

A decorative border with a repeating geometric pattern of pink and white lines, forming a frame around the central text.

SHAJGOJ

IT'S YOU
BUT NEW



Internship Report on
Analysis of the E-Commerce activities of SHAJGOJ Limited

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Letter of Transmittal

29th November, 2018

Feihan Ahsan

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Subject: Submission of Internship report.

Dear Sir

With due respect, I would like to submit my report on “**E-Commerce activities of SHAJGOJ**” to find out in and out of their E-Commerce related activity which is a part of completion for my BBA program of BRAC Business School.

Recently I have completed my intern related program at “SHAJGOJ”. I have worked here for around three months from September 4th to December 4th of 2018. While working on this organization I have learnt many things both practical and theoretical. I hope that you will consider this report valid, reliable and objective.

It would be great honor for me to thank you for all the guideline and support that you have provided and hope to getting assistance in future as well. I will be available at any moment is any confusion rises.

Sincerely,

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ACKNOWLEDGEMENT

Toward the start of setting up this report, I might want to pass on appreciation to the Almighty god for his approval in finishing this report. This internship position report is a gathering of numerous individuals' exertion. For this, I am obliged to various individuals who helped me to sort out this report and for their thoughtful conclusion, recommendations, directions and suitable rules for this.

Many people have helped me during my internship to complete my report. They provided guidance and support towards my whole journey. Now I got the opportunity to thank everyone.

In the beginning I would like to thank my internship supervisor Feihan Ahsan, Lecturer, BRAC University. Sir always tried to give me the proper guidance and assistance in the process of preparing this report. He always gave me accurate advice throughout the whole process. I would like to thank him from the core of my heart for his support that he instructed me for my whole internship journey.

Afterwards, I would like to thank my organizational supervisor at “SHAJGOJ”, Farhana Preeti, Head of Creative department. She always stands beside me and guided me all the time in my whole internship process. I have learnt many informative information and gathered practical knowledge about the organizational process and E-Commerce related activities from her. Her Support and the experience that she shared with me will always assist me to implement those in my further career process.

Moreover, I would also like to thank Sinthia Sharmin Islam, Co-Founder & Chief editor of “SHAJGOJ”, Tabassum Binti, Manager, HR & Operations, Anika Fawzia Jui, Sub-Editor, Shrestha Sutradhar, Fashion Editor, Sardar Mohammad Milky Mahmud, Director. These people helped me to learn a lot of organizational concept and implications while doing my internship. I have gathered professional skills and knowledge related with my organizational learning throughout my internship.

All of these precious peoples contribution has helped me to complete my internship report in a well manner.

EXECUTIVE SUMMARY

Shajgoj Limited, started their journey from 2013 with their blog site "**shajgoj.com**", which is **world's largest Bengali beauty portal** and it works for giving tips and suggestions to the people of Bangladesh who are concerned about the health and beauty. Moreover, the company is involved in e-commerce business from 2016. The site is still being in the process of development and its name is shop.shajgoj.com. I worked in the creative department as content maker and in E-commerce department as well as in other department also. Being an admin of the Instagram and YouTube channel I had to handle the customer's queries. In shop.shajgoj.com I covered contents for categories such as makeup, skin, hair, personal care and so on and so forth. For shajgoj.com I mainly wrote so many articles which was related with beauty, life style, hacks or tips, psychological suggestions, benefits or harmfulness of any major thing of our life, products review etc. I also maintain the excel update sheet of our company and others some SEO work or product listing work. I go for live from their Facebook page to increase our sale or marketing our products by demonstrating makeup, giving tips as the customers requires educating them in beauty sector as they have vast interest in it. I also did modeling for content video and also for articles. Then I did competitor analysis where I searched the page authority and domain authority of the competitors such as Daraz, Picaboo, Bagdoom and so forth e-commerce companies.

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Overview

“Shajgoj” Limited started their journey in 2013, with the vision to improve health and beauty tips to their customers. They provide beauty and healthcare related suggestion to their customers. Company started with the idea generation from basic inspiration that encourages Entrepreneur & Co-Founder Sinthia Sharmin Islam(Director) who first grooms the idea to create such type of company along with her husband CEO Nazmul Sheikh (MD) along with Co-Founder Sardar Mohammad Milky Mahmud (Director). She found the market gap that helps to provide beauty tips and other suggestion through their E-Commerce site.

They began their journey in 2013 but mainly they entered their E-commerce platform in 2016. This company generates different types of content over different beauty & health related solutions. Besides they also sells many beauty and healthcare products as well like: Makeup products, beauty care, food & health. They also help their customer to choose among thousands of products that suits their desirability most. They have their own Facebook page and blog as well “shajgoj.com”. They also opened E-commerce site of the company “shop.shajgoj.com” from which they receive their order and deliver goods within 24 hours. They use to update their product line on the online in a regular basis and suggest those to customer with the help of own beauticians, expert dermatologists etc. They have their two physical shops in Jamuna future Park and Dhanmondi Shimanto Square with the shop named Shajgoj.

At first they started with their blog and published different content over products like:

- Skin care, Hair care, Nail Care, Bridal, Makeup tips and products review
- DIY (Do It Yourself) Videos
- Product Swatch
- Perfume Review
- Health and hygiene
- Recipe
- Fitness

- Expert opinion
- Maternity, Child section, Parenting
- Fashion and lifestyle
- House Keeping
- Interior Ideas
- Psychological personality related content
- Better leisure time spending suggestions

While they started their E-commerce site they observe that customer cannot find their suggested products in local vendors and even if they found most of them are replica. That's why **“Shajgoj”** took a step ahead to supply the goods that their expert suggests to their customers. As **“Shajgoj”** is a startup company they are trying their heart and soul to develop their E-Commerce site as well as their Product and delivery side also.

Vision

The main vision of this company is to find the inner instincts and furnish them to enhance the beauty of each person. They try to improvise the beauty and personality along with other activities that gives the beauty and peace to the mind of their customers. This company's goal is to provide their customer with authentic products and let them help to find their inner beauties that improvise their confidence that can improve their lifestyle. To create a well organized life with a beautiful mind and health is the core vision of this organization. They always try to implement best out of their experts' knowledge to support their customer for introducing a beautiful and organized life.

E-Commerce Business in Bangladesh

- **Business to Business (B2B):**

Business-to-business (B2B) basically implies business-to-business, which is a plan of to action that centers on pitching items and administrations to different organizations.

Consider it a strong organization that that through their items and administrations enables organizations to succeed or help their inward endeavors.

- **Business to Consumer (B2C):**

Business to customer (B2C) alludes to the exchanges led straightforwardly between an organization and shoppers who are the end-clients of its items or administrations. The business to shopper as a plan of action varies essentially from the business-to-plan of action, which alludes to trade between at least two organizations. While most organizations that offer straightforwardly to customers can be alluded to as B2C organizations, the term turned out to be gigantically prevalent amid the dotcom blast of the late 1990s, when it was utilized for the most part to allude to online retailers, and additionally different organizations that sold items and administrations to purchasers through the web.

Shajgoj mainly deals with the vendors like: USA, India, UK, Korea & Bangladeshi vendors etc and also other large vendors and provide it to the end users in our country which shows that this organization is doing B2B business with other big countries and vendors. They also try to maintain good relationship with their suppliers and vendors by creating opportunities and easy supply chain process. This enables them to buy in bulk and provide it to their customers with an affordable price.

Except this, “SHAJGOJ” also delivers their products and sell to the individual customers as well through their online pages, websites and physical stores. This indicates that, they also try to interact with their end users as well to generate their sell to create a good B2C

relationship with their potential customers. This organization also keeps good network with their customers and end-users by giving promotional offers and gift. They value their customers by giving membership, discount card, VIP card and other facilities to create a friendly environment with the customers to make them purchase again. Rather they also focus on the quality assurance of their products that suits best for their end-user.

Career Opportunity at Shajgoj Limited in E-commerce sector

Shajgoj creates scopes in terms of employment process like they hire many skilled employees and make opportunities where these people can have the opportunity to work in a decent manner with all the working facilities.

- **BPO:**

Rather Shajgoj has their own call center from which they ensure their service and solve other customer related problems. They create the scope for people to connect with them and get better service over time.

- **Editorial and Graphics:**

Many creative people get the opportunity to work here like: graphics designer, product designer, packaging sector and other. This helps to create job opportunity for them.

- **Inventory management**

Inventory management section also gets many scopes to engage them in the E-Commerce sector of Shajgoj. This sector includes inventory management, supply of inventory, storing them in a proper place, supply chain, product management etc. to monitor all the activities related with these department many man forces are engaged.

- **Logistics**

Logistics is utilized all the more extensively to allude to the way toward organizing and moving assets – individuals, materials, stock, and gear – from one area to capacity at the coveted goal. In Shajgoj to generate logistic related activities people get the scope to work here to accelerate the E-Commerce related activities.

- **Supply Chain**

Web based business does not simply mean exchanging and shopping on the Internet. It implies business effectiveness at all task levels. Officials realize it is basic to successful business tasks, Store network Management implies planning, booking and controlling obtainment, generation, inventories and conveyances of items and administrations to clients. Supply chain management process of Shajgoj is a vast lining process that includes that helps to engage different level of managers to complete the whole task from product storage to deliver those to their potential customers.

- **Marketing**

The marketing sector of Shajgoj helps to communicate with their customers in an effective way that helps them to attract them make them the loyal one for repeating purchase. Marketing is a vast process that helps to generate profit over time. Shajgoj did a lot of market research before launching their products. They also find out their potential target customer group to grab in a well-mannered way. For this they use different promotional activities like, advertising, online marketing, social marketing and their own website as well. This type of activities includes a lot of people to make the whole process work in decent way that creates a lot of scopes.

- **Engineering and Development**

To make all the things inter-related and make it visible virtually visible in the internet many engineers and web developers are working day and night to develop Shajgoj's website more organized in way that helps to connect their employees and customer in the easiest way possible. They design the website and maintain it. Rather they try to introduce new technologies in the server and fixes bugs in the software

These are some of the scope that Shajgoj offers to their employees and also for the stakeholders.

Organizational Tree:

In this organization there are around 40 employees and 6 departments who are currently working together to achieve companies goal. Names and designation are giver below:

SL No.	Name	Designation	Department
1.	Mr. Nazmul Sheikh	Managing Director	CEO
2.	Mrs. Sinthia Sharmin Islam	Director	
3.	Sardar Mohammad Milky Mahmud	Director	
4.	Kulsum Akter Shila	Manager Finance	Finance and Accounts
5.	Apurba Mondol	Senior Accounts Executive	Finance and Accounts
6.	Tabassum Binte Bakul	Manager-HR & Operations	HR dept.
7.	Shrestha Sutradhar	Fashion Editor	Creative dept.
8.	Farhana Preeti	Creative Head	Creative dept.
9.	Tabassum Mushtary Meem	Content Consultant	Creative dept.

10.	Rofeal Jony	Cinematographer & Video Editor	Creative dept.
11.	Nikita Barai	Content Writer (Intern)	Creative dept.
12.	Shomen Dev Burman	Technical Lead-Video Production	Creative & E-commerce dept.
13.	Atanu Kundu	Technical Lead-Video Design	Creative & E-commerce dept.
14.	Anika Fawzia Jui	Sub Editor	E-commerce
15.	Anjuman Ara Bhuiyan (Nila)	Executive-Inventory Management	E-commerce
16.	Farhana Haque Oni	Executive Business Development	E-commerce
17.	Sabrina Islam	Executive Business Development	E-commerce
18.	Asif Iqbal	SEO Executive	E-Commerce
19.	Habibullah Kaysar Suvo	Junior Graphic Designer	E-commerce
20.	Md. Sakibul Islam	Data Entry Operator	E-commerce
21.	Md. Shyed Al Faisal	Head of Supply Chain Management	Supply Chain
22.	Khairul Bashar	Executive-Supply Chain Management	Supply Chain
23.	Md. Sogibul Islam	Manager-Community Management & Quality Assurance	E-commerce
24.	Himika Veronika Mree	Beauty Consultant	E-commerce
25.	Sabina Akhter Chobi	Customer Care Executive	E-commerce & Customer Care
26.	Tanjila Rahman	Customer Care Executive	E-commerce & Customer Care
27.	Naim Uddin	Rider (Delivery Man)	E-commerce
28.	Tuhin Khalifa	Delivery Man-JFP	Supply Chain
29.	Md. Arif Gazi	Office Assistant	HR
30.	Md. Hossain Ali	Office Assistant	HR

There are also more employees in our physical stores and in Customer Care dept. But the main employees are mentioned above.

Role as an Intern

Job Responsibilities:

- ✓ As an intern I worked here in both Creative and E-commerce department.
- ✓ My main job responsibilities are Content making, hosting of shows, performing in DIY videos, managing Instagram account, YouTube channel, beauty consultancy.
- ✓ Targeting customers through social media to generate sales, office related software operating like: MS excel, word, power point etc.
- ✓ Writing article in Bangla.
- ✓ Idea generation to boost sales and implement them.
- ✓ Article related modeling photo shoot & videos.
- ✓ Forecasting Facebook live through Sajgoj page and attracting potential customers and beauty consultancy.
- ✓ Makeup hacks.
- ✓ Assisting product team for selecting trendy products or cosmetics to keep updated with global beauty world.
- ✓ Working under pressure and handling critical situation.

- **Dimension of Job Performance:**

- ✓ Ensuring quantity and quality of work produced or completed by employee.
- ✓ Time schedule, meeting, deadlines and submit before deadline
- ✓ Maintaining quality of work and managing the standard of measurement set by the organization.
- ✓ Utilize company's resources efficiently saving cost and producing more valued items for sale.
- ✓ Meeting both internal and external customer's expectations.
- ✓ Collaborate with other department and work combine for better output.
- ✓ Be proactive and complete each work and activities within time limitation using the resources given.
- ✓ Adding other skills to improvise performance and generate more sales over time period.

Introduction to the Report

This report is prepared to conclude and serve information about how E-Commerce activities are operated in Shajgoj. Rather, it will provide several useful information about proper SEO practice in professional field, which can accelerate the sales and other beneficiary sectors for a business. Moreover it will assist the outsider to gather knowledge and use required information for further research and study purpose.

- **Rationale of the study**

The rationale of this report is to link educational background knowledge with the implication of practical knowledge. Only bookish knowledge cannot help us to gather prior experience about the professional sectors. Rather we have to implement those in the real working world as well. My internship program has let me to implement my theoretical knowledge in the real life.

- **Statement of the problem**

As the company Shajgoj is still a new one in the field, they still face some serious problem while operating their daily work process. They still are trying to figure out for developing their technical site for better SEO practice in E-Commerce sector. Moreover Shajgoj also trying to fix their other costing sector and payment method for the better experience.

- **Scope and delineation of the study**

The report was done with the help of different background of data and information. Most of the data was collected from primary source like: personal interview, conversation and employees. Other data and information was gathered from secondary sources like: article, journal, books and company website. Lastly in this report Shajgoj is compared with other E-Commerce organizations for a better outcome.

- **Objective of the Report:**

The objective of this report is to clarify the activities or “**Shajgoj**” in a manner that describes how they serves their targeted market and what type of E-Commerce activities are done by them. This report will give a gross idea about “**Shajgoj’s**” all types of physical and virtual activities. Rather it will give a idea of the organizational working environment and their responsibilities as well. The

core objective of our study is to point out the main E-Commerce related Internal and External activities that help them to grab potential customer and increase sales.

- **Research Question:**

Does **Shajgoj** include important E-Commerce activities in their operations?

Review of Related Literature:

We have collected much information from different sources. We took historical info from different books as well as other sources like: Google search engine optimization guide, Face book Marketing Tutorial, E-Marketing (Strokes), and the principle of Beautiful Web-Design etc. We took help from these books and course related materials to extend our study further. Moreover we also took help from secondary resources like: Internet, Articles, reports etc.

“The buying and selling of goods and services on the World Wide Web” (whatis.com)

“sites created for the purpose of selling goods and services over the Internet, regardless of whether the actual sale takes place on the Internet or via fax, phone or another means provided by the website” (Janice Anne Rohn, Siebel Systems, Inc.)

Shajgoj’s Requirements of E-Commerce Platform

- ✚ For creating of website Shajgoj first registered for it and then took the Domain for their website, which is: **shajgoj.com** and **shop.shajgoj.com**. They also created Facebook pages, Instagram account, YouTube Channel, WhatsApp group for their regular customers to keep up to date.

- ✚ Now their website is secure because they started the “http” protection recently.

- ✚ The server software they are using is Magento.
- ✚ Web tools: Alexa.com and Moz. These are use for to check the clicking rate or the searching rate of the people of any specific word thus they can set that specific common word in their website to optimize the SEO.
- ✚ Their Database Management system are website template _ Magento for E-commerce and for the blog site and website theme Wordpress.
- ✚ For the website Privacy and protection they have Secure Socket Layer (SSL)
- ✚ Payment Portal Method: They had done it through “**Commerz**”. Who set all the payment process from others, so that the website can enable the payment process of bkaash, rocket or any debit and credit card of any bank.
- ✚ SEO: Now **Shajgoj** is maintaining **SEO** by recruiting an expert and they are highly maintaining it to reach all types of the people. There are two types of Search Engine Optimization: On page optimization and Off Page optimization.

How On page optimization works are given below:

- In the blog site “shajgoj.com they did on page optimization link up all the articles **Internally**, optimize the pictures, set the title, caption, image name.
- Moreover, Alt texts describe the image to Google. It is developing the articles through the linking up of the picture.
Example: In the e-commerce site, after end of the list of all specific products they attached the article link which is in the blog site thus people can know how to use it or its benefit and many more.
- They did **external** link up for the e-business website “**shop.shajgoj.com**” to hold the traffic or to increase the customers’ engagement and reach to them easily.
- Correcting Meta description for the websites. If they found any fault by auditing in website they fix it through web developer.
- Optimizing the entire article in two ways with „digit“ or with „?“ question mark.
- There is a tools name Google trend to check the ratio of the people of Bangladesh that how many people search for this specific product. Example: Face primer, but by

analyzing in the Google trend is shows people search more by writing primer. They will set the product name in their s-commerce site by writing primer. So that people will find it from our website easily.

They avoid the stop word to set the website URL.

Example: www.shajgoj.com/yummy_bengali_desert_chanar_jorda.

How off page optimization works are given below:

- Google knowledge graph has been opened from Google my business. Here they input the internal detail of any article or product to let know the Google where it is. They input the details of website location, open and close time of the site, Google map etc.
- They do back link with those website which's rating number is more than 3. Because shajgoj is now in rating number 3. Through the back linking up, those website refer our website and we can gather our traffic.
- For the key word research they use some tools. Those are: a. Awards keyword planner, b. Ubersuggest, c. ansthepublic.com. d. wordze.com. e. smallSEOtool.com. f. keywords suggestion.

Cost required for creating E-commerce Platform

- **Registration Cost:** For the building and developing their website and blog the registration cost was approx. 1 lac total for ones at a time.
- **Domain Cost:** For the domain they spend \$17 per year.
- **Hosting Cost:** Hosting cost fluctuates or varies. Because it depends on traffic. The more traffic in the website the more hosting cost increase. So it goes approx \$50 to \$1,000+ now.
- **VAT:**Customer gives 4% VAT when they buy products from their physical stores.
- **Tax:**Govt. also said that E-commerce business do not need to pay any taxes but Shajgoj pays taxes to Govt. because withdrawing the permission certificate or documents are very tough, so they pays taxes.

- **Cost for technical appliances:** For all the laptop and PC's it costs 1,225,000 taka approx. And for the internet bandwidth it costs 26,000 monthly.
- **Site Development:** The trend of site development rules is to change or develop the site after every 3 years. It is called UIUX. The blog site was „shajgoj.com“ was created on 2013 and the E-commerce website was created on 2016. These both took costs 1, 50,000 taka. 7, 50,000 was for blog and 9, 00,000 was for E-commerce website.
- **Security Cost:** To make website secure recently they started the http security which was started from November 2018. It took cost of \$150 yearly.
- **Payment Method:** At once of the first time they paid 15,000 to **Commerz**. They set the payment method to any kind of E-commerce website. Like bkaash, rocket, or any debit or credit card payment method from any bank. The contract policy is what transactions are occurring in their website, Commerz are getting 2% profit of all the transactions. In the future, when market plan will more develop, there is a possibility to decrease the percentage % which Shajgoj is paying to Commerz.

Legal Framework of E-commerce

- Two-sided Agreement (Treaties) with nations is an unquestionable requirement to help universal web based business. Legitimate structure to encourage simple traditions, tank and different installments, speedy arrival of the item and enhanced conveyance channel will empower worldwide business exchanges.
- Numerous follows up on online business are a blend of various computerized activity and conventional business forms. ICT Act must guarantee there is reasonable congruity with existing law and internet business directions.

○ **Rules and Legal Issues of Shajgoj Limited in E-commerce sector**

Now a day's E-commerce is a very booming sector in the market. The Shajgoj is a Startup Company. Government is still working on it to set and design law and legislature for these types of organizations. Hopefully government will force some law over this kind of company in a short period of time. Still, there is not that much any rules and regulations in the E-commerce sector. Government will surely enforce some E-Business related act in the coming years.

Challenges for Shajgoj Limited in E-commerce sector

- Offering flexible payment method for their customer is a big challenge for this organization. As, this company is new in the field that's why they still didn't offer all types of payment methods. If every type of method like: visa, master card, international money transfer facilities need to be added also.
- Ensuring proper consumer satisfaction through different extra facilities can lessen the customer retention rate over time. They can offer better customer care service, Promotional facilities, offer etc.
- E-Business related companies that exist in our country are the main competitor for us. There many big E-Business sites like: Daraz, Banglashoppers, Bagdoom, Pickaboo & Social media pages.
- Though Shajgoj is trying their best to fulfill their customers demand but still there are some gap between understanding what their customer actually wants and they should act accordingly.
- Achieving high level of customer credibility is another challenge. Gaining customer trustworthiness from their regular customer can increase the credibility of the organization. Authenticity of product through making social media live video and other campaign ensures customers that they get the actual product in hand.

- Accelerating product delivery process can be a challenge. Though shajgoj tries to deliver their product within 24hr but they should always try to maintain the given time constraint for their delivery process.
- Besides keeping the old customers, they should try to attract new customers also. For this they can use different types of marketing techniques.
- Creating CRM or efficient customer relationship management process that ensures that customers keep a long lasting loyal relation with the organization.
- The shopping experience for the customer for the customers should be more personalized. Like: website will collect information about customer and suggest those products according to their preference and choice that suits those most.
- To run an E- Business organization professional graphics and web developer are needed to boost the whole process for generate sells. Finding expert people for these departments can be other challenge.

Methodology

Report has been prepared in the basis of both primary and secondary data which is related with the information of E-commerce background. Generally the secondary information is collected from journal, Article, research paper, online papers, books etc. primary information are gathered through different methods like: observation, taking expert opinion, interview etc.

These are some core methodologies that have been used to prepare this report:

- At first the main required information about collecting internal information of the organization about E-Commerce activities is gathered by the help of Tabassum Binte Bakul (Manager, HR & Operations) who helped me to let me know the job responsibilities of my job and provided in depth information like organizational tree. She also evaluated me which was provided by my institution and assists me to fulfill other documentary process. She also guided me to collect information from different people and sources.
- Another person Sardar Mohammad Milky Mahmud (Director) who provided me with the costing related information and gives me the costing of the E-Commerce sectors and also informs me about the rules and regulations.
- Asif Iqbal (SEO Executive) assists me about knowing the SEO practice of Shajgoj's website and how they gather traffic of their customer.
- Sabrina Islam (Executive Business Development) who helped me to let me know about all the challenges and how they try to overcome those.
- Identifying E-Commerce related graphical representation and analyzing those.
- Finding main challenges and ways of overcoming those.
- Data has been gathered with the help of other internal employees of the organization as well.
- Inspecting internal data and organizing them for the report.

Analysis and Interpretation of the data

In this part of report, the interpretation of collected data will be graphically displayed in a sequence wise according to questionnaire by the internal employees of Shajgoj.

1.What is your gender?

14 responses

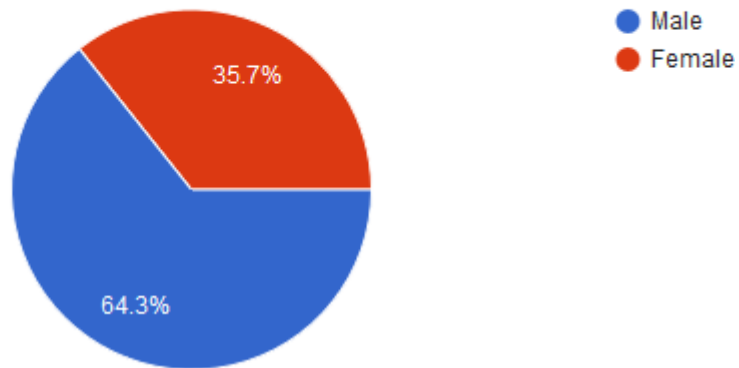


Figure 1: percentage of male female

2.What is your age group?

14 responses

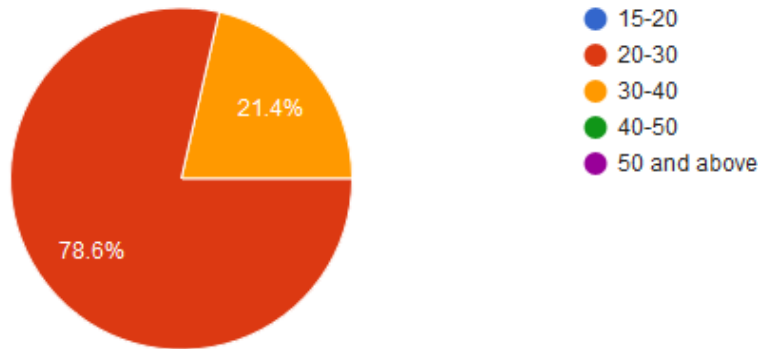


Figure 2: Age range of respondents

3.Do you believe that beauty lies in the mind?

14 responses

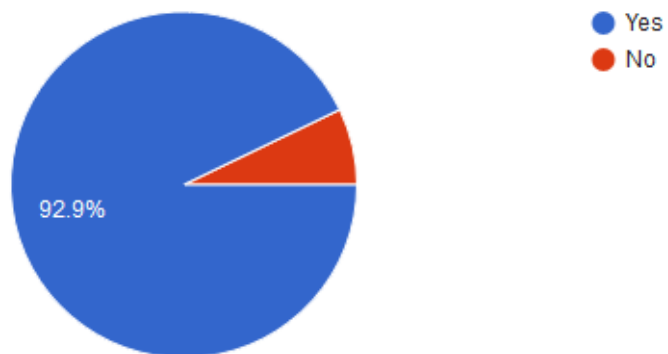


Figure 3: Most of the people believe that beauty lies in mind.

4. As well as daily hectic life, do we need a fresh outlook as well?

14 responses

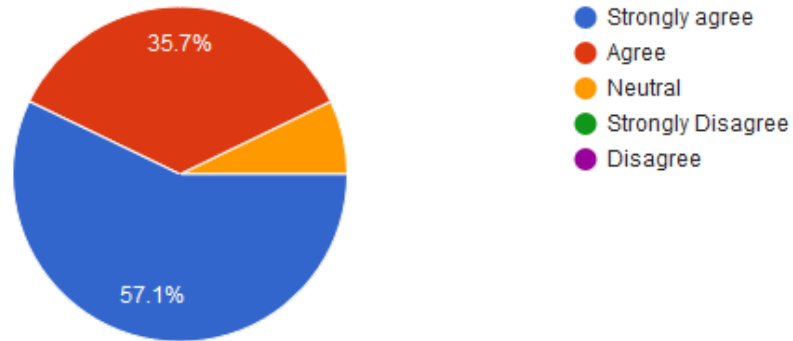


Figure 4: Here most of the people agreed

5. Does the suggestion that Shajgoj gives to their client is relevant?

14 responses

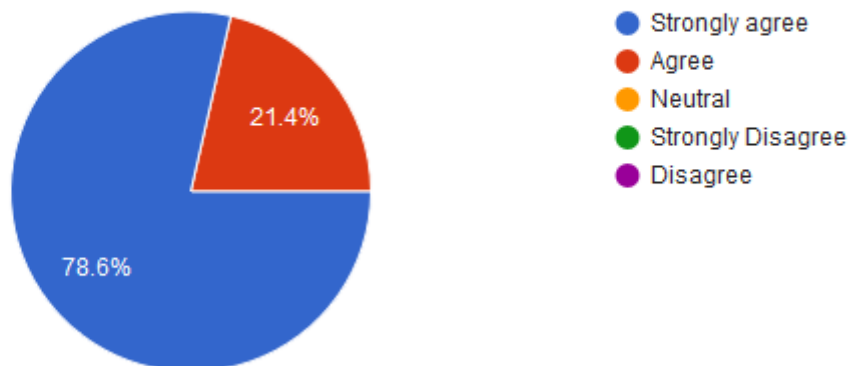


Figure 5: people believe that the suggestion of shajgoj is relevant

6. Do you think the ordering process of the organization is comfortable to customers?

14 responses

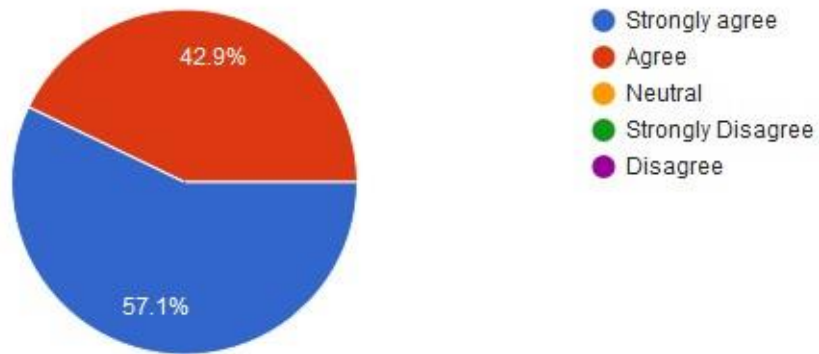


Figure 6: Most of them believe that ordering process is comfortable

7. Is the company is maintaining a good relationship with customers?

14 responses

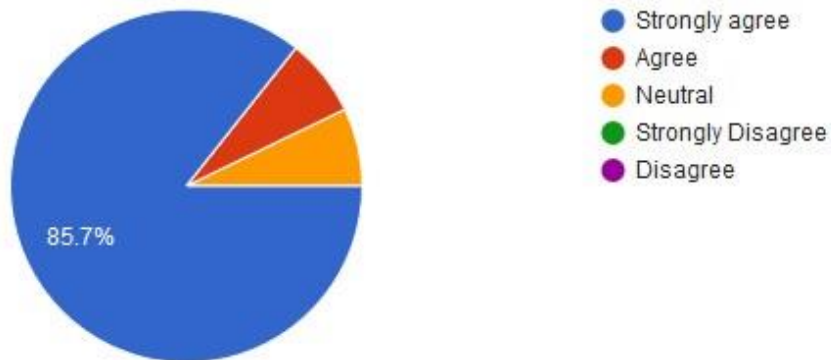


Figure 7: yes from here we can figure out that they are maintaining good relationship with customer.

8. Does the website of the organization is easily operable by the customers?

14 responses

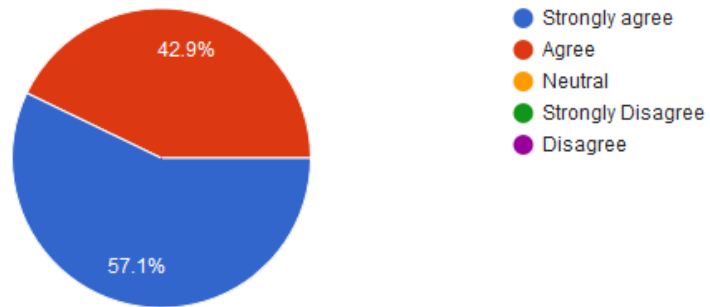


Figure 8: Maximum people are flexible of operating the website

9. Are you satisfied with the companies technological side?

14 responses

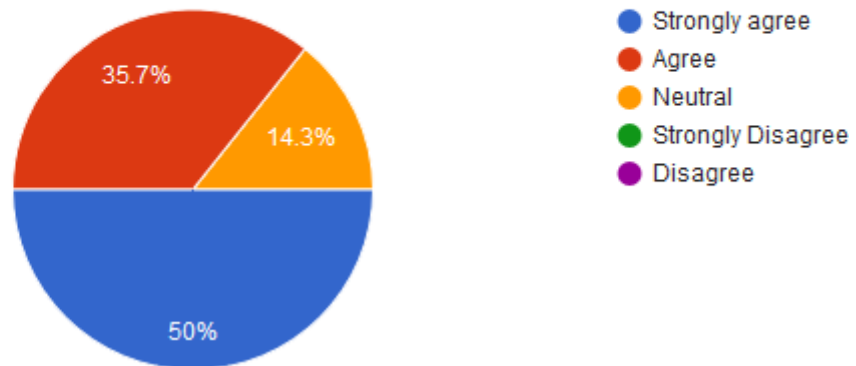


Figure 9: Most of the respondents are satisfied about company's technologies

10. Do company introduces newer version of products and technologies over the time?

14 responses

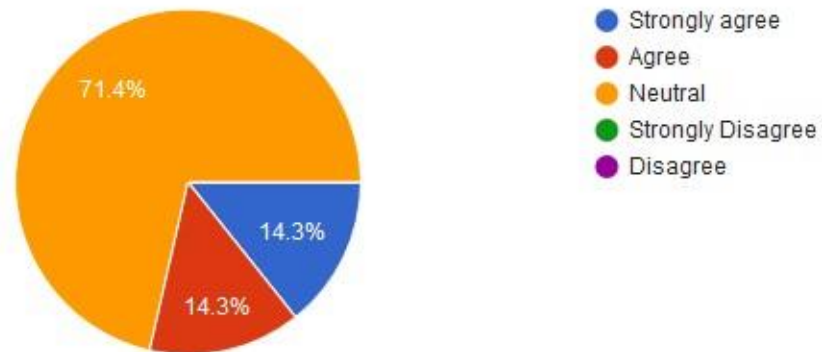


Figure 10: Most of the people are neutral here

11. Are you comfortable with the data recording and analyzing process?

13 responses

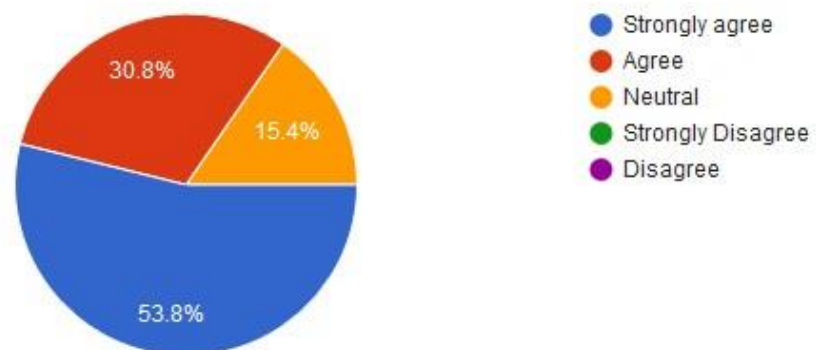


Figure 11: Here maximum respondents are comfortable about data recording process

12. Do this company practices SEO elements for better customer responses?

14 responses

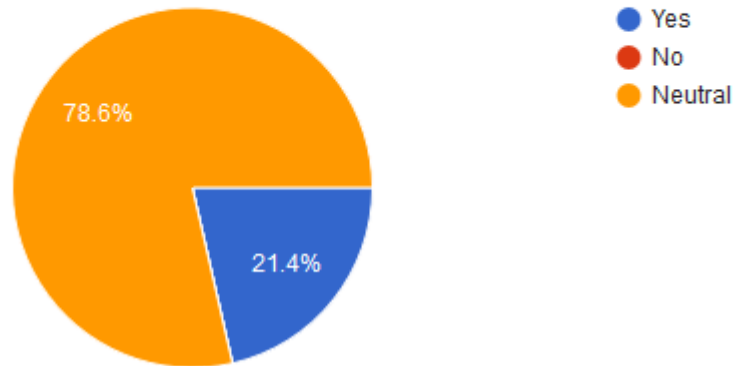


Figure12: Here maximum responded said SEO elements is better for customer responses

13. Do you think the E-Commerce sector of Shajgoj is well organized?

14 responses

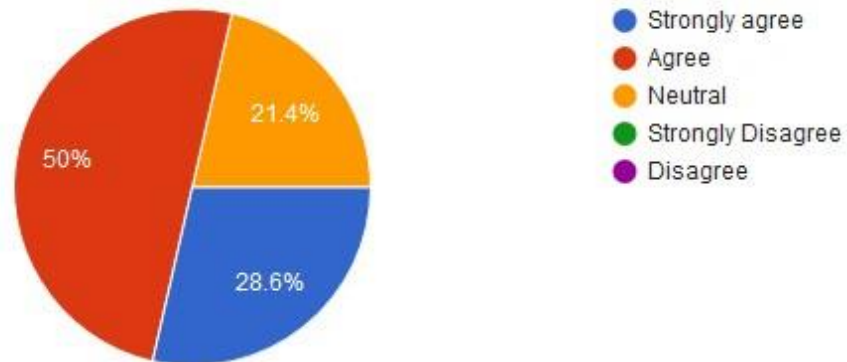


Figure 13: Most of the audience agreed that shajgoj's e-commerce sector is well organized

14. Do the digital marketing process helps to attract the customers?

14 responses

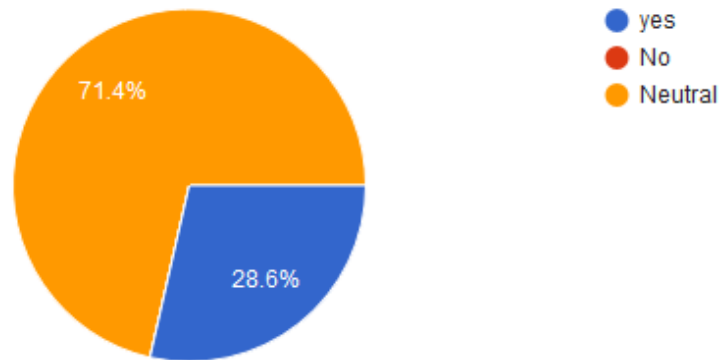


Figure 14: Here maximum people are neutral and rest of the people agreed.

15. Do you think other Promotional activities need to be done as well?

14 responses

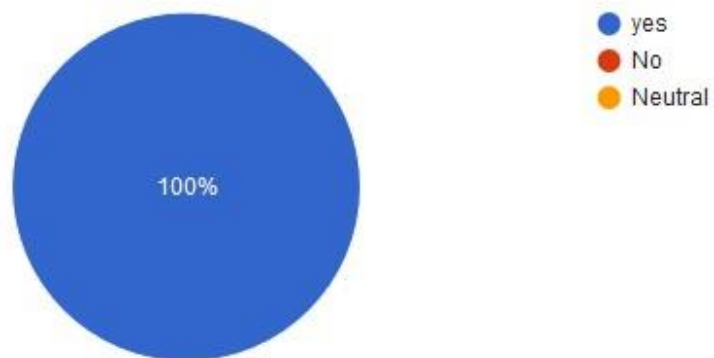


Figure 15: All of the respondents agreed with the statement

16. Do this companies website is compatible with all types of web-Interface?

13 responses

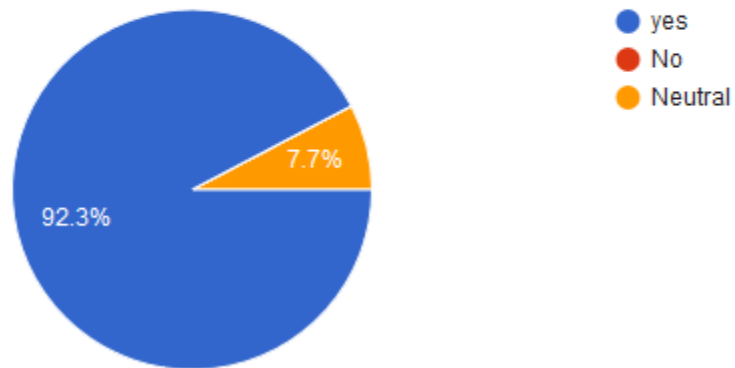


Figure 16: Most of the respondents agreed about the statement here

17. On the scale of five measurement criteria how will you evaluate my performance?

14 responses

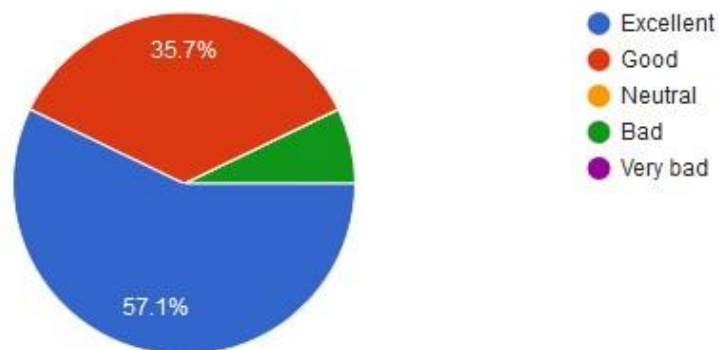


Figure 17: Here in my evaluation indicates positive feedback

18. Comment if there is any lacking or good qualities in my performance.

8 responses

No lackings. She is good at solving all sort of Organizational tasks.
No comment
You are a good team player.
You are enthusiastic and dedicated.
believe in yourself
Good qualities: She is really a good person. She is outspoken and good at communicating people.
The efforts you have shown is praiseworthy.You performed very well and you have a very friendly attitude.You are so punctual and professional in your job.In word,I can say,you are a good human being and a very co-operative person ever.

Figure 18: In the comment section, I found both good and bad comment about me. I will try my best to improvise my lacking accordingly.

Findings of Study

After completing all the analysis and other study about the research question to fin the possible solutions and other objectives, the whole study provides us the sum of the problem and answer of our research question mostly but further study and research can be done to improvise about the research question more precisely.

Moreover the finding of the answer about questionnaire is given below:

QS1. Shows that 35.7% are female and 64.3% male respondent did participate.

QS2: Here 21.4% were from 30-40 and 78.6% were from 20-30 year age range.

QS3: 92.9% said yes and rest said no about their belief that beauty lies in mind.

QS4: 57.1% voted strongly agreed, 35.7% agreed and rest was neutral about “do we need a fresh outlook”

QS5: 78.6% Strongly agreed and 21.4% agreed about “does shajgoj suggestion is relevant?”

QS6: 57.1% strongly agreed and 42.9% agreed about “Does the ordering process is comfortable?”

QS7: 85.7% strongly agreed and rest said neutral and agreed about “does this company maintain a good relationship?”

QS8: 57.1% strongly agreed and 42.9% agreed about “does the website is easily operable?”

QS9: 50% strongly agreed, 35.7% agreed and 14.3% neutral about “does employees are satisfied with company’s tech side?”

QS10: 14.3% strongly agreed, 14.3% agreed, 71.4% neutral about “does company introduces new version od tech and product?”

QS11: 53.8% strongly agreed, 30.8% agreed, 15.4% neutral about “does the data recording and analyzing process is comfortable?”

QS12: 21.4% strongly agreed and 78.6% was neutral about “do this company practice SEO for better customer response?”

QS13: 28.6% strongly agreed, 50% agreed and 21.4% was neutral about “Does people think shajgoj is well-organized?”

QS14: 28.6% strongly agreed and 71.4% was neutral about “does the digital marketing attract customers?”

QS15: 100% strongly agreed that promotional activities should be done.

QS16: 92.3% strongly agreed and 7.7% was neutral about “does the company website is compatible with all web-interfaces?”

QS17: 57.1% said excellent, 35.7% said good and rest said that my performance was bad.

QS18 : several suggestion and comment about my performance were given in this section about my performance.

After gathering and interpreting all the data and information from different sources, we have several finding that can help other to enhance their knowledge from this report.

- Getting feedback from internal organization employees, it helps a lot to generate idea about Shajgoj’s E-Commerce related activities more precisely.
- Serving the questionnaire and getting answers helps to reform the report in a effective way. These answers actually develop the intellectual ability to redefine the problems of the E-Commerce activities and find possible solutions for that.
- Moreover, core finding and the problems are identified for further correction. This helps to correct the sector wise challenges and face them with efficiency.
- This report will help to clarify the company objective more precisely. What are the company’s goal and how they are operating all of their activities to achieve them.

- Analysis over the E-Commerce activity also helps the organization to know the lacking about their service and other operational activities.
- Lastly and hopefully this report will help other researcher and scholars to do further study about the E-Commerce activities of an organization.

Recommendation

After analyzing much information and figuring out the core challenges and objective of this report, there are few recommendations that can be suggested.

As Shajgoj's whole website and contents are written in Bengali, many customer and user find it difficult to use the website or search it and find it online. Rather they feel uncomfortable to write in Bangla. So, translator can be compiled along with Bengali. So that, customer and other user can find their website easily online even if they search it in English.

Shajgoj yet are not directly doing that much CSR activities in public. This type of activity can help the underprivileged people as well as the company reputation will also get higher day by day. They can do different types of CSR activities like: donating fund to the acid victims and doing other social welfare activity that helps the community for a better living.

Moreover, the working environment and other work facilities must be upgraded. So that, employees can get motivated and feel proactive to perform their work.

Conclusion

In a nutshell, after the completion of the whole report, there are several finding, recommendation that we have acquired that helps us to improvise the gap between E-Commerce activities and how they can fulfill them for the betterment of their business purpose. As Shajgoj is the largest Bengali beauty portal, their main objective is to fulfill the desire of their customers according to the demand. They try to customize their individually for their customer and make them flexible to stay connected with them. They try to focus on their customer separately and make them believe that they can be their own beautician weather it's their outlook or other satisfactory factors. Shajgoj not only focuses on the outward beauty of a person rather they also figures out the inward mind setup of their customers to give their best out of the resources.

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Appendix

- **Questionnaires:**

Topic for questionnaire: (E-Commerce activities of Shajgoj)

1. What is your gender?

Male

Female

2. What is your age group?

15-20

20-30

30-40

40-50

50 and above

3. Do you believe that beauty lies in the mind?

Yes

No

4. As well as daily hectic life, do we need a fresh outlook as well?

Strongly agree

Agree

Neutral

Strongly Disagree

Disagree

5. Does the suggestion that Shajgoj gives to their client is relevant?

Strongly agree

Agree

Neutral

Strongly Disagree

Disagree

6. Do you think the ordering process of the organization is comfortable to customers?

- Strongly agree
 - Agree
 - Neutral
 - Strongly Disagree
 - Disagree
-

7. Is the company is maintaining a good relationship with customers?

- Strongly agree
 - Agree
 - Neutral
 - Strongly Disagree
 - Disagree
-

8. Does the website of the organization is easily operable by the customers?

- Strongly agree
 - Agree
 - Neutral
 - Strongly Disagree
 - Disagree
-

9. Are you satisfied with the companies technological side?

- Strongly agree
 - Agree
 - Neutral
 - Strongly Disagree
 - Disagree
-

10. Do company introduces newer version of products and technologies over the time?

- Strongly agree
 - Agree
 - Neutral
 - Strongly Disagree
 - Disagree
-

11. Are you comfortable with the data recording and analyzing process?

- Strongly agree
 - Agree
 - Neutral
 - Strongly Disagree
 - Disagree
-

12. Do this company practices SEO elements for better customer responses?

- Yes
- No
- Neutral

13. Do you think the E-Commerce sector of Shajgoj is well organized?

- Strongly agree
 - Agree
 - Neutral
 - Strongly Disagree
 - Disagree
-

14. Do the digital marketing process helps to attract the customers?

yes

No

Neutral

15. Do you think other Promotional activities need to be done as well?

yes

No

Neutral

16. Do this companies website is compatible with all types of web-Interface?

- yes
- No
- Neutral

17. On the scale of five measurement criteria how will you evaluate my performance?

- Excellent
 - Good
 - Neutral
 - Bad
 - Very bad
-