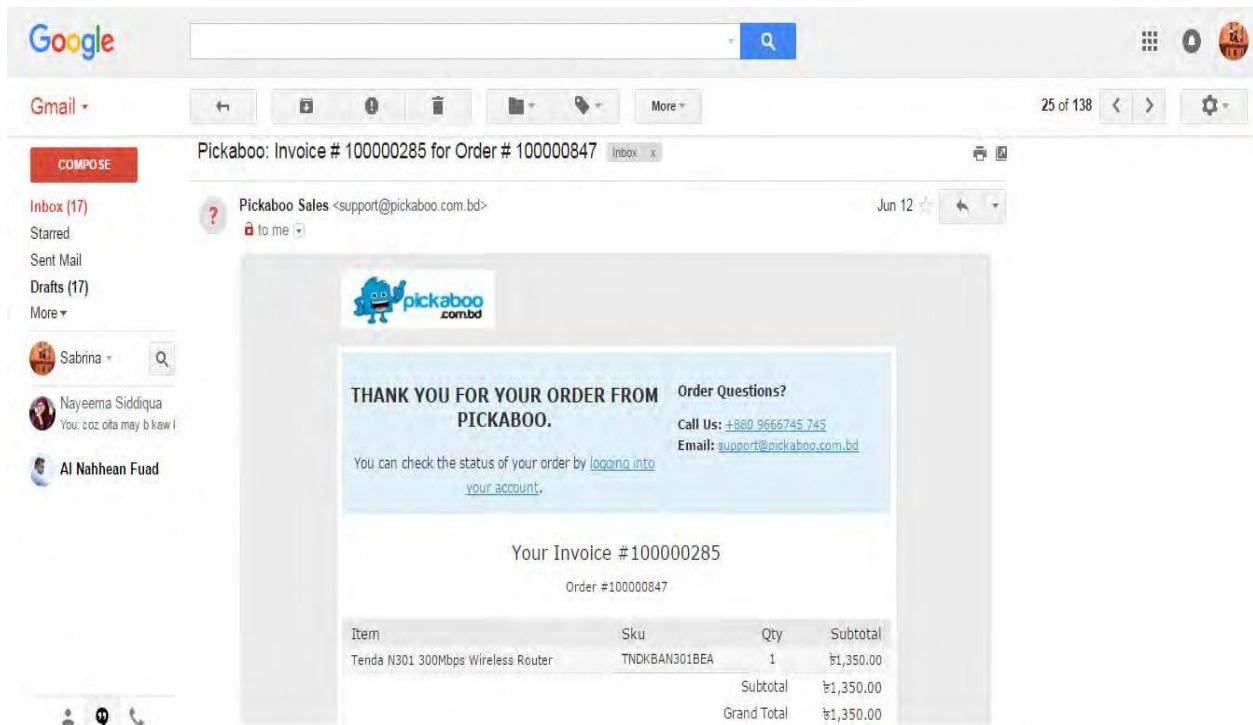
- Now you need to fulfill the information and select the **Payment Method** and click on **Place Order Now** option.

- Then you will see this **Order Received Page**.

GET TO KNOW US	LET US HELP YOU	CUSTOMER SERVICE	MAKE MONEY WITH US
About pickaboo.com.bd	Your Account	Contact us	Sell on Pickaboo
Terms & Conditions	Your Orders	How to place Order	
Privacy policy	Returns and Replacement	Why shop on pickaboo	
Cookie Policy	Warranty policy	FAQ	



- You will get an email and also our employees will call and verify your order.



b. Return Policy of Pickaboo.com

Return policy of Pickaboo.com is very clear. They made it as simple as possible for their valuable customers. But customers have to follow some instructions. These are described below:

i. Conditions to return products

Customers must have to read through the Return Policy page of Pickaboo.com so that they can understand the eligibility for returning the products. Customers get only 3 calendar days after the product delivery to let the customer service of Pickaboo.com know that s/he wants to return that. Return can be initiated by the help of customer service team, if the delivered product meets all the requirements. Pickaboo.com's customer service number is 09666745745.

Customers can simply follow the 6 steps stated below:

- Check if your product meets all requirements.
- Call customer service of Pickaboo.com.
- Fill return form given with the invoices.

- You can drop the product in our office, or appoint a rider when you call customer service.
- Your return will go through quality check.
- If validated, you will get refund/replacement.

ii. Return time of a product

Items sold on Pickaboo.com can be returned within a period of 3 days from delivery date, provided they are eligible for return. Example: If I received my product on the 5th, I have until the 8th to contact Customer Service. Customer Service agents are available from 9:00 am – 12:00 am, 7 days a Week.

iii. Conditions for returning an item and the procedure

If someone bought products, s/he has to refer to the requirements stated in the chart below.

What is the reason for my complaint?	What are the conditions for returning the item?	What do I get and when?
Product is not the one ordered or advertised	Seal must be intact if there is one, item in original condition Item must not be used. Item must include all packaging. 3 days to call Customer Service Call Customer Service to schedule a pick-up or drop-off Fill the return form	A full refund in the form of: Voucher: 2-3 business days. Bank transfer: 5-7 business days.
At time of delivery product got damaged or it is defective.	Item must be in original condition Item must include all packaging.	Credit card reversal: 5-7 business days

iv. How to request a return

Contact Customer Service support@pickaboo.com to confirm that your product is eligible for return. They will explain the return procedure and arrange the pick-up.

To return any product customer have to give the following data:

- Order number
- Reason for the return
- The method of refund that you would like and the necessary information associated.
- Where and when the product should be picked-up

Customer service of Pickaboo will arrange for pick-up the product from the given address with free delivery cost.

v. The checks being done after receiving the product by Pickaboo.com

Once the product is received, that will be checked by Pickaboo's Quality Check team. They will make sure that the product meets all the requirements for a return as stated in their policies.

vi. How long does the validation or invalidation of the refund take

This quality evaluation process may take about 2 business days. Once completed, they will send an e-mail or call to give the result of the evaluation.

vii. Can the customer request a replacement rather than a refund

If customer prefers to replace the product, just have to let Customer Service know. They will call the customer as soon as possible. Then Pickaboo.com team will check the availability of that product. If the customer chooses a refund voucher, s/he can also use it to buy a similar product on Pickaboo.com his or herself.

Pickaboo.com team will call the customer to explain the issue and send back to him/her if the return is invalid. Pickaboo.com's service team will arrange the delivery of that item.

c. Warranty Policy of Pickaboo.com

The warranty service applies to physical product and only for physical goods which are purchased from Pickaboo.com.

i. What does the warranty cover

The warranty covers when there is a manufacturing defect under normal use of the product during the warranty period.

ii. Where should I go to get the warranty

If the ordered product is non-functional on arrival, or is otherwise eligible for return, customer can call Pickaboo.com at 09666745745 within 3 days of delivery to initiate a return or exchange (subject to terms and conditions). If more than 3 days have passed after delivery and the product has a warranty, a warranty card will be included in the packaging. Customer has to call Pickaboo.com's customer service to get warranty service. They will pick the product from customer free of cost; however, there will be shipping charge of Tk. 50 inside Dhaka, and Tk. 100 outside Dhaka when they deliver the serviced product. Service of the product will be ensured within 7 working days.

iii. How will the customer get warranty if s/he lives outside Dhaka

If the customer lives outside Dhaka, s/he has to send the product by Sundarban courier service. After receiving the product, it will take 10 working days to ensure service of the product and deliver the product back to customer.

iv. What is customer supposed to write in the return/servicing form

Customer will have to write down the order number, details of the problem s/he is facing with the product. Pickaboo.com team will check the quality of the product against customer's claim, if found satisfactory, they will send the product to the manufacturer for servicing.

1.7 Corporate Social Responsibilities

Pickaboo.com is a sister concern of Edison Group and formally starting their business under Silver Water Technologies Bangladesh Ltd. Pickaboo.com is not stable till now so, they do not do any sort of CSR activity under Pickaboo.com's banner. But Edison Group is doing lots of corporate social responsibility. Edison Group has believed on profitable and sustainable business growth and operation in terms of maintaining a relationship with customers and society. Earning

money is not only the purpose of Edison Group but also do the good things for the society which belongs to the ethics of Edison Group. (Edison Group, 2011)

a. Distribution of Warm Clothes

Consistently Edison Group distributes warm clothes among the unprivileged people of Bangladesh. Individuals who are in misery, Edison Group is trying to mitigate their condition. In 2015 they distribute almost five thousand blankets in different parts of Bangladesh. (Symphony Mobile, 2013)

b. Scholarship

Edison Group leads their social activities through their own fund. As a component of CSR action, they likewise give a grant to the poor brilliant student. Generally, they give scholarship among the students who hold the 1st, 2nd and 3rd position of class 6 to class 10. (Sumphony Mobile, 2013)

Except for above-mentioned activity, they also take part in Beach Cleaning, Tree Plantation activity as corporate social responsibility. (Edison Group, 2011)

Pickaboo.com does not conduct any corporate social responsibility under Pickaboo.com's banner till now. But they have the plan to do CSR activity in future. They will teach computer office application, search technique in the website and so on among the poor school student.

2. Project Part

2.1 Introduction

a. Rationale

The main purpose of the internship program is to relate the practical experience with the theoretical knowledge and it also helps to introduce with the environment as well as the culture of a particular organization. In the context of business world, it is very beneficial for a student to involve with this environment which will improve the professional skills for future career development.

It is a great opportunity for me to work with a well-known e-commerce company like Pickaboo.com where I have worked under their Supply Chain department which is related to my academic background. As a business student majored in Operations and Supply Chain Management, it is a great platform to enhance my career opportunity in this field.

As it is an e-commerce company, information technology plays an important role, so it will help me to expand my knowledge about the use of information technology in field of supply chain which is involved with transport, storage and delivery of products coming into the business.

Hence, I have chosen my affiliation topic “Supply Chain Process of Pickaboo.com.”

b. Objective:

The objectives of the report are:-

- To know the sourcing process of Pickaboo.com
- To give information that how Pickaboo.com manage their inventory for different products.
- To know the ordering process of products from the suppliers that includes negotiation, pricing and delivery system.
- To know the receiving process of the products from the seller.
- To know about the product quality control and how the company maintains the product quality.
- To know the challenges faced by Pickaboo.com while collecting products from the supplier.
- To understand the supply chain activities of Pickaboo.com

2. 2. Review of Related Literatures

Now a day's people rather prefer to shop online instead of shopping offline. E-commerce sites are now one of the most visited sites. One of the major portions of e-commerce organization is their supply chain management. Some of the similar organization has done some researches on their supply chain which are given below:

According to Chakrabarti, A (2018) Daraz.com.BD works in three models. They keep products in their inventory and when they get orders they deliver the products. Also they bring products from merchants and deliver. Moreover, merchants drop-off the ordered products with packaging into Daraz warehouses and Daraz arranges delivery.

Moreover, Kotler (2012) stated that Amazon's SCM has a significant fit with its focused methodology of being the retailer of decision for its clients. The mix of multi-level stock administration, superlative transportation, and very proficient utilization of IT (Information Technology), and its wide system of stockrooms are altogether equipped towards adjusting its SCM to its ambitious methodology.

Lastly, according to Zhang, Y (2014) Alibaba has made a one of a kind e-commerce model and turned out to be a win. It has two biggest web based shopping stages, Tmall and Taobao, and one B2B discount stage which has quite recently been built. Someone said Tmall and Taobao were Chinese Amazon and eBay. Be that as it may, it isn't exactly precise. Tmall and Taobao don't have their own particular distribution centers, transport channel, and store network framework. They just offer a stage for singular merchants to deal with their business and screen the transport and exchanges. Every individual merchant has its own particular supply chain, from source, stock, and conveyance to client administrations. There are questions raised alongside the flourishing of web based business. Despite the fact that the web based business is more helpful for purchasers, a few people are as yet like up close and personal administrations. It is hard to check the quality through web based business or internet shopping, which is the most concerning issue with Tmall and Taobao stage. In addition, not at all like Amazon, every individual dealer on Tmall and Taobao needs to deal with their own particular supply chain, which is difficult to ensure the effectiveness of the procedure and nature of supply chain management, particularly for those venders who don't have involvement with it.

2.3. Activities Undertaken

a. Work-Related Activities

Pickaboo.com is working as a middle man, but they take the whole responsibility of the product. They make an agreement with the different types of electronics products' whole sellers and importers. They are doing business as per commission based on selling products.

Working in Bangladeshi's leading e-commerce company was the great opportunity and experience for me. Working with the highly skilled people in the e-commerce sector was the great opportunity for me. There was a great opportunity of learning every working day.

I have worked under supply chain department where I mostly worked on pickup section. The Supply Chain department is one of the major parts of any e-commerce company. Pickaboo.com is not out of that. Product sourcing, product processing, product quality check and vendor operations all are the part of the Supply Chain department. This department is working in front hand. Order procedure starts from when customer place order via website. After placing any orders by customers then a Customer Care Representative make a phone call to the customer for confirming the customer's order.



Figure 6: URL of Pickaboo.com Website

If order is confirmed then customer, service team shift authorized sheet via MAGENTO software. If any customer wanted to cancel his/her order then the customer need to give a call to 09 666 745 745 number, then a Customer Care Representative cancels the customer's order.

i. Product Sourcing

Product sourcing means collecting the material or product from the seller. Pickaboo.com has some fixed seller from where they collect the product and keep it in the inventory. Sourcing

could be of two types of products. One for the products which Pickaboo.com usually keep in the inventory for regular order basis and second for the products which normally they do not keep in inventory they directly order and collect from the seller.

Pickaboo.com makes an agreement with the seller from whom they buy or collect the product. Terms and Conditions are mentioned in the agreement. After completing all sort of procedure with the seller, it takes few working days to give his or her product list with a price to the vendor operation manager (Business Developer). Then business developer team gives that list to the Content Optimization team for uploading the products in the Pickaboo.com’s website and supply chain department to pick up order of the product.

ii. Product Pickup

When a customer place an order from different product categories, Customer service team confirm the order. Then they create the authorized file. After that inbound logistic team check the authorized sheet that how much order takes place in one day and it is checked continuously. If the ordered products have in the inventory, then it starts processing the delivery of the product. If the product is not available in inventory it needs to outsource from suppliers. Everyday morning inbound team have to prepare a Material Requisition form of the product and send to the seller. When seller gets the Material Requisition form of the product they prepare the product and rider picks up it from the seller. Sometimes seller can’t give the product according to MR and sometimes they give wrong product like damage, color mismatch and wrong model product. Sometimes rider can’t check the product properly and collect the wrong product. Inbound team takes the responsibility of these sorts of mistakes. Then it becomes more difficult to deliver the product on time to customer. Inbound team takes action instantly they mail customer service team to reschedule the order and take more time from customer. Customers sometimes agree to give more time for getting the product. Sometimes customer disagrees to give more times they request to cancel the order.

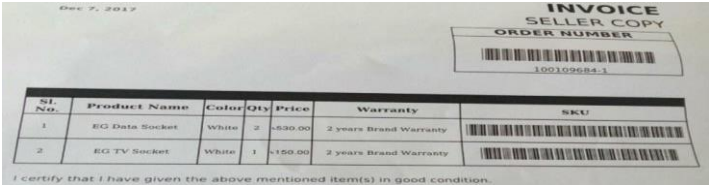


Figure 7: Pickup Invoice

Shipping Method	Mobile Number	Method	Order #	Product Name	Purchased On	Delivery Date	Delivery Time	Bill to Name	Ship to city	Selling Price With Discount	Status	Order From	Action
Regular Shipping - Delivery within 2-5 Days	01737766169	cashondelivery	100100451-1	1. Xiaomi In Ear Pro HD-Silver & Black 2. Xiaomi USB Wifi Router	Nov 7, 2017 10:30:58 PM	Nov 12, 2017	05 Days remains	Amit TF	Gopalgarj	₹2,358.00	Authorized	web	View
Regular Shipping - Delivery within 2-5 Days	01521485082	cashondelivery	100099901-1	1.ADATA 32GB USB 3.1 Pendrive With Free Table Clock (UV128) - Red & Green	Nov 7, 2017 10:25:12 PM	Nov 12, 2017	05 Days remains	Tanvir Ahmed	Chittagong	₹3,070.00	Authorized	web	View
Regular Shipping - Delivery within 2-5 Days	01628682568	cashondelivery	100100448	1. Rock Zircon Stereo In-Ear Earphone -Black	Nov 7, 2017 10:22:29 PM	Nov 09, 2017	02 Days remains	Koushik Rahul	Dhaka	₹251.66	Authorized	web	View

Figure 8: Magento Software Admin Panel

iii. Product Processing and Packaging

Pickaboo.com process those products which are already available in their inventory immediately because Pickaboo.com give them 1st priority. Picakboo.com offers three different ways to collect the product. Fast pick, office collection, regular shipping. Business Development team assign content department to upload in website the fast pick products those are available in inventory. In the authorized sheet, inbound team check continuously and updated the product processing. Products which are not available in Pickaboo.com inventory, inbound team pick it up from seller. For communication purpose they use Google Hangout to send the order number to processing team for instant process and deliver to office pick up section. The processing team checked the order of the products brand and model number, quality, and quantity. Also check payment option as per the customer requirements. Sometimes Pickaboo.com offers 30-50% discount based on market demand, sales increase and advertisement purpose. Packaging team put leaflet inside of packet when products are ready to deliver to customers. This leaflet provides company regarding campaign purpose and discount of the product. Packaging team has to maintain some rules and regulations to package the product. The products which are delivered via 3rd party logistics, packaging team maintain extra packet for packaging and attach sticker sign to handle carefully.

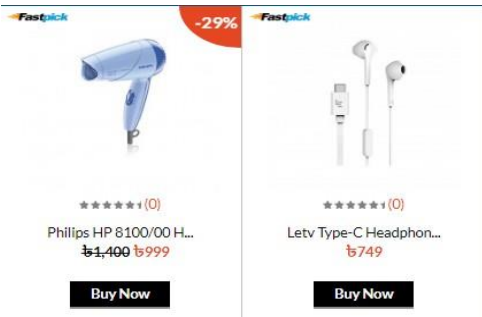


Figure 9: Fast Pick Product Campaign



Figure 10: Product Handle Sign

iv. Quality Check

Quality management in e-commerce focus on customer needs. When product packaging has been done it is send to quality check team for checking. They check the product and match the order number of the product in invoice. They check whether all accessories are given inside or not because if any item were missed or if wrong products were send it would create a bad image of the company. If quality check team finds any defect, seal broken, color mismatch or any sort of problems they reject the product and update the status in Magento software.

Quality Check team inform inbound team to find another product for replacement and informe business development team particular issues via email. Inbound team then inform inventory section about these particular issues and tell them to make a debit note to return the products to the sellers.



Figure 11: Quality Check Approved

v. Manage Magento Platform

Magento is an open-source for e-business stage written in PHP language which was created by Varien Inc., a US organization with help from volunteers. By using Magento, Pickaboo.com update the product information on their website. Each and every product contains information

like product ID, name, type, price, color, SKU, quantity etc. This helps the customer to get proper information about the product before ordering any product through online. It also helps them to get understand before physical visit at the store.

vi. Debit Note Issues

Sometimes, products are returned from 3rd party logistics. Customer cancels the order due to different issues or cancels the order against a new order from other product categories. These canceled products are returned by inbound team to the seller by a debit note. Inbound team handed over the cancel product to inventory department. Pickaboo.com's inventory team makes a debit note of those products which are canceled and they give inbound team for signing issues. After that, inbound team return the product to seller. Sometimes, seller can't accept the debit note of the product. Because of product damaging, seal broken and timeline cross where policy have given the seller. So, rider brings the product and gives to inbound team. Inbound team handed over the rejected debit note and product to inventory department. So, it's basically a loss to the company. Pickaboo.com management team monthly or quarterly time basis put the product in auction and sell the product from internal department.

vii. Product Return Policy

Product return policy of Pickaboo.com is very clear. They made it as simple as possible for their valuable customers. But customers have to follow some instructions. These are described below:

Conditions to Return Products: Customers must have to read through the Return Policy page of Pickaboo.com so that they can understand the eligibility for returning the products. Customers get only 3 calendar days after the product delivery to let the customer service of Pickaboo.com know that she/he wants to return that. Return can be initiated by the help of customer service team, if the delivered product meets all the requirements. Pickaboo.com's customer service number is 09666745745.

Customers can simply follow the 6 steps stated below:

- Check if product meets all requirements.
- Call customer service of Pickaboo.com.
- Fill return form given with the invoices.

- Either drop the product in Pickaboo.com's office, or appoint a rider when customer call customer service.
- Customer return will go through quality check.
- If validated, customer will get refund/replacement.

Sourcing team, processing and packaging team, quality checking team tracks the order related information and updates in the software for further calculation and evaluation.

b. Other Relevant Activities

i. Outbound Logistics

Outbound logistics alludes to the same for goods leaving a business. As supervisors try to amplify the dependability and productivity of distribution networks while limiting transport and capacity costs, inbound and outbound logistics consolidate inside the field of supply-chain management. Outbound logistics department is responsible for delivering the product in whole Bangladesh and it's a big challenge for them. Outbound team centralizes the product in shelf different zone area wise. Pickaboo.com has 20 riders to deliver the product in Dhaka city area. Outbound team starts delivery from 9am to drop the product at customer's door. These products delivered through 3rd party logistics. Shundarban courier service is only to deliver whole Bangladesh. They basically come at fixed time in Pickaboo.com's office and collect the product those are ready to deliver. If any order is not delivered on time or if customer didn't get his ordered product, 3rd party logistics team force and claim Shundarban authority to find out the reason that why those products are not delivered.

ii. Human Resources

Every organization wants to run their business smoothly so they need human resource department. In Pickaboo.com, human resources department recruit the employees. They set the right number of people at the right place at right time. According to employee's performance, HR department increases salary and gives promotion. They also allocate the leaves to the employees. They set the training program if it is needed for the employees.

Employees of supply chain department go for time to time evaluation as the performance of the department personnel's are being monitored by HR. In daily basis HR department check whether particular task assigned to different employee is done or not. Because they take updated information and send a report to EDISION group. Supply chain department make a

report to update the daily pickup, processing and delivery of the product and send to HR department. HR department goes for the evaluation of employee performance based on his/her responsibilities on time like quarterly and half of the month.

iii. Accounts

Accounts department play an important role in any organization. Before the product is purchased, price quotation is collected and sent to the manager.

After the manager approves, supply chain tells the accounts the approximate amount needed for the purchase. After that the money is given for purchasing. If the purchase was in work order then supply chain first purchase and sent all document to audit. After audit checked they sent all documents to accounts and tell them to pay the money to the supplier.

As we know Pickaboo.com has 4 different payment methods are online payment, cash on delivery, card on delivery and bKash payment. For online payment or card on delivery method (inside Dhaka city) credit card holding customers get 0% EMI facilities. 0% Equated monthly installments (EMI) facility.

iv. Marketing

Marketing departments carry out publicity strategies for items and services, and some may likewise consolidate special promotional activities. It's a major challenge for marketing department. In Pickaboo.com, marketing team to reach the Pickaboo.com's website for customer via search engine optimization show in Google's 1st page when customer search the Pickaboo.com's website. SEO is a technique of causing the reflectivity of a site or website page normally or in an un-paid (natural) strategy in the indexed lists. As we know, Google's algorithm is exceptionally sophisticated and continually being updated to offer searchers the best possible results. Marketing team has to follow the current market trends, analyze the customer's demand and offer those kinds of products which consumers want.

v. Business Development

The Business development department is one of the major parts of any e-commerce company. Pickaboo.com is not out of that. Product servicing, product development, market analysis and vendor operations all are the part of the Business development department. This department is working in the background.

2.4 Constraints/Challenges

a. Constraints or challenges faced during internship

During my internship period I have faced some challenges which are described below:

- i. Working in a supply chain based organization was a challenge for me. I had some problem to adjust with the environment. As an intern I was not allowed to attend the weekly meetings which created a gap of knowledge for me. I have faced some problems as a new comer while completing assigned task and operational activities within due time. So it was quite a challenge for me to survive with this situation during my internship period.
- ii. I had to do almost same work every day in supply chain department of Pickaboo.com. So sometimes it felt monotonous.
- iii. Pickaboo.com updates all the activities in MAGENTO software. It was a challenge for me to update activities on that. Initially I had made lots of mistakes.
- iv. Pickaboo.com had no training or workshops for interns to introduce them with work related terms and software.
- v. Sometimes I have noticed in supply chain department and inventory department that their files and documents are not kept properly and as a result it became time consuming to find the files.

b. Academic preparation:

In my BBA program I have completed many academic courses. In my Internship period at Pickaboo.com it allowed me to compare real life work with academic courses. The things that I have learnt during my academic period were useful as I needed the theoretical knowledge of the courses while I was doing internship program on Supply Chain activities. The relevant courses were:

- i. **Supply Chain Management:** As my internship depended on supply chain, so this course helped me a great deal to expand customer value and accomplish a reasonable competitive gain. This course helped me to do my works in a proficient way.

- ii. **Total Quality Management:** This course helped me to understand how to maintain the quality checking of a product. Quality control is utilized to meet or surpass client prerequisites and is fundamental in the manufacturing portion of any organization.
- iii. **Service Management:** This course was also very compelling in my internship program. Providing service effectively and efficiently is one of the scopes of Operations Management and one of the major drivers of an e-commerce based organization. By doing internship in Supply Chain Department I had the scope observe and learn those processes practically and how the theories or principles are implemented in professional way by overcoming the demand uncertainty and various constraints.
- iv. **Business Communication:** Business communication course helps to increase skills of report writing, public speaking, good communication, dealing with top management, employee, suppliers, outsource provider and other outside business contacts.

c. Missing knowledge and skills:

As an intern I worked in supply chain sector. While I was working there I have faced some missing knowledge which could be learnt during my academic sessions. While I was doing my Visual Basic course, I have learned very basic about MS Excel which was not enough. The university can arrange a workshop on MS Excel to cover that up. During my COD course I have got a very little hint about web development but it is very necessary to know in details. Therefore, the university can arrange workshop on web designing under COD courses. I have finished all major subjects before starting internship. But unfortunately there were very less opportunity of study tours which could have helped me to gain practical knowledge on different working culture. They can arrange more seminar and corporate visit so that we can have more practical exposer.

2.5 Lessons learned from Internship Program:

a. Lessons learned from Organization:

- During my internship period I have learned how to deal with sellers for different products.
- I have also learned how to use Magento software to update product pickup and to authorize customer ordered product.

- I have also learned how the quality check team focuses on customer demand.
- I have learned how inventory team makes a debit note to return products and inbound team return the product to seller.
- I have learned the product return policy and terms of conditions of Pickaboo.com. Even if I want to buy a product from Pickaboo.com I also have to maintain the requirements of their product return policy.

b. Lessons learned from internship:

Lessons learned from internship are mainly the practical use of my academic knowledge in Pickaboo.com. I got chance to do work properly and gather some experience of how to work within a corporate environment. I have learned some important things which are given below:

- Punctuality in all aspects is most important things. I have learned punctuality from internship. Whether it's arriving early in the morning or getting a task done on time, punctuality is essential. It shows that we are dedicated to our work, and that we are capable of taking responsibility.
- Pickaboo.com taught me how to interact with various types of people and how to make a good relationship with them. Pickaboo.com is the place where employees are not only colleagues of each other but also they are a part of a big family. The Corporate Culture of Pickaboo.com is friendly, flexible, spontaneous and worthy of adopting in our daily life. It helped me to gain knowledge about how to behave in a corporate place.
- Communication skills are very important at any work place. During the internship program I have learned how to communicate with employees and customers properly.
- For any organization and its employee, time management is very important thing. In Pickaboo.com they maintain the time schedule very strictly. I had continued office from 1.00 pm to 9.30 pm. It was a must for everyone to be in the office before 1.30 pm. For the last 9 weeks, I have learned to manage my workplace. It's a big element to help me in my future career. In the internship program, I have managed workplace as per the norms and practice of Pickaboo.com's supply chain department. Everyone had to follow a clean desk policy. It was mandatory part of my daily activities as well.
- This internship program helped me to understand how to grow a strong relationship with other colleagues and different departments and how to perform in a team.

- During the internship period I used Microsoft Excel while working in the office. I became more capable in using Microsoft Excel as I have learned many Excel shortcuts and formulas from my supervisors, which made me more efficient and effective.
- Sometimes my supervisors put pressure on me by giving me more tasks at a time, which developed my multitasking ability to some extent, and I believe this will help me in my future to maintain a work life balance.

2.6 Concluding Statements:

a. Summary:

E-commerce is rapidly growing as an impressive manifestation of globalization. By now, the growth story of Bangladesh has become well-known. Recently the offline market leader EDISON Group has entered into the e-commerce sector with their website Pickaboo.com. They are constant in the detection of business innovation and improvement. An e-commerce company does not only focus on the product but on the service also. The moment product quality and the service quality meet customer satisfaction at the optimum level that is the success of any e-commerce company. Pickaboo.com is not out of that. Their strong supply chain management ensures the customer's satisfaction through timely delivery. As I have done internship in supply chain and operations management related field of supply chain department of Pickaboo.com, which deals with inventory team including products availability, processing and packaging team and delivery section which require an effective management and integrated supply chain process.

Last year Pickaboo.com declare that they are the second largest e-commerce company in Bangladesh. So, it is undoubtedly said that Pickaboo.com leads the e-commerce sector right now specially for electronic products. Pickaboo.com has focused on expanding the product lines as well.

Lastly, I believe whatever I have learned during my internship, it will be very helpful in my future.

b. Suggestion for improvement:

Pickaboo.com is usually a late starter in the e-commerce business. Pickaboo.com has completed only 2.17 years till now. In this short time, it is not possible to be perfect in all

departments. Some suggestions for Pickaboo.com are following which may increase the employee and customer's satisfaction.

- Organization's internal communications need to be improved to remove the misleading flow of information.
- As an E-commerce company it needs to have a strong technical support to manage their software and to smooth their work.
- There is a high demand for the product from the customer. But, sometimes the company does not have enough particular products in inventory to full fill the customer's demand. Pickaboo.com maintains less inventory because of high inventory cost and damage of products but it sometimes creates problems to meet the customer's demand. So, they can focus on inventory shortage and recover the problem.
- Most of the work at Pickaboo.com is done by Magento. The employees who are new in the organization find it difficult to work with Magento without proper training. Pickaboo.com can arrange a training program for new employees.
- The authority can recruit more employees because the department is getting bigger day by day. They need to increase the manpower in Supply Chain Department. So, that Pickaboo.com can make delivery and pickup (seller) more frequently.
- Pickaboo.com should try better forecasting techniques so that they do not face the variance of the supply and demand.

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