



Inspiring Excellence

**Internship Report on**  
**E-Commerce Industries in Bangladesh and**  
**Their Services: A study on Shohoj Limited.**

**Submitted to:**

Mr. Tofazzal Hossain

Lecturer

BRAC Business School

BRAC University.

**Submitted by:**

MD. SAIF MAHMUD

ID: 14104060

BRAC Business School

BRAC University.

**Date of Submission: 29<sup>th</sup> November, 2018**

# shochoz

# **Internship Report on:**

## **E-Commerce Industries in Bangladesh and Their Services: A study on Shohoj Limited.**

**Letter of Transmittal**

29<sup>th</sup> November, 2018

Mr. Tofazzal Hossain

Lecturer

BRAC Business School

BRAC University

**Subject:** Submission of the Internship Report

Dear Sir,

It is an honour for me that I was given the opportunity to submit the internship report that I have prepared from my experiences of working with Shohoj Limited, under the Sales department.

I feel really fortunate to be a part of such a well reputed E-commerce service provider like Shohoj limited for last three months (4<sup>th</sup> October 2018 – 3<sup>rd</sup> January 2019) as it permitted me to gather treasured knowledge about the professional life and corporate world. Throughout my three months association with Shohoj limited, I tried to learn every little aspect of the corporate life and I also tried my level best to deliver the gathered knowledge from my end. This report has been prepared to fulfill the requirement of my internship program at my assigned organization. This report attempts to describe the observations and learnings during the course of my internship with Shohoj Limited.

I would like to convey my highest gratefulness and appreciation for your kind cooperation, leadership and guidance in accompanying and preparing my internship report. I have tried my level best to complete this case as meaningfully and correctly, as possible. I do believe that my eager determination will be apparent to you after reading the case.

Sincerely yours,

.....

Md. Saif Mahmud

ID: 14104060

BRAC Business School

BRAC University

## Letter of Endorsement

The Internship Report titled “**E-Commerce Industries in Bangladesh and Their Services: A Study on Shohoj Limited.**” has been submitted, to BRAC Business School, for partial fulfilment of the requirements for the degree of Bachelor of Business Administration, major in Marketing from BRAC University on 29<sup>th</sup> November, 2018 by Md. Saif Mahmud, ID: 14104060. The report has been accepted and may be presented to the Internship Defence Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the author of the report. The university does not condone nor reject any of these opinions or suggestions).

---

Mr. Tofazzal Hossain  
Lecturer  
BRAC Business School  
BRAC University.

## **ACKNOWLEDGMENTS:**

I would like to begin by thanking Allah, the Almighty for providing me such a great prospect that enabled me to submit this report.

Next I would like to convey my outmost respect and gratitude to my academic supervisor, Mr. Tofazzal Hossain, without his guidance I would have not been able to make it this far and this report would have remained incomplete.

I also would like to show my sincere gratitude to my Team Leader and Head of Sales & Operator Acquisition, Tofayel Ahmed Mazumder, who eagerly and enthusiastically aided me massively to understand the basics of the business. He portrayed immense support and guided me throughout all complications of this journey. I thank him for entrusting me with real life scenarios that enabled me to be deeply involved in the systems of Shohoj Limited.

I also would like to thank all of my fellow colleagues of Shohoj Limited who invested their precious time in providing me information to help me effectively to complete this report.

During my last three months as a part of my role in Shohoj Limited, I got to meet ample of persons from a variety of backgrounds and professions both internally and externally to whom I would like to express my thankfulness for their reputed contribution in creating a memorable internship program.

## **Executive Summary:**

Internship is an obligatory prerequisite to conclude the prestigious graduation program at BRAC University. As a student of the well-reputed university, it is highly imperative that I am aware and prepared for the real world after graduation. And Shohoj Limited was the perfect platform to practice for that experience. Not only have I been able to make experiences in the corporate world, I have been blessed with the ability to practice my knowledge of the four years course.

In today's world, the real markets experience rapid and fast paced movements which often knowledge doesn't cover. Hence gathering the practical understanding in Shohoj Limited has been a great competitive edge for me as it is an e-commerce business which is a booming industry in Bangladesh.

In this report, at first, I have provided a brief overview of the E-Commerce Industry in which it functions which is crucial to comprehend at first to gain a more knowledgeable insight into the operations of Shohoj Limited.

Next, I have tried to explain the structure of their organization which is very integrated and is dependent on one another for the process to flow smoothly.

After the above, I have also tried to reflect on my day to day experience of working in the sales department by elaborately discussing various services they provide and particularly the processes maintained to sell their current electronic services as well as services aimed to expand into by Shohoj Limited.

This report also emphasizes on the challenges Shohoj Limited imposes as well as is faced with in the current market and the future and proposed my views which I believe would be helpful for this fairly new company in progressing forward.

Lastly and most importantly I have mentioned all my experiences and learnings from working at Shohoj Limited which is the main purpose of this report.

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# CHAPTER 1

## Introduction



## 1.1 E-Commerce Services

The inception of what we call e-commerce today took its existence on 11<sup>th</sup> August 1994 where a guy sold his friend his CD to make some money over his own website called NetMarket.

E-Commerce - electronic trade or EC - is the purchasing and offering of products and ventures, or the transmitting of assets or information, over an electronic system, fundamentally the web. These business exchanges happen either as business-to-business, business-to-shopper, purchaser to-buyer or customer to-business.

In today's world that prioritizes globalization e-commerce is highly imperative to include in the business model. Globalization encourages even local physical stores to provide the service of having an online website where it can use to deliver its products worldwide. When a business sells their own goods or services online this is known as a business to consumers (B2C) trade and is most common. For example, Amazon operates in this kind of exchange and is leading worldwide currently.

Business-to-business (B2B) is the kind of exchange of goods and services between two establishments. Currently to save time in processing orders and reduce costs most established companies aim to opt for such a service. It is a common practice for most businesses that practice e-commerce to open up a corporate portal to introduce a B2B model alongside with the B2C structure once they are able to handle large scale orders.

Consumer-to-consumer (C2C) is a sort of internet business in which buyers exchange items, administrations and data with one another on the web. These exchanges are for the most part led through an outsider that gives an online stage on which the exchanges are done. An example of this kind of business is ebay.com.

Lastly another common type of private e-commerce business associates itself with is the business model of Consumer-to-Business (C2B). As its name suggests this business infrastructure is merely the reverse of a B2C structure. A widespread and current example of this platform of this is a market that sells individual talents such as a work board.

In order to thrive in this ferocious environment of e-commerce, you might also bring to attention that most businesses do not have one single form to exchange the goods and services. That is, no e-commerce trader will engage in only B2B. If the company wants to do its best,

they must expand into other models as well. For example, Amazon started off as a platform of B2C but soon extended into B2B as well. LinkedIn is also a service that involves both C2B substructure and a B2C model as well.

E-commerce is piloted through a variety of technology and the one with the latest effective & innovative technological base is usually the one to excel in their business. There is no one best way to execute processes in this industry. Trading in this industry implies that the business needs to be ahead of all competitors in technology to become market leaders. Even when being market leaders, it's often common that the competitors catch up and therefore it's a continuous strive for improvement that constantly needs to occur.

Technologies' need to seep through into each aspect of business processes for smooth operations. Even more importantly tech needs to be highly thawed efficiently, effectively and conveniently at the user end. This is because in today's aggressive and comfort cantered society, customers are unlikely to undertake the hustle and bustle of the streets to simply purchase things, rather shoppers prefer to shop from their very own homes, making online business an adaptable answer for both parties, organizations and purchasers.

However, you will find customers linger at only those e-commerce businesses which has the most variety of items and services. Another factor that remains to factor the choice of customers is the ease with which customers are able to purchase items with the least formalities and most convenience. Therefore, it's noticeable that the demand for your e-commerce business relies on the basic human needs and wants which is true in the case of any product or service.

Just like the traditional method of shopping had subliminal advertising making the buyer want to get something they didn't think they needed, E Commerce also allows the goods and service providers to mold the needs and wants of a customer using the "Cookies" feature creating demands for the respective offers.

## 1.2 Origin of the Report

The BBA undergraduate program in BRAC University includes the completion of an internship as a part of the course without which graduation will remain incomplete. Regardless of the effort that is necessary to document the report, it is a highly beneficial segment for students

like myself. The reason being it gives us a taste of what the corporate world is like which is in fact the sole reason as to why we pursue undergraduate studies as well – in order to prepare ourselves for a career and future progression. It allows us to experience various types of professional environment, the benefits and drawbacks of being employed in one as well as how to deal with any of the drawbacks in the scenario.

Hence this report is an extensive reflection of what I have dealt with and observed at the practical workplace for three experiential months. I worked with the business development team of Shohoj Limited. I assisted the team to achieve their sales targets. I have prepared this detailed review under the supervision of my functional department head at Shohoj Limited and my University internship supervisor.

### 1.3 Scope of the Report

The coverage of this report includes an in-depth study of processes followed by the business development team in order to get business partners on board to trade with Shohoj Limited. The in-depth notation arises as the different products require different attention and therefore the processes to get them on board into partnering with Shohoj Limited differ from each other. Other key aspects covered in the report are the preparations and support required from other functions (other than the sales team) are required to ensure the business partners are satisfied and continue to pursue more businesses with Shohoj Limited.

### 1.4 Objectives of the Report

The prime objective of accumulating information to prepare this report is to be successful in obtaining the graduation degree by completing the essential prerequisite of the Internship Program of BRAC University. However, while investigating into the nooks and corners of Shohoj Limited, this curiosity ultimately deviated my mindset to not only investigate for the internship but also to consider this report for the following objectives:

- i. To comprehend the industry Shohoj Limited is submerged in.
- ii. To portray an outline of Shohoj Limited

- iii. To study the various electronic provisions provided by Shohoj Limited.
- iv. To provide possible proposals so as to progress the performance of the company.

## 1.5 Methodology of the Report

I have used various sources in order to compile data and information for this report writing. Broadly I have used both Primary Source and Secondary Sources of Information. As I had been indulged into the experience most of my information is from the primary, first hand sources. However, I have also used secondary sources to gain a further understanding. The following is more specifically identifies what form of primary and secondary data used:

### **Primary Data:**

- Experience of working in Shohoj Limited
- Interviews with seniors, team leaders and other industry experienced colleagues.

### **Secondary Data:**

- Online Research Papers
- Online Resources in general
- Company Website

## 1.6 Limitations of the Study

It's only natural that a gap exists between what an individual might target to achieve and what is actually achieved. There are usually reasons for this discrepancy. That is, I was not able to completely be exposed with other various knowledges that I could have been otherwise obtained. Those reasons are as follows:

**At the bottom of Chain of Command:** As a mere intern and not even an employee, it is quite difficult to gain access to information that would otherwise would have helped to further understand the systems of the company. For example, due to the lack of the information I was not able to gain a complete understanding of how to deal with the essentially big business

partners. I was not given the opportunity to handle the big shots in the market due to being an intern.

**Confidentiality:** As Shohoj Limited is operating in a highly competitive natured industry, all their information automatically becomes highly confidentiality as competitors are often out to get information for their own advantage and be market leader. Therefore, it would set Shohoj Limited back. With a lot of ongoing recruitment amongst this industry, the information exchange of internal information might be difficult to prevent. Hence in order to prevent from this occurrence, Shohoj Limited have restricted their information portals to their own newly recruits itself.

In addition to the above, as a matter of fact, the employees of Shohoj Limited even have a clause of exit whereby employees aren't allowed to join any direct competitor within a year's span. This clearly emphasizes the seriousness of the level of confidentiality to be maintained in the company.

**Global Investors:** Due to the large scale of investing that expands to overseas, it is difficult to obtain an overall aspect of the nature of the business. Sensitive data is with these investors overseas whose requirements involve not to expose all details to the lower level of the business operational hierarchy. Also, as mentioned above regarding the best technology is usually the leaders, this thought process hinders the global investors to not share all details as this might be leaked into their global competitors as well. To avoid this conflict of interest between the investors and the management, such measurements and precautions need to be practiced by Shohoj Limited.

**Information Available on the Internet:** There is a natural hinderance, that is, the lack of information available on the internet about Shohoj Limited. The reason for this might as well be that Bangladesh though aims to be digitalized, refrains themselves from being online marketed. Even if they want to online marketing themselves, the society is yet to learn the skills on how to do so efficiently. Hence this is also a reason as to why there is a lack of information available on the internet itself. Hopefully this will be slowly a reason that decays in the future.

**Short Interviews:** I was working as part of the sales department who are usually on the run to get other vendors, operators and restaurants on board with Shohoj Limited. Since they usually

had scheduled important and fixed meetings with high end society or rather all clients are treated as such, it was a bit difficult to schedule me in their busy and rushed agenda.

**Difficult to keep up with constantly changing environment:** Information gathered would soon be outdated as the business environment is very pragmatic. This is true especially as this is the case where since it's a start up, trial and error methods are most commonly implemented. So, information and most importantly processes are constantly changing. The environment is rather dynamic.

## CHAPTER 2

### Organizational Overview





## 2.1 History of Shohoj Limited

For a long time, E-ticketing services were missing in Bangladesh, until in 2014, when the alliance of a few European and Bangladeshi investors laid out the foundation of Shohoj Limited. Like every entrepreneur, their main aim was also to solve a major problem: the bus ticket crisis of Bangladesh during every major religious/cultural festival (Eid, Puja, Baishakh, etc). The endless struggle of the general people in managing a single ticket for celebrating various festivals with their loved ones first prompted the idea of starting an E-ticketing service in Bangladesh.

The process was without a doubt, very tough to carry out, due the massive population of our country. But with every word of appreciation, it got easier for them.

Shohoj Limited started off with e-ticketing and home delivery of these e-tickets as well. It has effectively identified the appropriate market segment and is proudly recognized to be one of the best innovations in the e-commerce service.

The founder of Shohoj Limited is none other than the reputed Maliha M. Quader who graduated in Economics and Computer Science from the renowned university of Smith College in USA. In addition to her Bachelors, she has also obtained a Masters of Business Administration from Harvard Business School.

The expertise of both Computer Science and Economics has clearly allowed her to make sound decisions in successfully operating Shohoj Limited. Of course, (as for the reason I am doing this internship) a lot of her expertise have also been obtained from her earlier professional years in Nokia where she tended to the strategy and business development of developing markets essentially concentrating on digital content across multiple geographies.

Maliha M. Quader has been known to make quite a statement in the public with her impeccable skills and talent, she has been awarded in various cases. In 2017, she has been recognized as a Young Global Leader by the World Economic Forum for her impactful contribution to cleverly introduce evolution in technology and society in a developing country ever so successfully while being an individual only under the age of 40.

The founding managing director has also won renowned national awards for her influence on the Bangladeshi Society. Bonik Barta, a bangla newspaper and public research association called Bangladesh Institute of Developing Studies have conjoined to award Mrs. Quader the Talented Entrepreneurs Award in 2017. As a woman entrepreneur, Ananya Magazine hosting the Ananya Shirshodosh 2016 ceremony awarded her with best entrepreneur as well.

At first when Maliha M. Quader incorporated Shohoj Limited, it had been funded by both Bangladeshi and European investors. The company is a subsidiary of Draycott Technology Partners; a Singaporean founded entity. However currently bigger investors have come on board and so Draycott Technology Partners merely hold a certain number of shares in the company. Therefore, they are indeed still a part of Shohoj Limited.

In 2018's second half, Shohoj Limited has also succeeded to attract a whopping \$15 million dollars investment from very high-end investors including another Singaporean entity which is the famous Golden Gate Ventures, Linear Venture Capital China, and another Singaporean investor Mr. Koh Boon Hwee. This is the largest investment ever received for tech company in the country of Bangladesh.

Shohoj Limited manages Shohoz.com. An interesting fact or rather story about this entity which showcases determination and their adaptive nature occurred during the inception of the company itself. Your unanswered question of why Shohoz.com and not Shohoj.com when the company was incorporated as Shohoj Limited will be answered in this section of the report. Simply put, the Shohoj.com was already a domain claimed by another service. However, this did not create any major roadblocks for Shohoj Limited and the unstoppable force went forth to name their product as Shohoz.com. For marketing purposes, the "Z" is used and not "J" to enhance and encouragement of word of mouth and easier access to website and applications.

The word Shohoj/Shohoz means "easy" in Bangla, making it absolutely easy to remember and cause the name of the company itself to stir commotion and work as a refreshing tag line for the business as Shohoj Limited does aim to make life easy for the fellow Bangladeshis. Their previous and current slogan is "Jibon Take Shohoz Korun" which is an ingeniously written phrase. This phrase means "Make Life Easy" and add a with Shohoz.com there to really bloom the sounds of it. "Jibon Take Shohoz Korun" with Shohoz.com "Make Life Easy" with Shohoz.com.

Shohoj Limited has also gone through logo and color changes as well. In their earlier years, the logo was different and reflected the “S” of Shohoz. The colour scheme was a zesty orange and grey which was often used interchangeable accordingly. White was used a bit as well. The variations can be seen below:



Although Shohoj Limited started their journey by providing only e-ticketing services of bus, launch, movie ticket and event tickets, today they offer a range of services bike/car ride sharing to soon a food delivery business.

## 2.2 Mission and Vision of Shohoj Limited

### **Mission**

“Shohoz.com reveres its existence to make travel easy and convenient with an aim to empower travellers in Bangladesh with the ability to gain predictability into their travel schedules.”

### **Vision**

“To transform the traditional travelling industry of Bangladesh into a digital, fast and organized.”

Broadly Shohoj Limited visualises a Bangladesh that is tech driven that will increase productivity and efficiency that will enable the country to emerge from being a developing country to a developed country. In fact, the arrival of companies like Shohoj Limited who are associated in technology and e-commerce have really boosted the population’s employment rate and income.

More specifically Shohoj aims to achieve this tech driven world through making networking travel easier.

## 2.3 Services Offered by Shohoj Limited

Shohoj Limited is a company with various electronic products on their platform. Each service has more than one platform where you can view them. Shohoj Limited has a website which is the main platform and from where they started out their e-ticketing service.

However, it can be said that the website is much less used compared to google play applications and/or apple stores. This was recognized by Shohoj Limited and they have also introduced apps for the different services they provide and will be provided.

Obviously as an e-commerce company, Shohoj Limited's electronic services are always subject to improvement and ongoing expansion.

Currently Shohoj Limited provides the following electronic services:

- **E-Ticketing System**



When it comes to e-ticketing, it really is a broad term because e-ticketing involves trading various types of tickets online. Shohoj Limited owns and operates Shohoz.com which is the main platform to execute the exchange.

In addition to Shohoz.com, the website, Shohoj Limited also trades on the Google Play Store and Apple Store where you can download their application to book tickets online.

It is crucial to realize tickets are often obtained to gain access to various planned series of future events and/or performances and other transport facilities. Shohoz.com aims to provide the tickets to for these cases in order to avoid the inconvenience of waiting in a massive line after cutting through Dhaka city's frustrating and flexing traffic to only find out when it's your turn you either got to go at the back of the line again or by the time it's your turn, no tickets are available for that favourite movie, event or bus back to your home town.

Specifically, Shohoz.com provides convenient and comfortable access to booking tickets of:

- Buses
- Launches / Steamer Cabins
- Various Events
- Movie Tickets

Shohoj Limited has a different application on the Google Play Store and Apple Store for when you want to book tickets for buses and a different application on the same stores as mentioned above for Launches and Steamer cabins ticket booking. The name of the Online Bus Ticketing app is called Shohoz – Buy Bus Tickets and the app for booking tickets online for Launch and Steamer Cabins is called Shohoz – Launch/Steamer Tickets.



Shohoz.com, the website caters to all the requirements of the consumers as it is providing access to all the forms of tickets being booked from the website from buses to movie tickets to various events. Unfortunately, there is no application built yet for the booking of movie tickets and other various events. You may only book those tickets from the website.

The best part about the services of Shohoj Limited is that in the slim chances you are not capable of using the internet or rather technologically challenged, you can pick up the phone and call them on 16374 to book tickets instead. Leave it to the kind customer call center to tend to your precious requirements.

#### ▪ Shohoz Rides



Shohoz Rides is another prevalent electronic service provided by Shohoj Limited. This is a newer service offered to the consumers of Bangladesh. It commenced in the first month of the first quarter of 2018 and is a promising new product.

Shohoz Rides allows an individual to travel with ease from one place to their respective destination without the hassle of public transport which includes unsafe nature of jumping onto

the moving public busses. It negates the annoyance of having to bargain with the driver of a rickshaw or cng.

Shohoz Rides is showcased in an application form which is available to download only on the Google Play Store and Apple Store. There is no website as such for this service which makes sense as it is a service that will most likely be used remotely.

Consumers on Shohoz Rides can call for transport to reach their destination at any time of the day and night. It is one of the leading applications currently in the emerging market of Bangladesh. Some of the features of this app includes:

- Requesting a motor bike ride to reach destination on time.
- Requesting a car ride for your journey to perhaps an event in style!
- SOS button for passengers for safety emergencies
- Payment with BKash – a widely used application in Bangladesh
- Rating within the app feature that enables the company to improve their services. In fact, the rating is ride wise, so Shohoj Limited would know specifically which ride caused the particular issue.
- Ability to ride share with your fellow peers with car rides to reach your destination with a lower cost per head.
- Special discounts for app users!

Shohoz Rides is currently riding on the streets of major cities of Bangladesh namely Dhaka and Chittagong only.

It is highly worth mentioning that Shohoj Limited does not plan on stopping the e-commerce trading at only e-ticketing and ride sharing. It also plans on providing food delivery services, home delivery services and the introduction of fintech is also in horizon.

#### ▪ **Shohoz Foods**

Currently there is extensive exertion to launch the food delivery services by Shohoj Limited. The strategic plan is to launch in the busy areas of Dhanmondi and Mohammadpur. The launch is very close which can be noticed by consumers already as it is denoted in the apps' description.

## 2.4 Organizational Department

Shohoj Limited has a very unique organizational infrastructure. Due to obvious reasons which is growth the organisational structure does not exactly remain constant and does vary in accordance to the positions required for the success of the business. Currently an organizational chart is actually under construction as major departments are being still being created.

As a matter of fact, Shohoj Limited just introduced a Human Resources Department. The company is only recently requiring the need to employ massively.

However, the business obviously does have some major functional departments both primary and secondary functions without which Shohoj Limited would not have excelled to this extent.

The following are those major teams and department:

### **Primary Departments:**

- Tech and IT Team
- Business Development Team
- Marketing Team
- Call Centre Team
- Operations and Logistics Team
- Support Team

### **Support Functions:**

- Finance and Accounts Team
- Human Resources Team

As the company is a booming and one of the leading start-ups, it is crucial to have the right team for success. It is also rather critical to comprehend that no team and department can work standalone. Each team is involved in all of the processes of the company and have their goals aligned.

Here is a detailed and extensive description of the responsibilities and respective duties of each team:

**Tech and IT team:** The responsibility of the success of the entire company functions almost lies in the hands of the technology team who build and manage the applications and websites of the company. As this company is heavily invested in technology as e-commerce, it is important the team consists of highly skilled management. Especially because there may be a loss of number of consumer base if the apps do not properly function and are full of bugs. Hence this team is allotted to ensure quality assurance of the applications that are the consumers use.

The Tech Team is led by highly qualified personnel named Sandeep Debnath who has had experience of over 10 years in the development of internet items and services for start-ups as well. He plays the role of Chief Technology Officer in Shohoj Limited.

Currently the tech team is divided amongst two divisions. One division develops the electronic and computerized system while the other division looks into ensuring quality assurance of the applications released.

**Business Development Team:** The obligations of this team are also an important one as this is the team that are in authority to pursue and expand Shohoj Limited's client base. And of course, this goes without saying that without the existence of clients on Shohoj Limited's base, the existence of the company would fall short.

This team is highly equipped with relationship skills as that is what is most required to gather a client base and expand into the market in order to obtain a high market share. It is in their best interest to recognize any new probable prospect.

In fact, this team not only onboards new prospects but also have the vital responsibility to manage to retain the client base and ensure exclusiveness as well.

To be more specific, this team ensures that bus operators in case of Bus Ticketing System, launch/steamer cabin operators in case of Launch Ticketing System, cinema theatres in case of movie ticketing and soon restaurants in case of food delivery system are all rather satisfied with the services provided.



**Marketing Team:** In the modern world, marketing is what really possibly allows your product to stand out. Therefore, it is a vital and one of the core functions of Shohoj Limited.

Marketing an e-commerce trade is rather difficult and a tedious job in this highly competitive environment and emerging market because there are lots of new local and international start-ups in the same industry. However, that was not a barrier of Shohoj Limited and the existence of the company is highly available and noticeable across the nation.

The Marketing Team involves itself with all types of marketing such as brand marketing, online and offline marketing and trade marketing are all executed with poise in the company.

**Call Centre Team:** The Call Centre Team is a team that indirectly enhances and creates word of mouth. This team comprises of employees who speak to users of the applications. Its tasks involve attending and responding to any and multiple enquiries and requests that users may have in a very well-mannered manner.

The Call Centre is divided into two sections, namely, Inbound and Outbound.

The Inbound call receivers will only receive calls from consumers and other users who may have called to clarify any qualms, make reservations at any events or require assistance with booking tickets online and provide solutions and/or information required.

The employees responsible for Outbound calls are the employees who make calls externally in order to perhaps to get back to a customer who would be waiting for a response.

But mostly and importantly so, the team is engaged with calling drivers who are extremely eager to register as drivers with the Shohoz Rides, in order to verify the identification before allowing them to on board with Shohoj Limited. This is a crucial quality assurance task that ensures safety of the passengers/customers of Shohoj Limited.

The call centre is also in the midst of extension as Shohoj Limited has aimed to diversify into other electronic services such as food delivery who will perhaps advise consumers' queries related to incoming and potential food orders.

The Call Centre employees usually possess the skill to have a way with speaking Bangla and English to clearly explain circumstances.

**Operations and Logistics Team:** The backbone of the company can be this operations and logistics team. They are in charge of ensuring the smooth process of inflow and outflow of services. It is their responsibility to ensure that the drivers are following the appropriate standard that will guarantee the quality assurance of the provision of Shohoj Limited. It is their duty to ensure that the drivers are equipped with proper and safe vehicles which can run the streets of Dhaka as Shohoj Limited cares about the roads. Basically, this team ensures the appropriateness and efficiency of the supply chain.

Inventory Management is also carried out by this team. The types of inventory items that Shohoj Limited carries is mostly for their products of Shohoz Rides which include motor bikes, helmets, driver T-shirts and other Knick-knacks. Inventory also includes hardware devices to provide to the bus/launch/steamer cabin operators so as to certify the business partners are up to date with all the equipment required in order to serve the consumers and essentially contribute to the smooth running of operations.

Deployment of the inventory efficiently and effectively is also required which is an activity carried out by this team as well. That is, the team ensures all the business partners both operators and riders are provided with essentials to ensure qualitative service.

A huge chunk of this team will be eventually invested into the food delivery system as that surely requires more operational level activity.

This is actually one of the teams that is heavily under construction. Regardless this report shares as much as made clear.

**Support Team:** This team includes a handful of employees who are dedicated to ensure that the hardware that is provided at the point of sale runs effortlessly and efficiently without any disturbance. For example, bus operators are provided their own platforms to control the ticket requests (more details on this later) and in the case any of these platforms are not working well, the support team ensures there is an immediate response to fix the issue. However, they also help in other software related issues at the company. An immediate response team is essential for operations to run smoothly or else the downtime may result in inefficient company losses.

**Finance and Accounts Team:** One of the main support functions include the finance and accounts department which of course has no direct relationship with the inputs and outputs of

service. However, it is rather important to put a count on the number of inputs and outputs to really measure effectiveness of the business itself.

The finance and accounts team are also very much a required team for Shohoj Limited as they are the team that is responsible to make payments to the respected vendors. Indirectly it does impact the operational aspect because if vendors do not receive payment in time it definitely creates a hampered image of the business and hence the business partners may choose to bring the partnership to a halt.

As Shohoj Limited is also involved very much with international investors, finance and accounts team is put in charge to record, book keep and prepare true and fair financial statements for the investors, management and auditors as well. Shohoj Limited accounts though confidential are audited every year. The preparation of financial statements is prepared and reviewed as like in any other company, monthly, quarterly and yearly. This team is also the concern that deal with tax authorities and any other financial legal matters.

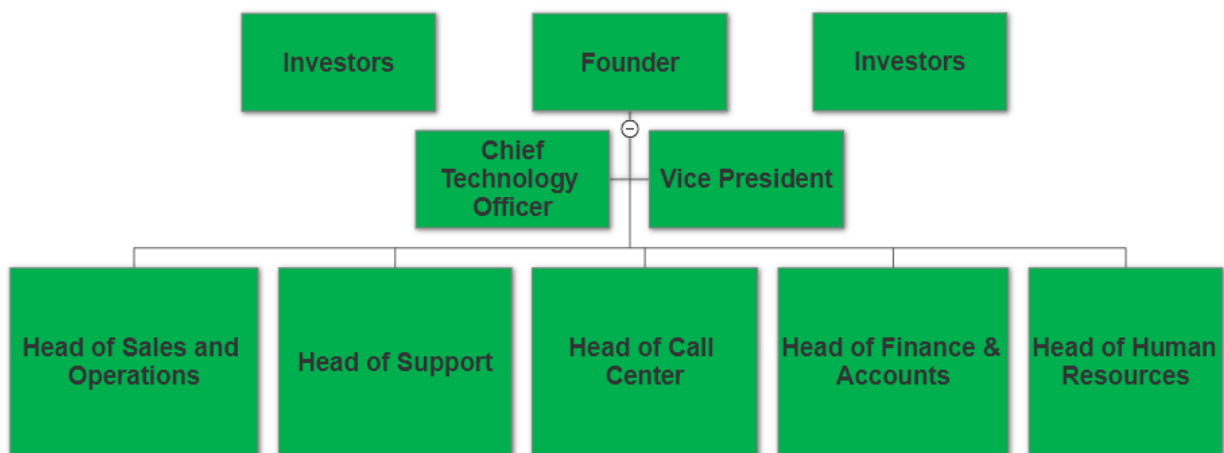
**Human Resources Team:** This team is actually as mentioned above rather new. However, it is filled with experienced employees. Briefly to put it in simple words, it is the duty of the human resource team to recruit, retain and make redundant.

Recruitment is heavy at this stage as the business is growing exponentially. The breakdown of the tasks in this area of human resources involves identifying talent in the massive pool of human resources available in Bangladesh. Moreover, the Human Resource Team faces with a challenge of ensuring the right person is picked for the right vacancy. A lot of scouting locally and if required internationally is done by this team.

Retaining employees is to ensure a valuable employee is kept in the company and is satisfied with the nature of the work. Human Resources Team really is the light of the company to ensure high employee satisfaction and a low turnover rate. They are in charge in making sure the employees are not always working and there is a little play in their lives as well. The team helps to encourage and keep the employees motivated to ensure efficient productivity.

## 2.5 Organogram of Shohoj Limited

Here is a draft of an organogram of Shohoj Limited. The reason this is a draft and not a confirmed one is because this is highly subject to change as the company is open to changes and hence open to growth. It is highly adaptable and pragmatic.



## CHAPTER 3

### Onboarding Processes



### 3.1 Description of Onboarding Processes

In this section of the report, the different ways in which the various electronic services provided by Shohoj Limited are onboarded in the system. To elaborate, it means that the report will now commence talking about all the elements, stages and phases that bus operators, launch/steamer cabin operators, cinema theatres, drivers of Shohoz Rides and restaurants for the food delivery service experience as they are initiate their trade with Shohoj Limited.

In “Shohoj” terms, the following will describe the processes involved in order to onboard a bus operator, launch/steamer cabin operators, cinema theatres, drivers and restaurants. The business development team is essentially solely in control of onboarding the business partners.

### 3.2 Onboarding Process of Bus Operators

Indeed, this is how Shohoj Limited started out their e-commerce journey on the internet as a marketplace – via onboarding bus operators to eliminate the resentment of not only the vexing traffic situation in Bangladesh but also the forestalling and protrusive nature of our fellow Bangladeshis.

The very initial steps of onboarding a bus operator includes massive amounts of research. The research is conducted in order to identify potential bus operator that would be selected to be a prestigious bus operator Shohoj Limited and hence be showcased on Shohoz.com.

The research phase includes a business development executive collating and collaborating data of those bus operators that cover most network. Although there are many other factors to select the appropriate bus operator. The aspects that would affect the selection process of the bus operators include the following:

**Network coverage across Bangladesh:** The reason this data is massively important is because the more network coverage the higher the customer database. It really is a matter of running operations on a massive scale in order to obtain an optimum level of provision.

**A Price for everyone:** Bangladesh is a country with a high level of low and middle level of income earners. Recently trends show the middle-income population also has high level tastes

as well. Therefore, bus operators that provide a large range of pricing options are also an ideal business partner to obtain. But of course, it is not absolutely compulsory that the one bus operator must possess all of the ranges.

It is just essential that a massive range of pricing variations are available on Shohoz.com. Consequently, it is taken into consideration whether Shohoj Limited covers bus operators that sell absolutely low prices and bus operators that sell expensive tickets to provide a bigger choice to their consumers.

**Types of Buses:** Quality is also a requirement for most consumers. Some consumers would not jeopardise quality for price. Therefore, while selecting which bus operator to board it would evaluate the coverage of a certain type of bus. The decision and thought process of selection would be for example, does Shohoz.com showcase any Air-Conditioned busses? If no, the business development executive would research the bus operators' database to identify a bus operator that does provide a bus with air-conditioning available.

A wide assortment of busses will widen the supply of the platform and hence ensure not only availability to satisfy the consumers' effective demands but also build a respected reputation for Shohoz.com.

It is important to note of course different business development employees may have a different thought process on the process of selection and carry out their research accordingly. Moreover, at different stages of the business cycle, different bus operators would be eyeballed to onboard onto the website. All in all, there are many other factors that affect the selection process of business partners for bus ticketing.

However, the ultimate aim, for whichever reason the team chooses to pursue a bus operator, is to provide consumers an enlarged range of choices.

Once this selection process has been completed and business development team has a list made available (or even just a couple of bus operators in mind), prioritization needs to be considered next. Prioritization will allow the team to understand the importance and the way in which they should deal with the client. After prioritization with approval of the Team Leader and Head of Sales, what in sales terms we call a "lead" is created. And, what do you do with a lead? You follow the lead.

Following up on a lead is the stage of onboarding where a lot of meetings are scheduled and phone calls are made to merely persuade the bus operator to get on board with Shohoj Limited and be listed on Shohoz.com. It is far from the ease with which this is noted. Persuasion takes place in a the most customizable way possible as for instance, 200 bus operators will have 200 reasons to not be on board and the business development will be providing another 200 argumentative points in order to convince the bus operators as to why instead they should be on board. It is a highly tedious task and possibly the most difficult. A cool mind is excessively important in this stage. It is all in the approach of the team.

As per process, it is common for the business development team to approach the manager of the respective bus counter (where the bus operators sell tickets). Once the manager of the bus counter is convinced as the team practices their negotiating skills on them, further technical and operational knowhows are managed by the tech, support and content team. However, if the manager is absolutely adamant and does not aim to budge at all, the team is allowed to approach the owner with the same pitch after phone calls and meeting scheduling.

The elements that need to be convinced or rather bought by the bus operators are that Shohoj Limited is doing the bus operators a favour by aiding them to sell more of their tickets. It will mayhap reduce the profit margin of the tickets sold through Shohoj Limited/Shohoz.com as Shohoj will retain a certain amount of commission from the tickets sold through the platform; however, when consumers are booking tickets in the comfort of their own without having to face inconveniences of travelling, it's almost an immediate guarantee that a higher number of tickets will be sold and hence profitability as well as market share will increase for the bus operator. Shohoz.com is where the bus operators will be listed and in fact there is free advertising of the bus operators on the website as well. Of course, this is just a niche of what the initial scenario's pitch is like. As mentioned above, this is in accordance to the concerns of the targeted bus operator respectively. For example, a bus operator may say they are start up and so they can't really afford to provide commission. An employee of the business development team would recognize the weak point of this argument and negotiate that the very reason of being new is why they should sign up as Shohoz.com is established and a customer base is made readily available for them to penetrate the market.

Now that the entire market is rather involved in this online selling field, remaining players and new entrants who aren't on board become aware of the services provided by Shohoj Limited



and offer themselves up and most of the negotiation is done on the percentage of commission that the bus operator will be letting to forgo.

The next step after the business development team is successful in persuading to become business partners, obviously a contract is signed to confirm all details such as the way in which Shohoj Limited would deal with the business partner.

Lastly but most importantly, because otherwise the entire purpose and trust built of bus operators may deteriorate if the after processes are not carried out. Therefore, in this final stage of onboarding technical details are carried out. Each operational team and even the finance and accounts team are linked to the tasks required to be done to onboard the bus operator. The followings are brief discussion of what each operational and finance team executes as part of the process of onboarding a bus operator:

**Tech Team:** The Tech team creates a replica of the situations of the bus operator. More elaborately, the business development team provide various information required to ensure the consumers at the front end of the system are able to view this bus operator and use their services accordingly. The pieces of information that is taken from the bus operators and provided to the tech team to implement and code onto the website of Shohoz.com include:

- the number and details of bus routes that the bus operators provide for which help the consumers to select the travel path. For instance, the bus operator may have a bus that travels from Dhaka to Chittagong but not a travel route of Dhaka to Narayangonj. These specifications are therefore required;
- the number of seats available in the bus that takes a particular route also needs to be provided to input in the system to avoid over booking of consumers only to upset and frustrate the consumer when at the day of travel the consumer reaches the place of departure to find there is no seat actually available and therefore creates a massive hullabaloo and a fall of reputation of mostly Shohoz.com as that is where the consumer decided to book the tickets from;
- the prices of the tickets for apparent reasons such as consumers know how much they have to pay for booking the ticket;
- the condition and nature of the bus;
- the schedule of the bus routes

After gathering all of this info and more relevant bits, it is on hold to make live on the website after a further bit of procedures to follow for smooth operations.

**Support Team:** To make it as hassle free for the bus operators so that they are not repelled from all the processes and procedures and so that they do not feel that all the requirements to get on board is a mere frustration, Shohoj Limited provides the bus operator all the necessary hardware equipment required to operate the electronic bookings online and any technical support assistance that the bus operator may face with respect to operations and technical disfunctions of the hardware and software provided.

The hardware that is usually provided is a platform is pre-installed with software by Shohoj Limited itself for the bus operators to view any new incoming e-bookings that is done on Shohoz.com so that they are able to view and confirm the booking. It is a medium of automatic communication that allows for a three-way communication link. More embellished explanation is that basically when an e-booking is made, it automatically reaches the bus operator to confirm if the online booking can be made. If it can be made then the customer automatically gets a confirmation of the online booking. However, in the unfortunate case the electronic booking is unsuccessful, an automated cancellation is provided to both the customer and the call centre of Shohoj Limited. This automated process really smoothens the process of managing the online booking system. The hardware quantity provided by Shohoj Limited to the bus operators includes as per the bus operator's requirement. For example, a bus operator that is forecasted to receive massive amounts of electronic bookings may be given two full sets of hardware with the pre-installed software while other that receive a normal amount of e-bookings will be provided with one. The hardware that is provided by Shohoj Limited never transfers the ownership to the bus operator. That is, if the bus operator inopportunely fails to continue to be business partners, at the end of the partnership all the hardware equipment is to be returned to Shohoj Limited.

A list of hardware equipment that is provided is as follows:

- Desktop Computer or Tablet or Laptop
- In case of Desktop Computer, mouse
- In case of Desktop Computer, keyboard
- In case of Desktop Computer, CPU
- In case of Desktop Computer, Uninterrupted Power Supply (UPS)

- In case of Tablet, Tablet charger
- In case of Laptop, Laptop charger

All the hardware is provided with pre-installed software to operate the electronic bookings.

It is also worth noting that if there are any system disruptions and disfunctions, they are communicated by the bus operators immediately to the dedicated support team who provide solutions as soon as they possibly can.

The last procedure and important procedure, as it is the process that ensures quality control and management, before showcasing the bus operator live on the website, Shohoz.com, is to certify the bus operators are trained and ready with the appropriate guidance and technical skills to manage to utilize all the hardware provided. Therefore, the last step is to visit the bus operators and present to them the ways in which they will need to use and maintain the hardware.

Finally, after concluding the process and finalizing all the formalities the bus operator is made to go live on the website so that consumers can ultimately purchase tickets online at their own convenience and comfort.

**Finance and Accounts Team:** The business development team also gathers payment related information related and gives them to the finance and accounts team. The reason this responsibility is highlighted as part of the onboarding process is that for obvious reasons money matters and the trade is ultimately done directly or even indirectly for financial gains. Along with all the technical information gathered to provide to the respective tech and IT teams, the financial information is also simultaneously obtained to provide the finance and accounts team so that the team can understand the payment terms and conditions and the basis of commission so that they may send invoices accordingly and timely. Bank details of the bus operators are provided to make payments to their bank accounts directly. This is of utmost important because the team needs to set information in their database in accordance to the revenue model signed in the contract signed (which differs from bus operator to bus operator). This is so that when e-bookings happen they recognize the revenue and also liability in any case (depending on which end the money is received). There is a risk of e-bookings not being detected to be paid back appropriately if this process is not conducted while the onboarding process is going on.

This completes the onboarding of bus operators and frees up the consumers to book tickets online.

Here is a list of the bus operators that are on board with Shohoz.com by Shohoj Limited:

- A.R Travels
- Agomony Express
- Akota Transport
- Ena Transport (Pvt) Ltd
- Green Line Paribahan
- Hanif Enterprise
- Himachol Express
- Manik Express
- Nabil Paribahan
- Relax Transport Ltd.
- Royal Coach
- Rozina Enterprise
- S A Travels (Pvt) Ltd.
- S.B Super Deluxe
- S.R Travels (Pvt) Ltd.
- Saintmartin Paribahan
- Saintmartin Travels
- Sakal Sandhya
- Sheba Greenline
- Sheba Transport
- Shohagh Paribahan
- Shyamoli Paribahan
- Soudia Air Con
- Star Line Special Ltd.
- Tisha Group
- TR Travels
- Tuba Line
- Tungipara Express

### 3.3 Onboarding Process of Launch/Steamer Cabin Operators

Launch or Steamer Cabins are water automobiles used to travel across the nation. For example, to travel from Chittagong to Saint Martin for the holidays in this beautiful winter season, an individual would need to use a launch.

Fact of the matter is that a business development looking to pursue a launch/steamer cabin operator, will face the same process of onboarding a bus operator.

The team will have to go through the research procedure of identifying a potential business partner based on the already noted criteria such as the best price provider, quality and of networking in the nation. Once it recognizes the operator to pursue, a lead is generated with the approval of the appropriate authority (which is the same as the bus operators) who are the team leader and the head of sales. The business development employee puts on their negotiation

skills catered to the requirement and queries of the launch operator to capture a deal that benefits Shohoz.com and then the usual processes of onboarding begin.

The tech team, support and finance team are provided with the departmental relevant information and then they play their roles accordingly. There is however, a tiny but most impactful difference when it comes to the disbursement of hardware by the support team which is explicitly explained below.

In launches, it is common for individuals to board at the very time of departure. Due to the unavailability of appropriate process, these individuals often ride free on the launch which results in a drawback of forgoing revenue. Shohoj Limited has recognized this and therefore in the case of these circumstances, Shohoj Limited provides a deck ticketing hardware. This hardware allows for launch operators to charge a ticket to those who do not have any ticket available at the very time. Shohoj Limited as a reward collects a certain percentage of the total tickets sold on the deck as their commission. This really benefits both the launch operator and Shohoj Limited as well.

Remaining of the processes and policies are pretty similar, to put it bluntly.

Here is a list of the launch operators that are on board with Shohoz.com by Shohoj Limited:

- MV Surovi 8
- MV Surovi 7
- MV Kalam Khan
- MV Modhumoti (BIWTC)
- MV Bangali (BIWTC)
- PS Tern
- PS Austrich
- PS LepchaA.R Travels
- MV Imam Hasan 5
- MV Imam Hasan 2
- MV Bhola
- MV Crystal Cruise
- MV Karnafully 9
- MV Karnafully 10
- MV Karnafully 11
- MV Sundarban

### 3.4 Onboarding Process of Cinema Theatres and Events

**Cinema Theatres** also deal with the same process as that of bus operators and launches. Except that, the information required for the tech team to implement and upload onto the system differs ever so slightly. The following information is mostly required for cinema theatres:

- The number of seats in the movie theatre
- The movies that are shown in the movie theatre
- The timings and duration of the movie being shown
- The price of the different kinds of tickets that are available.

Other procedures such as persuading the respective cinema theatre by business development employee with approval from designated authority, negotiating to Shohoj Limited's benefit and then co-ordinating with the respective teams to arrange for operations to run smoothly.

**Events** are rather different from the other platforms of business. This is because there is no short-term monetary benefit when it comes to events. Events are mostly for building a reputation. Creating reputation through events hosted by already famous enterprises will slowly but surely extend consumer base leading into a larger share of the market.

### 3.5 Onboarding Process of Riders

The onboarding process of riders for the Shohoz Rides is a variant from the e-ticketing onboarding process. The business development team is actually not involved in this process at all.

The Operations and Logistics team look at this aspect which is somewhat correctly can be identified as a recruitment process of riders. There are three main sources which is maintained by operations team in order to obtain a pool of riders to only attract a base of not only riders, but car owners who might want to put their car out for ride sharing and drivers of cars. They are:

- Brand Promoters who are usually university students who are temporarily hired to promote the Shohoz Rides brand and handout leaflets to attract potential riders for the ride sharing database.
- Associations with Garage and Automobile Maintenance companies to provide a list of contact details of riders and drivers.
- Associations with Rent a Car, Corporate Car supplies to also provide a list of contact details of drivers and any potential individual who might be suitable to be part of the supply of Shohoz Rides.

Interested riders and drivers are then encouraged to register on the website with the scans of their original documents and relevant details. The registration is done on google forms as it is the most current and user-friendly mode. Almost all classes of population are able to navigate through this interface.

The registration then reaches to the Call Centre Team, mostly the team that makes the outbound calls through whom rider verification is done. This is a process included the procedures to ensure the riders are qualified and trustworthy to share rides with consumers. It really is a safety procedure and it acts as a differentiator of Shohoj Limited.

Once the rider is qualified, the operations team holds a collective training session for the riders to install the Shohoz Drivers app, demonstration how the app works to ensure proper usage.

Finally, the driver/rider is made to go live on the app and able to ride share.

## CHAPTER 4

# Limitations Faced and Proposed Course of Action





## 4.1 Limitations Faced and Proposed Course of Action

As an intern in the business development department I definitely gathered massive knowledge and more importantly experience. It is an honour to have worked with such a prestigious start up like Shohoj Limited. Not only did I get the opportunity to work experience the corporate world but also realised the extent to which academics is relevant to the real world. It exposed me to a generally large number of diversity of employees not only from different backgrounds but due to its international exposure, I met a lot of individuals from the Indian nationality and Singaporean visitors as well. So, it was definitely a very diversified experience. In addition to this another noticeable aspect of working at Shohoj Limited was that a very young workforce was involved so there were hardly any dull moments.

However, as two sides of a coin, there were some challenges that nonetheless existed in my perspective. Some of the challenges and proposed solutions that I faced are described below.

**Too young of a workforce:** Although this is a reason, I mentioned that made my employment at Shohoj Limited enjoyable, it also worked as a trade off as the fellow employees were also in an ever-learning phase due to which much of the processes and procedures were delayed.

**Proposed Solutions:** I do believe that employees who are more experienced and mature especially at the top level could be employed to ensure a faster decision-making process and have the ability to focus on work related issues.

**Uncertainty of job descriptions:** I had noticed in Shohoj Limited, the support team which as mentioned above was a dedicated team to cater to the relevant business partners were also carrying out a lot of administrative duties. Of course, I did realise the reason for this was that no admin department really existed as such. And a lot of the teams such as operations team would also look at potential restaurants or marketing schemes. Work was done almost on an ad-hoc basis.

**Proposed solution:** The HR would have to sit with each team in order to understand the team's human resource requirements. The HR would need to identify existing and new vacancies and define job responsibilities so that the team can redefine and recreate a more productive infrastructure.

**Delays:** One of the main noticeable defects was that there were mostly delays in most of the work that required to be done. For example, I was very much involved in the onboarding of restaurants which is the part of the food delivering process that is a new service that Shohoj Limited is offering to the general public. The date of launch was expected to be November 1<sup>st</sup> 2018. However, only on the 27<sup>th</sup> of November 2018 it was launched. The deadline was not met and in fact deadline had been long gone.

**Proposed Course of Action:** This proposed course of action is assuming that all variables other than the planning shortcomings remain the same. I believe that a more realistic approach should have been taken in order to set a deadline. Opportunity costs and presumptions of first-time bugs also should be taken into consideration along with the number of staff available to meet deadlines.

**Overworked Staff:** It was noticed that the workforce was heavily understaffed of Shohoj Limited. Therefore, many staff had been seen to start work at 9:00 am and leave work after around 10:00pm which is more than 12 hours of work. It should be duly noted that this was also during the tedious months of work for food delivering launch. Of course, this intense work pressure exists due to a shortage of employees for such a business that is growing exponential.

**Proposed Course of Action:** Recruitments of personnel who have the relevant field experience need to be employed on an urgent basis to ensure distribution of the responsibilities as well as the assurance that not much time would be spent on training the newly recruited employees.

## CHAPTER 5

# Contributions, Learnings & Conclusion



## 5.1 Contribution to the Company

As an intern in the business development team, I was put in a team that mostly focused on signing up restaurants for the newly established food delivery service called Shohoz Foods that Shohoj Limited introduced in the Dhanmondi Area on the 27<sup>th</sup> November 2018.

A target was set to get at the very least 200 hundred restaurant vendors in the Dhanmondi Area to get on board before the launch of Shohoz Foods. This target was essential to meet because it also worked as a marketing idea at the time of launch. Explaining further, Shohoz Foods would launch with an attractive base of 200 restaurants to attract customers by portraying the large choice base provided.

From the beginning of the internship till 27<sup>th</sup> of November 2018, I have assisted in building of processes of on boarding a restaurant as a business partner. Although there is no set on stone procedure yet, I have contributed to establish an overall outline of the onboarding process which any new recruits or existing employees can use as principles. For example, due to my involvement Shohoj Limited can now follow the way in which the commissions need to be communicated, the way in which the contracts need to be signed and the way in which the restaurants will need to be trained in order to access and complete any incoming orders.

Moreover, I have signed up a total of 48 restaurants only in the Dhanmondi Area. That is, 25% of the target was met by me which I was able to meet with the guidance and support of my team leader. Amongst the 48 restaurants, the ones that were challenging to close and sign a deal with were the popular restaurants namely Chillox, Madchef, Ulta Voot, Coopers and Handi.

Due to confidentiality reasons, I am not able to express the commission percentage the restaurants were signed on as this market is highly competitive and most USPs are around this element. However, a certain target was set to ensure all restaurants are signed higher than a certain number which was also a target I have met.

With the guidance and help of my team leader and excessively supportive functional head of the department, I have achieved and accomplished specific objectives and goals which helps the company to achieve its missions.

## 5.2 Learnings from the Company

In this section I express the valuable insights that I can take away with me and implement to any other organisations I am employed with. It has been rewarding to work with Shohoj Limited, the company has succeeded to bring out various personality amendments within me as well as enhanced other professional soft skills that are vital to survive in the corporate world.

**Figuring on how to handle work burden:** Working for an upward mounting start up such as Shohoj Limited really developed a habit to be able to handle massive amounts of work while delivering productive work. At first, I admit I was a little overwhelmed with the amounts of work but with the proper support I found myself to gradually adjust to this surrounding.

I believe this is in my advantage as I have learned that work pressure will be there in any company be it a large organisation or a growing organisation or a small enterprise. The difference will be in the types of exertions and the way in which the pressure is handled by the employee themselves.

**Advantages of working in a tech associated company:** One of the most important factors that should be considered is the type and status of the company's industry you are working for. This is because the possible future implications it may hold. For example, working in Shohoj Limited which is a highly technological intensive company has bettered the odds of me getting employed in a larger tech related corporation such the international company Uber and so on. This is a newly emerging market and therefore it is relevant to have experience in this industry for future progressions. If I was working in an industry that is dying out such as the television industry it would be difficult and contract my horizons for future progression.

**Teamwork:** I have practiced the art of working in a team in this organisation thoroughly. The reason for this claim is that as a team we have had lots of targets to fulfil, all of which has been more or less fulfilled. Not only have I been exposed to collaboration with fellow colleagues of my own field but also been working with fellow colleagues of other departments to achieve an objective which has been a delight in my opinion. I have learned to rely on teammates and felt the appreciation of being relied on as well. It gave me a sense of responsibility which I would oblige to respectfully and willingly. Teamwork really assisted me to obtain a sense of belonging to the company which was motivating to perform my duties.

**Technical Skills:** At university, an in depth academic wise learning of the Microsoft Package was taught so I was not completely unaware of the way in which this was implemented in the corporate world. However, without hesitation it can be said that due to my experience in Shohoj Limited which is also heavily based on Microsoft Excel. Google Spreadsheets I have seen the application of my academics into the corporate world. To be honest, the fact that I was able to work in practical and relate to my work excited me much more than the academic lessons. Nonetheless, they were rather helpful as well.

In today's world, with the rapid spawn of start-ups, especially those which have attracted foreign direct investments and international recognition need candidates to be well-versed with such technical skills and I feel as though this internship really helped to add value to my curriculum vitae.

**Exposure to actual work and not only clerical jobs:** The best part of being an intern at Shohoj Limited is the part where I was bestowed with actual tasks that contributed to the development of the business. A common rumour which is found to be true in maximum cases is that interns are made to simply photocopy and scan and perform any clerical tasks told to them to do by the respective senior. However, in Shohoj Limited company I would shadow my seniors and later on was allowed to be responsible as well as was accountable for my own work.

**Communication Skills:** As I was involved in meeting with restaurant managers and owners, I have been witnessed the way in which every individual needs to be talked with differently depending on what vibes the respective individual gives. Communication in the corporate world is also very formal and there is a level of decency that needs to be maintained. Working at Shohoj Limited, I have experienced appropriate methods of communication. I have also observed the matters which need to be communicated to senior level and the ones that need not be told to them as they do not have the spare time and instead find a resolution by myself. It is actually a surprise but most common communication is done through electronic mails as means to have the conversation recorded and it also highlights the importance of the conversation. Phones are often used rarely and mostly externally to talk to clients perhaps. However most internal communication is done through emails or chat even. This was also an interesting feature of the work culture for me.

### 5.3 Conclusion

In overall conclusion, I can whole-heartedly express that the voyage through the various services of Shohoj Limited namely, Shohoz.com, Shohoz Rides and even a glimpse of Shohoz Foods was rather impeccable. I have attained an in-depth analysis of the processes of during which Shohoj Limited indulges their prestigious clients. All the various steps and procedures conducted by various individuals in one single company really paints a smooth mechanical flow which was rather pleasing to the eyes and more importantly interesting while educating.

Being involved in the structure of a start up really established a sense of belonging in the company and motivated me to work to my best and new potential found.

Shohoj Limited aims to be the market leader which they already are in the electronic ticketing service and within simply a year in Shohoz Rides, they have completed over a million rides and are continuing to grow. With their strategies in mind, they are sure to perform excellently.

Therefore, to finally conclude, without any reluctance I was able to achieve my personal goals of completing the internship report in due time, I have obtained precious and rare advices and knowledge from my fellow colleagues and succeeded to step and survive the very first steps into the corporate world. Without a doubt, this was an unforgettable experience as it was my first internship, first step.

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