

An Internship Report on

RORO Technology Limited,

The Introducer of Budget E-shop in Bangladesh

An Internship Report on
RORO Technology Limited,
The Introducer of Budget E-shop in Bangladesh



Inspiring Excellence

Supervised By

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Prepared By

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ID: 13204082

Bachelor of Business Administration

BRAC Business School

BRAC University



The introducer of budget E-Shop in Bangladesh

Letter of Transmittal

November 27, 2018

Mohammad Atiqul Basher

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report on "RORO Technology Limited, The introducer of a budget e-shop in Bangladesh"

Dear Sir,

It is a great honor and pleasure for me to submit my internship report titled "RORO Technology, The introducer of a budget e-shop in Bangladesh" authorized under your supervision. I have completed my internship from "RORO Technology Limited" as an Onsite intern for four months (July 15 – November 17) which is an import export based company works with technology related products recently started their E-commerce project.

From the very beginning, I have worked in RORO Technology Limited as a fulltime employee.

Working on this report is a great learning opportunity for me to deliver my experience as I have learnt so many things by implementing my theoretical knowledge in practical working life.

I hope to meet your expectation from this report and thank you for all the support and guideline that you provided. I would be very pleased to receive your proposition regarding this paper with remarks.

Sincerely,

Imam Mahedi Hasan

ID: 13204082

Bachelor of Business Administration

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Letter of Authorization

Ref. RORO|HR|No. 543



12 July 2018
Mr. Imam Mahedi Hasan
289/A, Sher-E-Bangla road, Rayerbazar
Dhanmondi, Dhaka- 1209

Subject: Letter of Appointment (Intern)

Dear Mr. Imam Mahedi Hasan,
Reference is made herewith to your application for the position of "Onsite Intern" and subsequent interview with us; the Management is pleased to give you a career opportunity with "RORO Technology Limited" as per following terms and conditions.

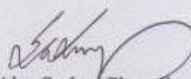
1. Position: Onsite Intern
2. Consolidate Remuneration: BDT. 5000/- (Five thousand per month)
3. Job Location: Mirpur Road, Dhaka
4. Date of joining: 15.07.2018

5. Date of Commencement

Your Employment shall commence from your formal joining of duty and shall continue until separated/terminated as per the provision of this contract or resigned in accordance with terms of this letter of appointment or service rules of the company.

6. Employment Contract

- 6.1. On appointment, your service is placed under temporary employment. The employment contract shall remain valid for a period of one year effective from your formal joining of your duty.
- 6.2. Your employment contract will be expired automatically after one year from your formal joining of duty and may be renewed according to your Department Head and Management decision and on the terms where both party has come to a consensus.
- 6.3. If no letter is issued for extension/renewal of this employment contract it will be deemed void.
7. Your allowance will be paid monthly as mentioned in the employment agreement which may be revised/increased as per company.
8. You have to carry office ID card provided to you at all times while you are at work.
9. You will be eligible to get the benefits/entitlements as per company policy.
10. The terms and conditions of your employment will be regulated as per the laws of Bangladesh.


Md. Abu Sadeq Choudhury
Managing Director
RORO Technology Limited



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Student Declaration

I am, Imam Mahedi Hasan, ID: 13204082 declare that the presented Internship Report on **RORO Technology Limited, The Introducer of Budget E-shop in Bangladesh** submitted in partial fulfilment of the requirements for the degree awarding of Bachelor of Business Administration at BRAC business school is prepared by me.

I declare, that this report is my original work and it is not plagiarized. This particular report has not been previously submitted to any other Course/University/ College/ Organization for academic qualification/ certificate/ diploma or degree.

Imam Mahedi Hasan

ID: 13204082

Bachelor of Business Administration

BRAC Business School

BRAC University



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Acknowledgement

For this tremendous achievement I would first like to thank the Almighty Allah for giving me the strength and patience to complete my journey at BRAC University. My eternal gratitude goes to my parents without their support, blessings, and help I would never be able to come this far.

I would like to convey my sincere gratitude towards all the faculty members of BRAC Business School for giving me proper guidance during my undergraduate career. It is my pleasure to thank my internship supervisor, Mohammad Atiqul Basher, Lecturer of BRAC Business School, BRAC University. For his dedication, hard work, and help during and after my internship. Without his effective direction, encouragement and generous support, I could not possibly have completed my internship.

Moreover, I am grateful to RORO Technology Limited, for providing me the opportunity to be an intern in their office and gain knowledge. I want to thank my colleagues, especially Ahasan Sarwer, Shawon Nur and Md. Abu Sadeq Choudhury for his help and support during my internship period. Last but not the least I like to thank my dearest friends Sultana Sarna & Takbir Ahmed for all the supports and motivation while writing this paper.

Imam Mahedi Hasan

ID: 13204082



Executive Summary

E-commerce refers to the goods and services transaction between a seller and a consumer. It has opened opportunities for business along with new trend for the customers. The advantages of e-commerce compared to traditional commerce are really powerful, for this reason, people are drawing towards E-commerce. The growth of E-commerce sector in Bangladesh was from 2012, since then its growing rapidly. It is a growing industry, so there is plenty of sectors to work on to make the online purchase experience better. Hence, the emergence of RORO technologies limited, as this website emphasizes on budget friendly goods and tries to deliver them as quickly as possible to the consumers.

At the beginning of the report in Chapter 1, I have given a brief over view of E-commerce and online shopping budget and trend in Bangladesh. Chapter 2, I have added the organizational overview of RORO Technology Limited. I have included their market value, mission, vision, goals and objectives in this chapter too. In Chapter 3 there is the methodology, scopes and limitation of the report, my data collection methods and their sources. In the following Chapter 4, I have added my literature review which motivated me doing this research. Then in Chapter 5 I described my duties and job responsibilities. I have briefly mentioned the research findings and interpretation of the research in Chapter 7. A survey has been conducted to get insightful findings and proper analysis of the situation. This survey is included in Chapter 6 with my questionnaire development process. In Chapter 8, I have talked about the recommendations for RORO Technology Limited. Finally, in Chapter 9 I have conclude the research by giving an overview of the entire report.



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Chapter 1: Introduction



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1.1 Background of the study

From the beginning of human history, the advancement of new technology has been taking place. Starting from inventing fire or tools like spear or knives to recent super machines like computer or robots, mankind created every single things for making their life easier. But this advancement in technology sector has been exceptionally fast since 20th and 21st century. Like in our country, we couldn't even thought that we will be able to buy, order product or service through internet 10-15 years back. But this scenario has changed now. This change occurred due to the improvement of technology and after invention of a new thought called E-Commerce.

E-Commerce which is also known as electronic commerce means buying and selling products or services through electronic medium such as internet or other digital networking platforms with the help of devices like computer, tablet, phone etc.

Though E-Commerce was introduced more than 40 years ago, it reached into a whole new level in 1970's on developed countries. Though Bangladesh is little bit behind of that advancement but still it coped up with the globalization and E-Commerce got popular in this country near 2013. After that many companies started their journey by entering as online shop in Bangladesh E-Commerce sector. Later, considering this sector's growth Bangladesh Government took some initiatives for ensuring a friendly atmosphere which encouraged many companies to join in this particular sector.

According to a surveys of Bangladesh Telecommunication Regulatory Commission (BTRC), 31 million people of Bangladesh used internet back in February 2012 (BTRC, Bangladesh Telecommunication Regulatory Commission, 2012). This amount increased almost triple over only seven years. Recent database (September 2018) shows that the total number of internet users in Bangladesh is 91 million (BTRC, 2018) which is almost 54.49% of total population



The introducer of budget E-Shop in Bangladesh (167 million) (Worldometers, 2018). This rapid expansion of internet usability and increasing amount of internet accessibility created a big opportunity for local entrepreneurs of Bangladesh in E-Commerce sector.

Though the users of internet and E-Commerce in Bangladesh is rising rapidly, U-Lab E-Commerce report series shows us a different story. It shows not only Bangladesh has led to a 72% growth in E-Commerce transactions over the course of 2016, but also 78% of those online shoppers are low-cost item buyers (Mehedi, 2017). Average basket size for online shopping still remains below 1,000 BDT because people still choose traditional shopping rather than online purchasing in terms of expensive products.

This statistics encouraged RORO Technology Limited to enter E-Commerce sector with a whole new concept of a budget E-Shop.

1.2 Objectives

1.2.1 Primary Objectives:

Primary objectives of this report are to find out target market and digital marketing strategy of RORO Technology Limited which is the introducer of budget E-Shop in Bangladesh

1.2.2 Secondary Objectives:

- To know the online purchasing behavior of RORO Technology Limited customers.
- To segment the market of RORO Technology Limited customers
- To know the operating process of RORO Technology Limited



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Chapter 2: Organizational Overview



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2.1 Company Overview

RORO Technology Limited started its journey back in 2016 by the hand of Md. Abu Sadeq Choudhury. The dream of its founder is to contribute in technology sector which is still lagging behind and cannot cope up with the advancement of latest technology comparing to other developing countries worldwide. Since the beginning of this company, it started to import latest technological inventions and machineries to various industrial sectors and Government projects. More than 500 employees in Bangladesh are working hard for this company. But apart from this country, RORO Technology Limited got its own warehouse in China and Hong Kong and business vendors in Malaysia, Singapore, Japan, China and Hong Kong. From past several years it has been working with many reputed companies like Kazi Farms, Italian Thai Development Limited, ELCO wires and cables, EXELONE Bangladesh Limited, Rapid Action Battalion (RAB), Caritas Bangladesh, Bengal Group, Lankan Alliance Finance Limited and Abul Khair Group etc. Recently it wanted to enter in industrial sector in Bangladesh and for that reason RORO Technology Limited is building its first factory and production house in Gazipur. It also got several ventures operating in Bangladesh and those are

- RORO Tours and Travels (Travelling Agency)
- STR Enterprise Limited (Importer and supplier of various stones and sand)
- RORO Internet (Internet Service Provider-ISP)
- Brothers Dairy & Agro Limited

From the month of May 2018, RORO Technology Limited showed interest to enter in E-Commerce sector and started working onwards. After understanding the mentality of this country's consumers, it wants to introduce another online shop in a budget friendly manner. The main theme of this online shop is, it will focus on the product price starting from 1-1000 taka. The concept is similar to 1-99tk shops, but we are introducing our online shop in a larger



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manner as we will include products from various range but our main emphasis will be below 1000tk.

2.2 Mission

RORO Technology Limited's mission is to be the best in both customer (B2C) and business (B2B) oriented company in Bangladesh where people will get every possible products and gadgets which will make them up to date with current technological advancement.

2.3 Vision

RORO Technology Limited wants to provide all kinds of unique products in a budget friendly manner to their customer at the most affordable prices to their doorstep. Their vision is to be the one and only reliable product destination in Bangladesh.

2.4 Goal

Providing best quality products in terms of price and time, RORO Technology Limited believes to introduce a new market for general customer which can be easily accessible for all types of consumers.

2.5 Contact Detail

Organization: RORO Technology Limited

Organization Type: Private Limited

Email: info@rorobd.com Hotline Number: +8801700669900

Address: 32/1, Khan Plaza (5th Floor), Mirpur Road, Dhanmondi, Dhaka- 1205, Bangladesh.



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Chapter 3: Research Method

3.1 Methodology of this study

I wrote this report based on my regular experience that I gathered while working at RORO Technology Limited. The survey that I conducted among customers gave me an idea of their point of view for online shopping. The survey also gave insightful findings and proper analysis of the situation. Customers are now well aware about online purchase system, they compare between companies according to their service, goods and price. So, understanding their opinion was crucial to come to a conclusion while preparing the report.

3.1.1 Primary Sources

- **Interviews:** I took several interviews among organization's internal staffs and also our vendors and subsidiary companies who are directly related with this E-Commerce project. I took the interview of my colleague Md. Abu Sadeq Choudhury (Founder and Managing Director), Ahasan Sarwer (Chief Technical Officer), Shawon Nur (Director of Planning & Sales) and Al Amran Mishu Sarker (Head of Research and Development Program). I also took an interview of Tarik Aurko (Sales and Business Acquisition of Bidyut Limited) from our delivery partner and Hemal Jashim from our China office.
- **Survey:** I conducted an online survey for purpose of this report and the questionnaire of the survey is added in the end of this report.
- **Research data:** Took some research data of my conducted survey which are also added in the analyzing section.

3.1.2 Secondary Sources

1. **Articles from online journal and newspaper:** I also used some help and collected different necessary data, information from various articles, reports from different



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online journals, newspapers or websites and links of these are available on reference section of this report.

3.2 Scope of the study

Purpose of this report is to give a glimpse description of my job experience at RORO Technology Ltd. The objective was to have the practical knowledge and field experience of working in RORO Technology Ltd. The survey helped me to get an insight of the real perception of customers and people involved with the process. I tried to cover their E-Commerce and budget E-Shop project in which I was involved. The analysis of my survey can help people by letting them know the current purchasing online behavior and marketing strategy for different type of target customers. This report will work as a secondary source of data for any further research related with E-Commerce sector, online purchasing behavior of the customers or online marketing strategy.

3.3 Sampling method and Sample Size

On this paper I have applied Non-probability sampling method. Total sample size was 50. Samples were random Dhaka city living people and most of them got online shopping experience.

3.4 Research Type

For collecting data and representing it in this report, I went through both qualitative and quantitative research methods. To fulfill this report's objective I decided to go for quantitative data collection by doing a survey on my random customers and for getting some internal data



The introducer of budget E-Shop in Bangladesh of this organization, I had chosen qualitative method by taking some interviews of my colleagues and internal staffs to get some idea or insights of this company.

3.5 Limitations of the Study

- Due to time constraint couldn't gather more information.
- Many internal Data's were not allowed to be used due to organizational policies.
- As it is a growing sector, the change in this industry is unstable and sometime rapid. So, the findings can be changed.
- Number of total respondents are 100, so for larger sample size of the survey results may differ.
- All the recommendations were book oriented and made by the experience I have obtained while working in this company. There might be more ways to make better service oriented online shop or E-Commerce business.
- Moreover the survey was conducted to portion of people who lives in Dhaka city and got availability and accessibility of high tech devices and high speed internet but I couldn't reach to the rural people who don't have this kind of facilities. So their preferences might be different.



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Chapter 4: Literature Reflection

4.1 Literature Review

In recent days we can see that people have become very busy with their everyday lives. In this busy life the main problem for people is finding the right product in a right time. Sometimes people usually doesn't find what they are looking for when they actually need it. Travelling to different stores and comparing among the product, searching the right product waste a huge amount of time and money. That is why people have to compromise with the similar product they find rather than finding the right product moreover due to lack of time people even have to spend more money than the actual price in the same product while purchasing in from online.

As internet became one of the crucial element for everyday life, people started to think differently. Their expectations, buying patterns, demands are changing and Bangladesh is slowly but gradually following the trend. People of Bangladesh are also coming out from their traditional buying behavior, they start choosing to buy products form online rather than visiting the physical market to save their both money and time. Being motivated by "The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself" (Drucker, 2005), we wanted to emphasize on unique budget friendly products. It is also said that "People don't buy for logical reasons. They buy for emotional reasons" (Ziglar, 2010), so for creating this emotions we wanted to go for various promotional and sales offers in different festivals.

Some E-Commerce players such as eBay (international) or Daraz, Ajkerdeal (local) have been providing a platform for third party providers to sell their items through their ecommerce site. It is now common for online retailers and manufacturers to integrate with marketplaces such as Amazon, eBay, Daraz, Ajkerdeal etc. The concept has picked up significantly as digital marketplace after the success of Apple's Application Store for iPhone made for the first time in 2008. With an estimated \$30 billion market for Mobile applications by 2013, software and Software as a Service (SaaS) vendors are also expected to follow the race to own and fabricate



The introducer of budget E-Shop in Bangladesh app marketplaces as innovated by Google. (Adhikari, 2015) As per demand, we are also creating a platform for buyers and sellers to directly communicate with each other for limited and specific amount of unique items like 3D printers.



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Chapter 5: Job Evocation



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5.1 Job Description

The Job Description of Internship consisted of the following details

5.1.1 Tenure of Employment

I was employed as an Onsite Intern of the company for the duration of four months. After finishing my Internship period I have joined here as Executive of Marketing and Communications for E-Commerce sector.

5.1.2 Working Hours

Saturday to Thursday: 10.00 am – 7.00 pm

Off day: Friday and other Government Holidays

5.1.3 Remuneration:

The company paid a BDT 5,000 monthly remuneration during the Internship period. After finishing Internship period, I got permanent over here and my salary increased.

5.1.4 Work Station:

32/1, Khan Plaza (5th Floor), Mirpur Road, Dhanmondi, Dhaka- 1205, Bangladesh.

5.2 Job Responsibilities

Job responsibilities are mentioned from next page:



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5.2.1 Product Photography

Product photography is one of the very crucial and important part for E-Commerce website and for marketing process. Though we can find various photos of an original branded product in different website on internet but to make it unique and highlight our brand, we did the product photography of our own in our established platform and concept. These are some photographs done by me



Product Name:Yonex SHBA2M Navy
Price: 5000/=

www.rorobd.com
fb.com/rorobdlimited
Order Now
01700669900

5.2.2 Content Writing

Product information is also a very important part for E-Commerce sector, as we cannot afford to deliver wrong information or contents to the customers so I was very concerned about this content writing part and posting it to our Facebook page. In this case I took information from our vendors or suppliers and on some special cases I also took information from the original brand website on the internet. I was working on seasonal products of winter especially on sports section so most of the Badminton related products content, photography and published by me.



RORO BD

Published by Mahedi Hasan [?] · October 29 · 🌐



VICTOR Hypernano X-90

Victor Hypernano X-90 Badminton Racket is one of the most popular rackets in the Hypernano Series. Victor Hypernano X-90 Badminton Racket is an all-round racket. Very good around the mid-court with quick movements for playing into the net or driving flat rallies. With upgraded shaft materials and Elastic Modulus Fiber (EM Fiber) used on the frame, HX-90 levels up the controllability and is of great value.

Specifications:

- Material: High Modulus Graphite + Nano Resin + EM Fiber + Hard-cored Technology
- Head-shape: Isometric
- Weight: 4U
- Grip-size: G5
- Balance: Head Heavy
- Stiffness: Medium Stiff
- Max String Tension: 27 lbs
- Length: 675 mm
- Extra: HardCore Technology, NanoTec, EM Fibre, Aero-Diamond



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5.2.3 Daily Expenditure Maintaining

I had to maintain the daily expenses of our company which I had to report to my supervisor in a monthly basis. I had to note down each and every daily expenses done by the company and make a report of it which I had to submit on the very last day of a month. Report of the month of October 2018 is given below as an example

Debit				Credit					
Date	Voucher	Purpose	Amount	Date	Receive from	Voucher	Amount		
								Balance	419
01.10.2018	D-10-18-01	Lunch and Drinking water	230	01.10.2018	Sadeq		3136	Cash at Bank	0
02.10.2018	D-10-18-02	Lunch	372	08.10.2018	Sadeq		2350	Cash in Hand	419
03.10.2018	D-10-18-03	Memory Card & Cover	600	10.10.2018	Sadeq		8845		
04.10.2018	D-10-18-04	Lunch	140	11.10.2018	Sadeq		2400	From Previous month	1311
06.10.2018	D-10-18-05	Lunch	806	11.10.2018	Sadeq		3061		
07.10.2018	D-10-18-06	Lunch & conveyance	740	13.10.2018	Sadeq		36075		
08.10.2015	D-10-18-07	Snacks, coke and conveyance	445	17.10.2018	Sadeq		25000		
08.10.2018	D-10-18-08	Josim's Salary for the month of September 18	2350	21.10.2018	Sadeq		18500		
09.10.2018	D-10-18-09	Snacks, Water bill for the month of september 18 & conveyance	479	23.10.2018	Sadeq		25137	Josims Advance	500
10.10.2018	D-10-18-10	Lunch, Tea Bag & Ginger & STR trade licence renew	8997	31.10.2018	Sadeq		2772		
11.10.2018	D-10-18-11	Internet Bill for the month of August & September 18	2400						
11.10.2018	D-10-18-12	Snacks	64						
13.10.2018	D-10-18-13	IRC Certificate renew cost	36075						
14.10.2018	D-10-18-14	Lunch	128						
15.10.2018	D-10-18-15	Lunch & evening snacks	210						
16.10.2018	D-10-18-16	Lunch & sugar	145						
17.10.2018	D-10-18-17	Semester fee of Mahedi & personal loan for Imon	25000						
20.10.2018	D-10-18-18	Advance salary of joshim	500						
21.10.2018	D-10-18-19	China visa for Abu Sadeq Choudhury	18500						
22.10.2018	D-10-18-20	Lunch, snacks, spiral binding	228						
23.10.2018	D-10-18-21	Office rent & utility bill for the month of September 18	25137						
24.10.2018	D-10-18-22	Lunch	106						
25.10.2018	D-10-18-23	Lunch, evening snacks & conveyance	515						
26.10.2018	D-10-18-24	Moglai	80						
27.10.2018	D-10-18-25	Lunch & conveyance	223						
29.10.2018	D-10-18-26	Conveyance	50						
30.10.2018	D-10-18-27	Lunch, snacks, spiral binding & double a paper	466						
31.10.2018	D-10-18-28	Lunch, photocopy, teabag, sugar, toilet cleaner	410						
31.10.2018	D-10-18-29	Imons conveyance for chittagong	2772						
Total			128168	Total			127276		



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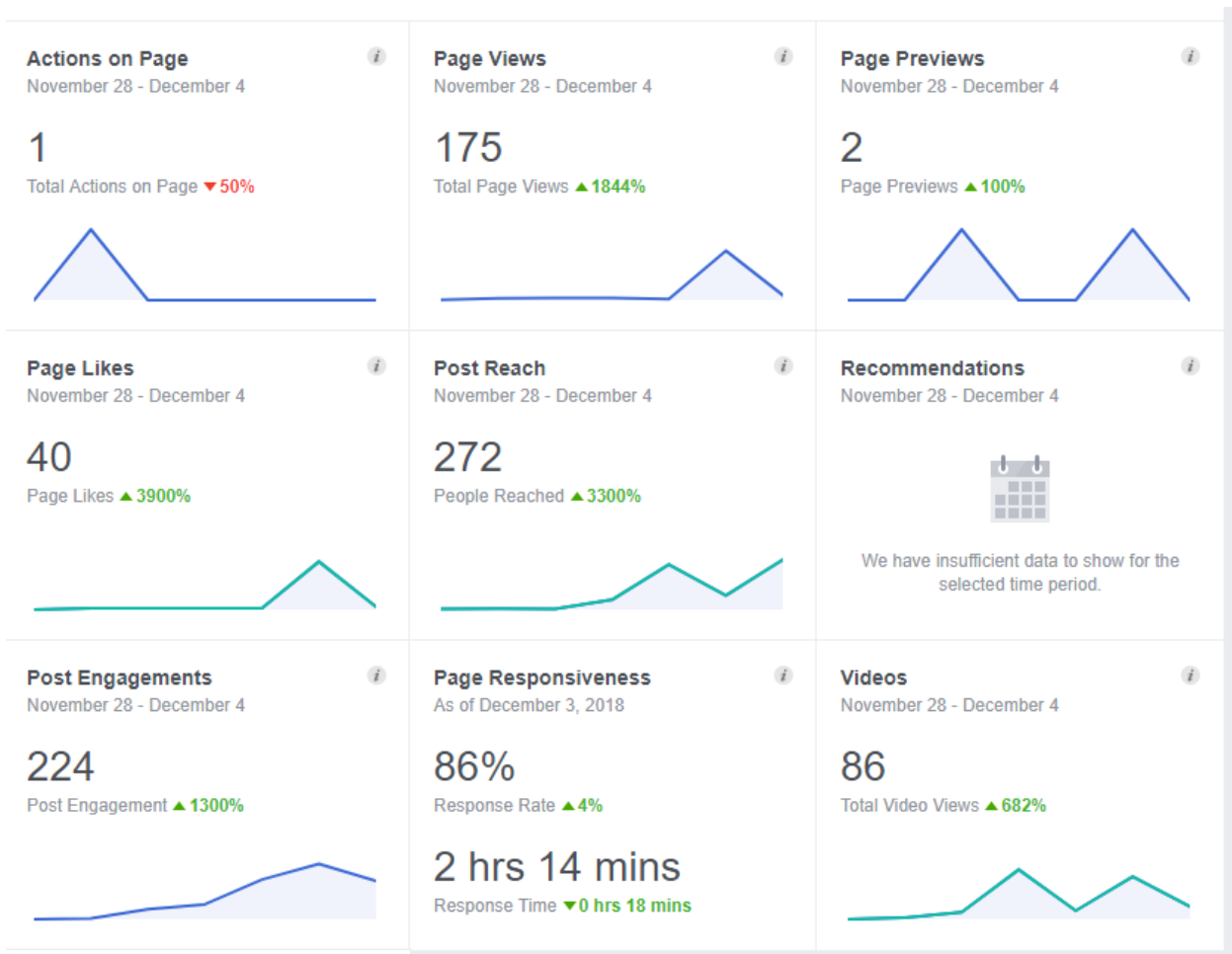
5.2.4 Product Costing

As many of our products imported directly from product's origin country, I had to maintain the costing amount for some shipments. We imported our products through Letter of Credit (L/C), so I had to create a report of how many cash were involved on that particular L/C, how much interest we have to pay according to bank interest rate and the amount of days related with the entire process and submit it to my supervisor. I was assigned for making 4 L/C report of my entire Internship period and one of them are given below

	A	B	C	D	E	F	G	H	I	J	K
1											
2	Date	SI	Particulars	Remarks							
3		1	LC No.	216718010210							
4		2	Proposal ID	162077180008							
5		3	Amount(USD)	73578.00							
6		4	Amount(BDT)	7290991.18	Due						
7	24.05.2018	5	Margin(20%)	1458376.60	5859970.86	Rest 80%					
8	24.05.2018	6	Commission	29166.53	3000000	LTR Limit	12.07.2018				
9	24.05.2018	7	VAT on Commission	4378.13							
10	24.05.2018	8	LCAF Form	575.00							
11	24.05.2018	9	Credit Report	12562.50							
12	24.05.2018	10	Insurance	52705.00							
13	24.05.2018	11	SWIFT Charge	2500.00							
14	24.05.2018	12	Stamp Charge	4250.00							
15	12.07.2018	13	Lodgement fee	825.00	825						
16	24.05.2018		Bank Charge	1200.00							
17			Total	7333885.84	2860795.86	Total Due					
18			Interest	224385.70							
19			Sub Total	7558271.53							
20											
21											
22			Ban Interest								
23			Amount	Days	15%@	Total					
24			4333060.84	99		176,290.28					
25			3000825.00	39		48,095.41					
26						224,385.70					

5.2.5 Data Analysis and Reporting

I was assigned to analyze our Facebook page data such as number of actions on page, views of our page, likes, previews, post reaches, engagements, responsiveness, followers and submit it to the Marketing and Planning department and make them up to date all the time and make sure everything is on its track.





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5.2.6 Collaborating with different departments and on Website

We need to keep track if any new update is coming or if any product gets OOS (Out Of Stock). If there any, I updated the product information for new upcoming products and remove it if the product went out of the stock on our Facebook page. These information might come at any time so I had to collaborate with several departments. I also had to contribute on our website through photography, editing those photo for banners or promotional offers and by writing their content and give it to out IT department. As our website is still on working progress and it is confidential to disclose any information about our website before publishing it according to our company policy so I could not give any screenshot of our website. But the countdown of our website to publish has already began.



WE ARE COMING SOON !

Our website is under construction.

We'll be here soon with our new awesome site, subscribe to be notified.

27 DAYS	16 HOURS	04 MINS	53 SECS
------------	-------------	------------	------------

Enter your email address

SUBSCRIBE



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5.2.7 Communication with Customers

I also had to communicate with our Facebook customers for their quarries and also solve their problems through messenger or in comments section.



Dear Sadia, as you have already received your ordered product, will you please give us your feedback about our products and service? We also have some relevant products like Party popping balloons, Happy Birthday words balloons etc. Please let us know if you have any more quarries.

Thank you
RORO BD

Sent by Mahedi Hasan [?]

Yeah I wanted to discuss something. The pumper isn't working at all. Can you please fix this issue?

Yes mam, we can replace that product with a new one.

Sent by Mahedi Hasan [?]

NOV 19TH, 10:35PM

Ok I'll come tomorrow



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Chapter 6: Questionnaire Development

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To fulfill the research objective in a qualitative method I developed 11 questions in my questionnaire using different type of measurement scales to get the maximum output from our consumers. The questions and reasons for choosing them are given below.

1. *Email address:*

2. *Mobile Number:*

Reason: To get the information of my customer and after analyzing the survey data, use those information on different kind of marketing strategy making and applying them and to advertising them to particular target customers after segmenting them.

3. *Did you ever shop online?*

Reason: In this question I used Dichotomous Scales to understand how much he/she is involved with online shopping

4. *How often do you shop online?*

Reason: I used 5 point Likert scale to know about their online shopping pattern.

5. *How much time you are willing to spend on online shopping per month?*

Reason: In here I again used 5 point Likert scale to understand how much time he is willing to spend to buy a product from online.

6. *What type of products you usually prefer to buy online?*

Reason: For this question I used checkbox and allowed my consumers to choose more than one option to understand their product type preferences for online shopping.

7. *Which online website do you usually browse for purchasing?*

Reason: Used the same method to know about our strongest existing competitor in the market.

8. *Do you think information provided with products is enough to buy online?*



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Reason: I used multiple choice method to get an honest review about our Facebook page posts.

9. What is the main feature you want to see in our RORO BD online page?

10. Which payment method do you prefer for online shopping?

Reason: For both question 9 and 10, I allowed my customers to write 5-6 words so that they can be specific about their needs and demands.

11. How would you rate RORO BD compared to other online pages?

Reason: In this question I used five point Likert scale again to compare ourselves to our competitors our customer's perspective or point of view.

The screenshot of my questionnaire is given below:



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Online Survey of RORO Technology Ltd.

We are trying to deliver you a whole new experience of online shopping, please fill up the questionnaire below for our betterment.

* Required

Email address *

Your email

Mobile Number *

Your answer

Did you ever shop online? *

- Yes
 No

How often do you shop online? *

- Very Frequently
 Frequently
 Occasionally
 Rarely
 Very Rarely



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How much time you are willing to spend on online shopping per month? *

- 1-3 hours
- 3-5 hours
- 5-7 hours
- 7-10 hours
- More than 10 hours

What type of products you usually prefer to buy online? *

- Apparel & Accessories
- Jewelry & Watches
- Computer & Electronics
- Mobile & Tablet Accessories
- Sports & Travel
- Corporate Logistics
- Kids & Toys
- Other: _____

Which online website do you usually browse for purchasing? *

- Priyoshop
- Kiksha
- Bagdoom
- Daraz
- Ajkerdeal
- Pickaboo
- Other: _____



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About RORO Technology Facebook Page

Please do visit our Facebook page <https://www.facebook.com/rorobdlimited/> and answer the questions below.

Do you think information provided with products is enough to buy online *

- Yes
- No
- Maybe
- Other: _____

What is the main feature you want to see in our RORO BD online page? *

Your answer _____

Which payment method do you prefer for online shopping *

Your answer _____

How would you rate RORO BD compared to other online pages? *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BACK

SUBMIT

Page 2 of 2

Never submit passwords through Google Forms.



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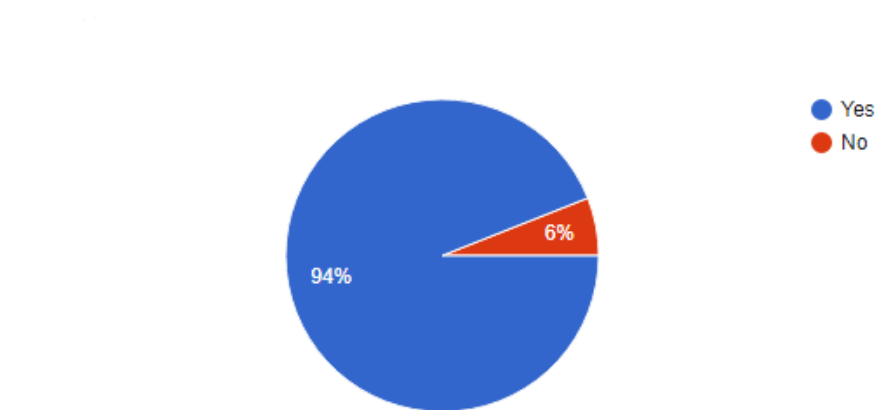
Chapter 7: Findings and Analysis

7.1 Findings

We found out that 94% of our population have experience in shopping online which made them our potential target customers.

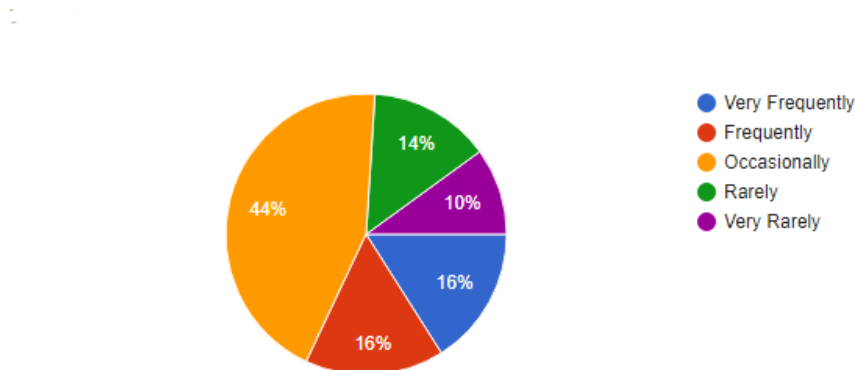
From this question ‘How often do you shop online?’ we get to know more about our potential customers and their purchasing patterns. 16% of here are very frequent online shoppers who

Did you ever shop online?



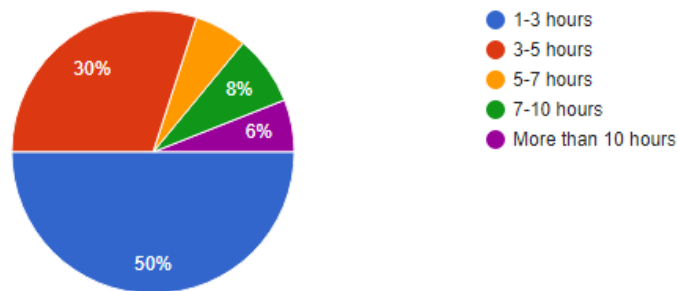
often chose online platform for their shopping. Those 16% frequently and 44% occasionally buying customers are those who got attracted by various promotional offers and sales discount and buy products on different occasions. These are the main potential customers for a startup

How often do you shop online?



company like RORO because if good quality products and good after sales service can be provided to them, they will become loyal customers and jump to very frequent buying segment.

How much time you are willing to spend on online shopping per month?



From this data we can see that 50% of our population don't want to spend much time while buying anything from online platform, they spent in between 1 to 3 hours per month for online shopping.

Which gives us a clear advice to make product category simple and precised. If they don't find what they are looking for fast enough, they will switch to another website or shop for that. So making the category list simple and userfriendly can be one of key to grab more customers.

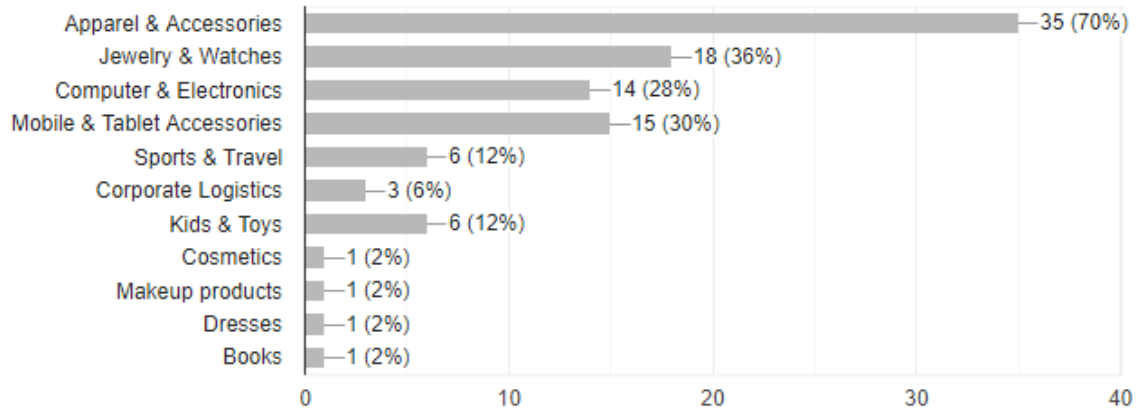
Now the question arises that what kinds of product people usually want to buy from online. For that we asked "What type of products you usually prefer to buy online" this question and in result what we got is 70% people wants to buy different apparel and accessories from online, after that come jewelry and watches, then mobile phone and tablet accessories and then last but



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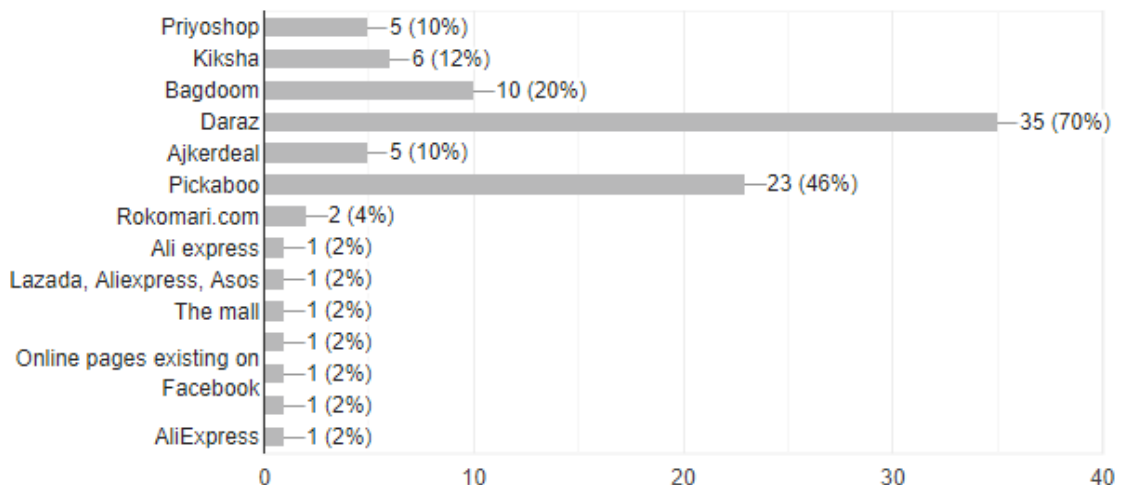
not the least on peoples favorite list is computer and electronics goods which are 36%, 30% and 28%.

What type of products you usually prefer to buy online?



Then we wanted to know which online shop is currently got the stronghold and peoples favorite. What we get to know after that is Daraz is currently leading the market by getting 70% of our target populations vote. After that Pickaboo got 46% and then Bagdoom got 20% of vote.

Which online website do you usually browse for purchasing?

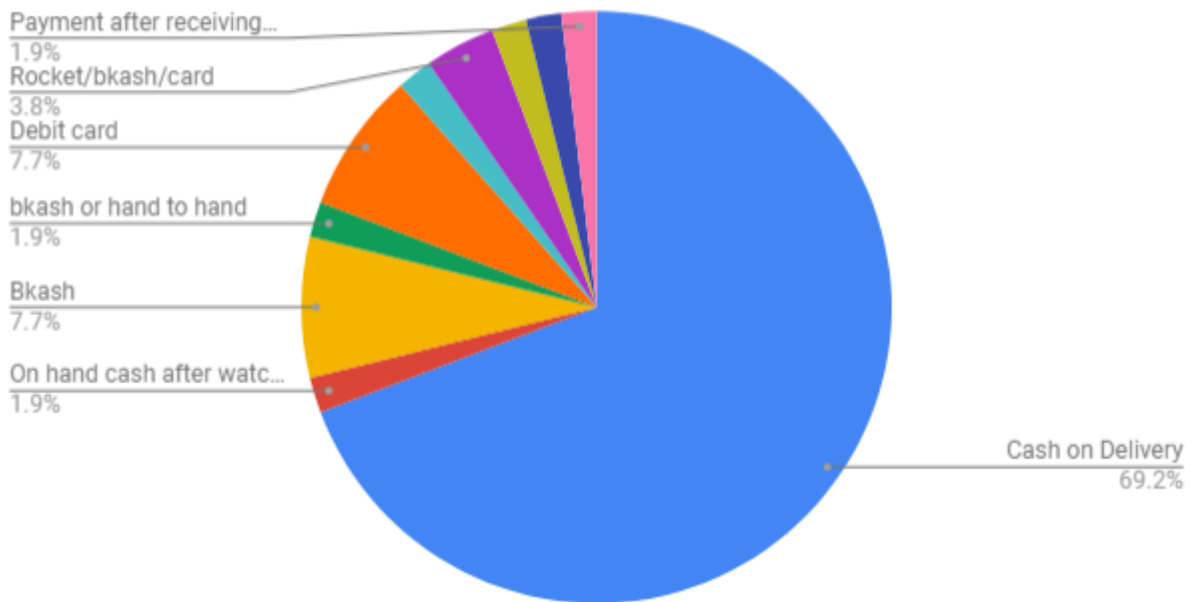




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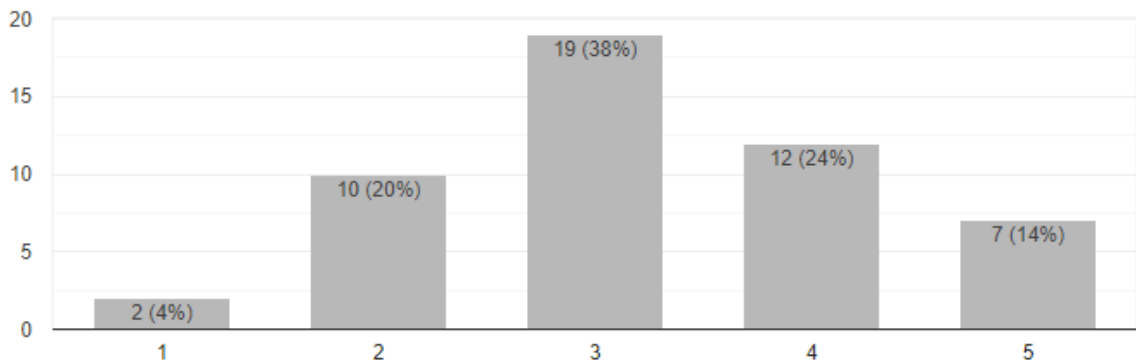
Then we wanted to know which paying method is preferable for our customers. From the result almost everyone wanted to pay cash on delivery because they wanted to make sure that the product they are receiving is the exact same product they ordered. Some customers also suggested us to add Bkash, Rocket or Debit card system on our payment method.

Count of Which payment method do you prefer for online shopping



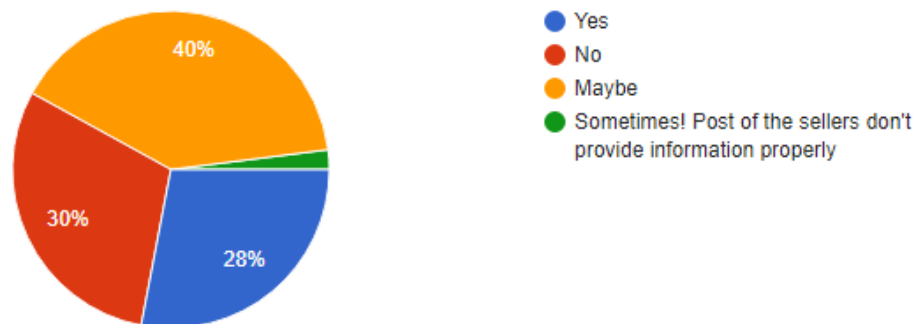
And finally the last two questions were for knowing the current position of us in the market. So firstly we asked our customers to rate us through Likert five point scale comparing other existing companies. Then 38% people thinks that we are average and 24% people thinks we are doing well so far.

How would you rate RORO BD compared to other online pages?



And then for improving ourselves we wanted to know about our Facebook posts and asked them are these posts enough to convince them from purchasing that particular product form us. 40% people thinks that they might and 28% of our customers guaranteed us that our presentation of a product is good enough and they got every information they wanted to know about those particular products from our posts.

Do you think information provided with products is enough to buy online





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A screenshot of our whole survey data is given below

	D	E	F	G	H	I	J	K
1	Did you ever	How often do you	How much time you	What type of products you us	Which online website do you usually	Do you thin	What is the main featur	Which payment method do you pr
2	Yes	Occasionally	1-3 hours	Mobile & Tablet Accessories	Daraz, Pickaboo	Maybe	.	Cash on Delivery
3	Yes	Occasionally	1-3 hours	Apparel & Accessories	Bagdoom	Maybe	Good product	Cash on Delivery
4	Yes	Occasionally	3-5 hours	Apparel & Accessories, Mobil	Daraz	Maybe	Superior photos and im	Cash on Delivery
5	Yes	Rarely	1-3 hours	Apparel & Accessories, Comj	Daraz, Pickaboo	No	Customer Review of pr	Cash on Delivery
6	Yes	Occasionally	3-5 hours	Jewelry & Watches, Mobile &	Daraz, Ajkerdeal, Pickaboo	Yes	Better quality with on tir	On hand cash after watching prod
7	Yes	Occasionally	1-3 hours	Apparel & Accessories	Bagdoom, Daraz, Pickaboo	No	I just want see my broth	Cash on Delivery
8	No	Rarely	1-3 hours	Sports & Travel	Daraz	No	Assemble of accessories	Bkash
9	Yes	Very Rarely	1-3 hours	Apparel & Accessories, Comj	Bagdoom, Daraz	Maybe	More stock of product o	bkash or hand to hand
10	No	Rarely	1-3 hours	Computer & Electronics	Daraz, Ali express	No	video of the product to	Debit card
11	Yes	Very Frequently	More than 10 hours	Apparel & Accessories, Comj	Lazada, Aliexpress, Asos	Yes	Not sure.	Debit card
12	Yes	Rarely	1-3 hours	Apparel & Accessories, Jewe	Kiksha, Bagdoom, Daraz, Pickaboo	Maybe	Quality assurance and	Cash on Delivery
13	No	Very Rarely	1-3 hours	Apparel & Accessories, Jewe	Priyoshop, Kiksha, Bagdoom, Daraz	Maybe	No	Bkash Cash on Delivery
14	Yes	Very Rarely	1-3 hours	Computer & Electronics	Daraz	Maybe	Easy to use app	Cash on Delivery
15	Yes	Occasionally	1-3 hours	Computer & Electronics, Mob	Daraz, Pickaboo	Yes	/	Rocket/bkash/card
16	Yes	Occasionally	1-3 hours	Computer & Electronics, Mob	Daraz, Pickaboo	Yes	/	Rocket/bkash/card
17	Yes	Occasionally	1-3 hours	Apparel & Accessories, Mobil	Daraz, Pickaboo	Yes	clothing	Cash on Delivery
18	Yes	Occasionally	1-3 hours	Apparel & Accessories, Jewe	Pickaboo	Maybe	Detailed explanation	Cash on Delivery
19	Yes	Occasionally	3-5 hours	Jewelry & Watches	Daraz	No	quality n price	Cash on Delivery
20	Yes	Occasionally	3-5 hours	Apparel & Accessories	Daraz	Yes	Detailed description of t	Cash on Delivery
21	Yes	Occasionally	3-5 hours	Apparel & Accessories, Jewe	Priyoshop, Daraz, Ajkerdeal	Yes	Qualitative & reasonabl	Cash on Delivery
22	Yes	Rarely	1-3 hours	Apparel & Accessories, Jewe	Kiksha, Pickaboo	No	proper and real descrip	Cash on Delivery
23	Yes	Frequently	3-5 hours	Apparel & Accessories, Jewe	Bagdoom, Daraz, Pickaboo	No	good quality products	Cash on Delivery
24	Yes	Occasionally	1-3 hours	Computer & Electronics, Mob	Daraz	Maybe	Accountibility	Bkash
25	Yes	Occasionally	3-5 hours	Apparel & Accessories, Comj	Priyoshop, Daraz, Ajkerdeal	Yes	.	Cash on Delivery
26	Yes	Occasionally	1-3 hours	Apparel & Accessories, Jewe	Kiksha, Pickaboo	Maybe	Offer	Rocket
27	Yes	Occasionally	7-10 hours	Apparel & Accessories, Jewe	Priyoshop, Kiksha, Bagdoom, Picka	Maybe	Fast delivery system, c	Cash on Delivery
28	Yes	Very Frequently	3-5 hours	Jewelry & Watches, Cosmeti	The mall	Yes	Authentic pictures and i	Cash on Delivery
29	Yes	Occasionally	1-3 hours	Sports & Travel	Daraz	No	Gadgets	Cash on Delivery
30	Yes	Very Frequently	5-7 hours	Makeup products	Any makeup related facebook page	Yes	Makeup	Cash on Delivery



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Chapter: 8 Recommendations



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In this market full of competition, it is very important and also difficult for a company to outperform any other competitor in the market to reach in top position. It could be only done by setting a standard which is not that easy to reach and also will take huge time for any new ventures to achieve that. To achieve that position and to create a sustainable future, RORO Technology Limited need to create loyal and happy customer base. The main factors which can be working as barriers for this company's growth and sustainability and for those factors my recommendations will be:

- Firstly, RORO Technology Limited should be emphasized and focused to ensure their product quality. Though in the beginning, they will get a very small amount of consumers, but they need to satisfy those consumers with quality products so that they became permanent and loyal. Because a good review and a loyal customer could bring many more of them.
- As they do not have their own delivery team and using Bidyut as their delivery partner, sometimes it gets really hard and struggling for them to deliver faster or emergency deliveries on time. I will highly recommend this company to create its own delivery team to fulfill the needs of its growing customers to ensure timely delivery and product safety. Because we have to keep in mind that people only buy from online to save their time, if this purpose is not served properly it becomes pointless for the consumers to shop RORO.
- After sales service is also one of the most effective tool towards success in E-Commerce sector. If any customer complain about any product and wants to return it after purchase, a prompt service and a quick response increases the chance for that customer to become loyal to this company. Because this quick response represents that the company do care for them and their problems. This is how a new company



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build their trust and loyalty to their customers and this brings a positive impact with a good review from their customers.

- While choosing the pricing strategy, RORO must make sure that their price matches and does not exceed the current market prices. Price must be competitive enough to influence customers to purchase in general products from RORO. If the price got high, there should be a valid reason for that and they must ensure that their customer knows the reason behind this high price.
- Another way of grabbing customer's attention by offering them unique promotional offers and discounts in various special occasions. Those offers must seemed to be one of a kind so that every customer only think of shopping from RORO.



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Chapter: 9 Conclusion



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Since I am from Marketing major and an E-Commerce minor I always wanted to work in an E-Commerce company and particularly on marketing department where I will be able to use my little knowledge that I have gained in my 4 years of university life about marketing and e-commerce. I must say I am lucky enough to be selected for working with RORO Technology Limited which is trying to do something new and very much challenging in E-Commerce sector of Bangladesh. The idea of budget E-Shop is very much unique and there are so many talented people working around me. Every day I learnt so many new things about how to make decisions, how to work in a team, how to recover from any mistake that you have made and how to bring best out of one. After finishing my internship period they offered me a job that I cannot reject and with my dedication and hard work I really want to bring a successful career out of this opportunity.

In this paper I have tried my best to deliver my knowledge, people's opinions that I have gathered, and scholarly articles and what I learned from my university. I think E-Commerce business should be more focused about product quality and after sales service. E-Commerce companies need to make sure they provide the best product and service to their customer. According to me in E-Commerce sector there is a huge opportunity in Bangladesh. We just need to work properly to ensure our customers satisfaction which can bring a revolutionary change for Bangladesh.



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