BRAC UNIVERSITY

Inspiring Excellence

Internship Report On

daraz·com·bd

"Vendor Management System in Bangladesh and Their Services (Insights of Daraz.com)"

Submitted by

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Submitted to

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Letter of Transmittal

11 December 2018

Subhat Ehsan

BRAC University

Subject: Submission of the Internship Report.

Dear Mam,

It is my pleasure to submit my internship report that I've got ready from my expertise throughout operating in Daraz Bangladesh below the Vendor Excellence department.

I feel extremely privileged to be a part of Bangladesh's high E-Commerce website for the last three months as I've gathered plenty of expertise concerning the company world. Throughout my 3 months staying in Daraz headquarters I attempted to be told each and every little facet of the company life and that I additionally tried to deliver from my finish. This report has been ready to satisfy the necessity of my post program at my appointed organization. This report makes an attempt to explain the observations and learning throughout the course of my post with Daraz Bangladesh. I might wish to convey my utmost feeling and appreciation for your kind cooperation, steering and superintendence in conducting and making ready my internship report. It would be an absolute honor on behalf of me if you discover this report informative enough to satisfy the necessities. I'll be happy to produce any question and clarification if required.

Sincerely,

MD. Minhazul Islam

14204114

Letter of Endorsement

The internship report titled — Vendor Management system in Bangladesh and their services (insights of Daraz.com) has been submitted, to BRAC Business School, for partial fulfillment of the wants for the degree of Bachelor of Business Administration, major in marketing and Minor in E-Commerce from BRAC University on 11th December, 2018 by MD. Minhazul Islam, ID: 14204114. The report has been accepted and may be presented to the Internship Defense Committee for analysis. (Any opinions, suggestions created during this report are entirely that of the author of the report. The University doesn't excuse nor reject any of those opinions or suggestions).

Subhat Ehsan

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Acknowledgement

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Chapter 1: Introduction

We all know the term "E-Commerce" but few of us exactly know the real meaning of it. Basically, it is a market place which situated in online. It shows that a customer can see and order a product in online by checking the product description and images. There are also sellers who are going to sell their products in this platform via online. In this growing economical market time is more valuable than anything. So now a days an individual did not get that much time to go for shopping physically. Compare to those markets' customer can see the product and order it by seating in his or her home. So, we can say that there are more opportunity and growth in e-commerce sector then we think.

Bangladesh is currently got additional potential customers then before. Therefore, sellers grasp fine that simply having physical presence won't guarantee correct reach to the purchasers. Therefore, they're willing to hitch the web platforms for sell as we all know within the e-commerce sites. however currently many shoppers face several issues like looking out and browsing through on-line merchandise and analysis all the merchandise to urge a best worth with fitted quality. To loosen this downside and guarantee very best quality Daraz Bangladesh steps in.

From Sept 2013 Daraz Bangladesh started their journey and from that point they worked continuously to confirm the simplest service and product for the shoppers. Their main target was to determine themselves as a whole and shatter the predetermination of on-line selling may be a scam. They additionally introduced effective web sites like alternative advanced countries in order that they'll develop the marketplace for the betterment of the business. Daraz Bangladeshis additionally providing B2C sort on commercialism that still currently failed to done by the other e-commerce portal in Bangladesh.

1.1 Study objectives

Broad Objective

To understand the working model for the vendor management system and the services we can look into the working process of Daraz and how they promote their individual product category.

Specific Objective

- To identify what is Vendor and Vendor manager
- The work of a VM
- Steps of Daraz Bangladesh to ensure and enhance the experiences of both customers and sellers.

1.2 Scope

This report is entitled as "Vendor Management System in Bangladesh and their Services (Insights of Daraz.com). To create this report and to input all the information I needed for this report I used my experience and the resources I managed to gathered in my internship period. I have accumulated all the information from primary data and secondary data. For primary data, I interviewed my colleagues and senior employees for solid information's. For secondary data, I used Daraz workers, websites, newspapers, journals, daily records and also some other reports related to Daraz Bangladesh.

1.3 Methodology of the Study

This study has been conducted by me and I tried to give all related information. In this report I will be telling about customers wants and demands from Daraz, operational system of Daraz, cultural environment of Daraz and most importantly my contribution as an internee at Daraz Bangladesh. All data has been analyzed in basis of Business Intelligence and other aspects of e-commerce sectors. The most major limitation for my study was many information is classified and I had to discuss about all the information to my seniors and also my supervisor so that I can identify which information I can include and which one has to be excluded.

1.4 Limitations

To get the accurate information I used to important software of Daraz which is "Alibaba Seller Center" and "Cube". This two software gave me the total report of what percentage order has been processed average in a week, in a month or in a year. Because I am an intern, I was not allowed to

go every meeting so I did not get the chance to access many more relatable information for my report. As Daraz is a growing company in Bangladesh so they have to be very careful about disclosing any information regarding their business. Sometimes many information has been shared with us but with some conditions. So before writing this report I had to be very careful which information I am putting into this report.

Chapter 2: Background Theory

2.1 business Intelligence

There is another issue with an unprecedented variety of definitions; they're going to generally modification when a while, in light-weight of the approach that the tactic for what they give some thought to changes. This is often the circumstance with BI for instance. At first, programming business role player in with BI, it wants to be understood as non-public understanding, as critical state or open data. Indeed, even when a few years, BI is previously utilized by specialists and developers (Solberg Søilen, 2015).

BI is characterized as frameworks that gather, change, and gift organized information from varied sources drop-off the required time to accumulate vital business data and alter their potency use in management methodology process (Den Hamer, 2004), permitting dynamic enterprise information look, recovery, examination, and clarification of the wants of body choices (Nofal and Yusof, 2013). As indicated by Tyson (1986), BI concentrates on gathering, methodology and gift information concerning customers, contenders, the business sectors, technology, and products. Pirttimäki (2007) depicts BI as a procedure that comes with a series of activities, being driven by the particular data desires of decision makers and so the target of achieving competitive advantage.

BI may be a framework that transforms data into data and later into learning, consequently enhancing company's basic decision-making methodology (Singh and Samalia, 2014). Atomic number 83 is characterized as a framework that gathers, changes and shows organized data from varied sources. Atomic number 83 may be a system and an answer that helps decision makers to grasp the economic circumstance of the firm (Nofal et al., 2013).

BI is termed to as a bunch of numerical and methodology models for checking, used for extracting data and valuable information from data for utilizing confused basic leadership prepare (Vercellis, 2013). Similarly, Wixom and Watson (2010, p.14) mention that ―Business intelligence (BI) could also be a broad category of technologies, applications, and processes for gathering, storing, accessing, and analyzing data to help its users build higher picks. we'll upgrade the information gave by BI applications—particularly by utilizing information mining procedures, through simulation and modeling of planet below a "systems thinking" approach, enhancing forecasts, and adding to a superior comprehension of the business progression of any organization (Raisinghani, 2004).

BI helps administrators by breaking down knowledge from varied resources in higher basic leadership at every subject area and strategic level, for usual utilization, normal information frameworks farewell, still for stratified and helpful coming up with, new tools are required for business analysis (Rasoul and prophet, 2016).

2.2 Data, Information and Knowledge

In BI context, we've a bent to endlessly see the word information and data that might lead on America getting confused on its use and implication. Carlo (2009) distinguishes their definition

Data: It refers to a structured organization of single primary entities and equally as of transactions involving two or extra primary entities Carlo. Element is fashionable among companies within the main because of analysis of data that is of any kind and formulate a technique consequently. Generally, information is classed into three types—structured info, semi-structured info, and unstructured info.

Structured information is information that is mounted sort, the knowledge is additionally a bunch of types of internet sites, and careful address which is able to be merely browse by the computers since the knowledge is already standardized.

Unstructured information is information that cannot be merely scan by computers, which may be text, documents, video tapes, websites, and photos or the opposite form of information that cannot be clearly sorted or organized into rows and columns. Data is utilized repeatedly to company information are found across fully completely different locations and places at intervals the type of consumer Relation Management (CRM) programs, promoting automation systems and social media platforms.

Information: It refers to the results of extraction and method activities applied on data, Associate in BI it appears important for employees that receive it in an exceptionally specific domain.

Knowledge: It is designed from information that's used to create alternatives and develop the corresponding actions. Hence, we've an inclination to could say that facts consist of information

that puts to work into a selected domain, and it's multiplied by the experience and competence of decision makers in effort and finding advanced problems.

2.3 business Intelligence Capabilities

One underlying theme that is obvious through the analysis is that BI utilized during a corporation should be suited to higher operation, that consecutive contributes to BI success (Clark, Jones & Armstrong, 2007). However, many students gained that this success is but to be completed by many organizations (Hostmann, Herschel, & Rayner, 2007). BI capacities are basic capacities that facilitate organizations enhance every its adjustment to change and its execution (Watson & Wixom, 2007).

According to Oyku, atomic number 83 is examined from every structure and technological views. Technological element capabilities are relating to the technical platforms that will be integrated with totally different systems among the organization and user access. Structure element is that the assets supporting the element application that runs among the organization like flexibility and shared risks and responsibilities (Ross, Beath and Goodhue, 1996).

2.3.1 Integration with other Systems

Since BI system could also be a brand-new system for organization, the mix between BI system and completely different systems among the organization is another crucial activity behind the BI success. The combination activity is involving with the affiliation between varied systems and their application or information on, either physically or functionally, thus each individual system can turn out and provide value to the organization (White, 2005). Moreover, the organization victimization information from multiple sources and feeding data into multiple information systems, the performance of integration is affected directly by the quality of the communication between these systems (Oyku, 2012).

2.3.2 User Access

BI tools keep with Oyku (2012) have all completely different capabilities and serve different functions so as that one size does not work with all BI. Whether or not or not the organization prefers to use one BI suite or best-of-breed applications, it's essential to match tool capabilities with user types. Whereas some organizations limit user access through active authorization/authentication and access management, others price additional extremely to allow full access to any types of users through a web-centric approach. It is vital that organizations bring home the bacon the obligatory balance to allow the means that BI users access data to suit the sorts of selections they produce exploitation BI.

2.3.3 Flexibility

In order to understand the competitive blessings provided by BI, organizations ought to consider completely on selecting the underlying technology to support BI and even be versatile with the strictness of the business technique rules and since flexibility is one in each of the key factors to run BI successfully inside the organization (Oyku 2012).

2.3.4 Risk Management Support

Risk management is one among the most supports in number 83, as a result of it helps in higher cognition, where the conditions tend to be unsure, as associate degree example, once all the factors are celebrated (Harding, 2003). Risk management is crucial for organizations that operate in unsound environments, likewise as it is necessary for structure success (Davenport, 2006). Despite, danger and instability exist in each business selection, and organizations would possibly utilize number 83 to limit vulnerability and judge on higher alternatives. The impact of number 83 in decision-making capabilities affects its success.

According to Alaskar and Efthimios (2015), not all of BI solutions reach all organizations and there are signs. Before a project begins, that may indicate whether the project will succeed, struggle, or fail and it's essential that organizations are responsive to the key indicators of success

in adopting BI, therefore on overcome the challenges or risks that are associated with the metal project throughout its implementation.

It is referred to as that Bangladesh may well be a developing on the ecommerce business where renowned organizations, as an example, eBay, Amazon, Flipkart has not been given in Bangladesh and within the meanwhile, Daraz accepted the open door to catch this tremendous market. In most modern 5 years, Rocket internet given eleven organizations in Bangladesh and other people are in like manner - Carmudi, Wadi, Javago, Printvenue. Vendito.com, Easy Taxi, Lamudi, Lyke, Zenrooms, Kaymu and Daraz. Later, it had been launched extra businesses. Later Daraz is bought from Rocket by Alibaba, variety one massive in E –Business sector.

Chapter 4: Company Overview and Responsibility of Vendor Manager

4.1 Daraz Overview

"Daraz" is Urdu word that suggests "Drawer" associate degreed as an overall driving e-retail market, it confidently boosted its operation in Bangladesh as Daraz.com.bd. At the remainder of the middle of 2013, it visited the market as a fourth net business webpage once OLX, Ekhanei and ClickBD however bearing its business operation to gather the nation's main net based wanting purpose, it's a verified official FB page with four million followers. publics that victimization Facebook, can see the new offers in it. It's rather sorts of a digital commerce policy to urge lots of consumers. there is an exceptional issue that Daraz is one in each of the net marketplaces that keeps their eyes on the SEO. So, once a shopper searches on Google like —the biggest or best ecommerce sites, the name of Daraz comes initial.

Daraz has sorted out their merchandise under a pair of main classes Fashion &GM (General Merchandising). Customers can find desirable products under the following categories:

1. Men's Fashion

2. Women's Fashion

3. Mobiles & Tablets

4. TV, Audio & Gaming

5. Appliances

6. Computing

7. Beauty & Health

8. Home & Living

9. Sports & Fitness

10. Tours and travel

11. Automobile

12.Groseries

Daraz provides many promotional offers to the purchasers. These offers are given once end of each weeks or any occasions, campaigns etc. To grab these offers, customers place orders extra & longer. Whether one consumer can place multiple orders with his/her utterly completely different email to induce offers.

Like different countries, Daraz provides a wanting experience that is distinctive in state. Daraz makes an effort to provide the foremost changed, made-to-order and guarded on-line wanting experience with an honest scope of brands like Yellow, Noir, Symphony, The Body look, Huawei, Samsung, Walton, Aranya, six Degree Mobile, ShadaKalo, Apple, LG, Fastrack, MAC, Nikon, Ecstasy, Panasonic, Doors etc. are merely a number of the planet and native leading brands world organization agency have already supported e-stores with Daraz.com.bd with superb sales reviews.

4.2 Mission

To take over all the purchasers is that the Mission of Daraz. To accomplish this mission, Daraz provides many lovely offers to the purchasers. So, customers become happy getting many offers and acquire merchandise with lowest prices.

Syed Mustahidal Haque (MD of Daraz) said about the missions of Daraz are-

- To provide an agreeable searching expertise for shoppers and to join with our Sellers.
- It will continue building an unlimited loyal client base by having the broadest choice of merchandise, unbeatable costs, a thousandth reliable fulfillment and relentless target client expertise.
- For its Sellers, it'll still offer a differentiated added service to support quantifiability, growth and integrated business solutions.
- Daraz, in Asian nations can succeed the mission by that specialize in their core values and hiring, employment and retentive the simplest societies within the trade through a healthy company culture.
- Daraz Bangladesh is committed to a powerful ESG program and making long-run growth and job opportunities altogether of our markets by starting the e-commerce development.

4.3 Vision

Every company has their own mission and vision. Daraz Bangladesh have their own unique vision and the main view is to establish best market place in online including best shopping site for the customers and bestselling platform for the sellers. The Vision statement of Daraz is —To be the most reliable marketplace and offering the best services to our customers and sellers.

4.4 Objectives

Daraz wishes to produce the foremost effective quality merchandise at the first competitive value. Daraz believes to introduce the most recent and tightened merchandise for its customers. The objectives of DarazBangladesh are to attain everywhere in Bangladesh to grab the foremost market share, supply every necessary product to its customers and embrace most significant brands and sellers in Bangladesh.

4.5 Details about Products and Line Services

Daraz online platform is also a market place where purchasers and sellers meet. Daraz offers superior assortment of product to its purchasers. From Fashion to GM (General Merchandising) all is out there on Daraz. Customers can visit their website daraz.com.bd and choose their most well-liked product with none hassle and products are delivered among some days.

The product lines of Daraz are given below:

Baby Section:

In this category Baby diapers, baby feeds, baby clothes, baby toys etc are included.

Men's fashion:

Western clothes: T-shirts, Shirts etc. Religious clothes: Panjabi, Dhuti. Formal suits, Casual clothes, Shoes, wallets, body spay etc. are included in this category.

Watches:

All kinds of watches of various fashionable Brands like Casio, Titans, Break watch, geographical zone etc. are accessible for the purchasers. So, a client should buy these merchandises in a reasonable price.

Women's fashion:

Sharee, Kurti, Long kameez, Short kameez, Fatua, Lehenga, Shoes, Shirts/T-shirts, bags perfume etc. are included in this category.

Cosmetics:

There are plenty of cosmetics for the ladies. there's a filled with packages for them. On the opposite hand, there's special dance band offers for them.

Electronic products:

Air coolers, Air conditioners, Televisions, Mp3 players, Hybrid camera, Digital camera, Laptops, DVDs, Home theater, DSLR camera, Lenses, Power banks, Smart watches etc.

Mobiles & accessories:

Daraz handling companies likeXiaomi,Nokia, Samsung, Oppo, Apple, Micromax, Symphony, Asus, HTC, Huawei, Infinix etc. So, a consumer will notice one thousandth original and authentic merchandise from Daraz. On the opposite hand, the costs of these phones are lowest from the native markets. Same things are for the mobile accessories. So, customers place orders a lot in shop for these merchandises.

Home appliance:

Vacuum cleaner, Refrigerator, Cooking appliance, Blender, Beverage appliance, Furniture, Bed sheet, mattress, office furniture, bean bag, kitchen appliances etc. are included in this category.

Sports & fitness:

Football accessories, cricket accessories, tennis items, treadmills, by-cycle, bumbles etc. are included in this category.

Tours and travel:

Plane ticket, hotel reservation, tour arrangement, customized packages for touring outside Bangladesh.

Automobile:

Bikes and cars are included in this category.

Deal under 999 Taka:

Under this collection, a client should buy product that are below 999 Taka. It's an excellent profit for shoppers. Most of your time, customers like this offer to get product.

Grocery Item:

It is another special supply for the purchasers. A client gets all the merchandise like shampoos, face washes, soups, soaps, chal, dal, baby dippers, chola, dates, band of those merchandise etc.

4.6 Operation Details

Daraz is functioning as a middle man but has company deals with the varied sellers, business corporations or corporates. Once agreements done, Daraz sells those merchandise and provides all the services to the customers. The followings are given below:

4.6.1 B2b Contact:

Daraz offers possibilities to the business firms to do to try and do business with them. Most time, corporations have to attach with Daraz. once the contract approved, they sell their merchandise through the net web site of Daraz. So, the merchandise of the companies is commercialism throughout a huge selection via daraz.com.bd.

4.6.2 Content writing:

After finishing all quite system with the vendor, next few in operation days dealer provide his or her item list with a price to the businessperson operation director (Business Engineer). At that point business engineer provides that summation to the Substance Advancement cluster for transferring the items at intervals the Daraz's e-commerce platform.

4.6.3 Marketing:

Daraz's main weapon is their promotion. To utilize this weapon their policy of doing promotion is extra ordinary well organized. Daraz is doing digital promoting as well as physical promotions. The promotional tools are Google, Facebook, Instagram, Affiliate promoting etc. To attract he customers with their exciting offers they are coming with live streaming of their various campaigns and events. For engaging the customers Daraz is always giving promotional offers so that they can hold the customers for a longer period.

4.6.4 CS Verification:

CS means Customer Support. When a customer place an order, that order come directly to the panel of CS which is a build in data processor of Daraz named Order Management System (OMS). Then CS contact with the customer and verified the order. After their green signal order goes to the next step.

4.6.5 Product Collection:

As an Associate in online marketplace, Darazdoesn't store merchandise into their warehouse. Daraz get those products from the seller after getting customers confirmation. Then sellers send those merchandise to our hub. However, there are some merchandise that are hold on already inside the hub of Daraz. The number of these merchandise is very low.

Delivery:

After getting an order the vendor check the product details and getting the product ready by packing it properly. Picking the product from vendors the responsibility is up to Inbound team. They got five days to pick the product and deliver it within Dhaka city. For outside Dhaka, they got 10 days to complete the whole procedure and deliver it to the customer.

Return Policy:

Daraz always tried their level best to deliver the best product. But sometimes a customer got damage product or wrong product. Then comes the term Return policy. Return policy of Daraz is very different from other e-commerce site. The time for submitting any report for damage or wrong product is maximum seven days. After checking the report CS team forward the report to delivery team and then rider go to the customer to get return the product.

Refund Policy:

After getting the damage product QC is checked of the product. If the product is really damaged customer get refund via Bash or port wallet or refund voucher.

Review:

Daraz contains a review team to takes the review of the product from the purchasers. Most of the days, client provides positive reviews however generally Daraz gets negative reviews also.

Payment Systems:

There are multiple ways in which of payment systems in Daraz. Daraz follows some payment procedures like money on delivery, bKash, Rocket, Mobile payment, Swipe on delivery, on-line payments with visa card, master card and stock market card of town Bank. Recently Daraz is heavily specializing in EMI payment through Mastercard on all product that values on top of 10000tk.This EMI is with no interest and might be used for 6 month or twelve months.

4.7 Technical Difficulties

As the whole operation of Daraz is being conducted through online so all the data process is being done by technology and the organization is heavily focused on that. Daraz is concentrating on having payment through credit card or debit card. From the accounts department they also verify is the owner real or not, if the payment got cancelled or any server issue what are the procedures. From now on Daraz has got a different independent team to look after this issue.

4.8 Item Cycle

There are 7 important key factors in the item lifecycle

Invalid: When the online payment does not go through then we declare the item invalid.

Fraud: When the accounts department find out about any mismatch or wrong information about any shipment of a product then it detects as a fraudulent.

Cancelled: After giving an order a customer can cancel the order without any reason between e certain period of time. From Daraz end CS team can also cancel the order for internal reason.

Stock Out: Sometimes when there is a huge of rush of orders for a certain product then it will be difficult to update the stock all time. So, when the product is not available from Daraz warehouse or from seller shop then it will be a stock out.

Rejected: After receiving the product form the seller operation team process it for the delivery section. We call it "shipped". When the operation team faced some issues like – customer do not want to pay, customer address is missing, delivery is failed from Daraz end etc. then the product goes to rejected order.

Returned final: When the product is getting back from the customer and rider return it to the seller then we call it Returned Final. If the customer paid before then we refund the money as soon as possible.

Delivered Final: A product delivery process is finally over when the product safely reached to the customer and customer have no problem with the product.

Visual representation of Item cycle is given below:
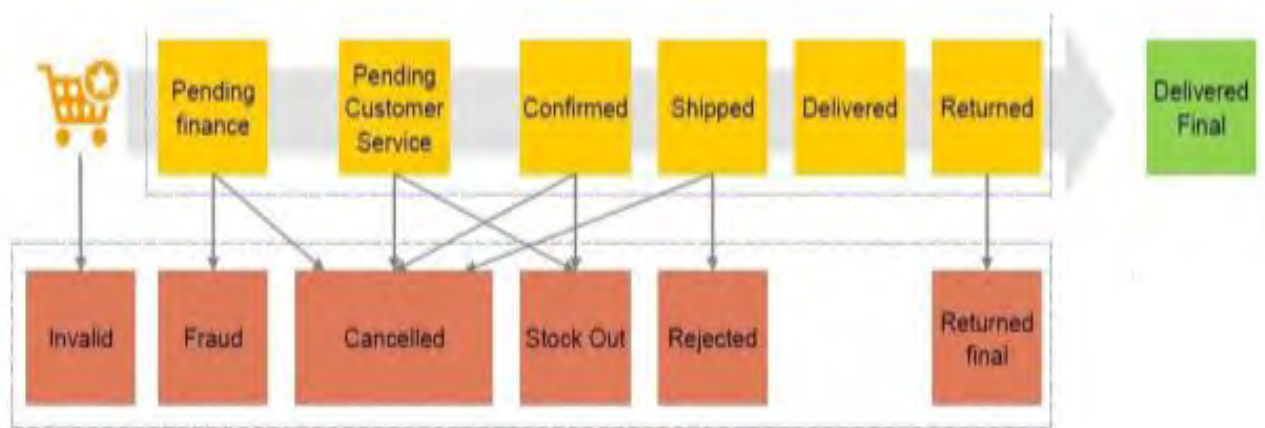
4.9 Pricing & Profit calculation

To ensure the best marketing policy form Daraz it has totally unique evaluation process of pricing and profit calculation. There are lots of category and division of various products. Based on the category and unique products there are different commission rate for each and every individual product. This commission rate is vary from 2% to maximum 15%.

4.10 Job Responsibility

In Daraz I joined as a seller manager Intern in Vendor Excellence department. Although I am associate intern however, I used to be allowed to go through all the operational activities regarding Daraz and additionally the vendor. At first, I used to be appointed with quite ten vendors and my job was to resolve all their account connected issues. I'm additionally doing marketing research regarding completely different merchandise worth and amount. So that I can give suggestions to the vendors that how they are going to increase their sells and what will be the approaches they are going to take for doing better in the online market. I am also giving training to the new sellers about our sites and also about our app so that they can run their business smoothly form their account. It was a remarkable experience for me to work at the Daraz. I found some excellent and hardworking people in this workplace who helped me a lot. They trained me up to handle any kind of pressure and doing my job correctly.

On a day to day basis my work is:

➢ First, I contact with my sellers to find out what kind of problem they are facing in their order processing.

➢ Then having communicate with both Customer Support team and also operation team so that every order issue can be resolve easily.

➢ It is also my responsibility to upload new product for the seller for the first time

➢ Finally contact with the inactive vendors and convince them to join with Daraz again for better online business.

There is also some other works like:

❖ File Sorting

❖ Input data in our online database

❖ Input all the result in our daily work sheet

❖ Giving all the work result to the supervisor at the end of the day

Ours most important work for Vendor Excellence is to active all the seller in our list and make them attentive all the time to their account so that they can ready the product within the time. We always say to our vendors that if they are serious in their business and also in the platform of Daraz, in a short period of time they will get more orders then their expectation. We always communicating with them for every order related issue and suggest them to organize their store in such a way that their best products are going to display in the top of the page. We also convince them to upload unique products from their categories so that customer can get attracted to their products.

4.11 Marketing Major Related Work:

As a student of BRAC University I have completed my major in Marketing and minor in E-Commerce. I have to understand what are the preferences of customers and what are they looking for in perspective of my learning. I am also trying to find out what they might want beforehand. It also helps me to figure out the key factors of customers instant order tendency so that I can increase the selling rate of different vendors by showcasing different and unique item.

Learnt to work with different applications

In my university life I have done many projects and university works with excel. But in here I have learnt so many different aspects of Microsoft Excel and also about Microsoft word. I have also used many different tools of E-mail and it will have a solid effect in my future career. It is my privilege to work with Daraz because from this platform I looked closely the work process of Alibaba which is currently the no.1 online market.

Making Projections for Brands and Vendors

So as a vendor manager I have to check sellers order record in daily basis so that I can make a monthly projection of all the sells. From that report I can find out which seller is going in loss and which seller is doing well in the market. After identifying those sellers whose sell is going down, we contact with them and discuss with them about the problems they are facing which causing them loss in the business. We help them to make a strategic future plan so that they can increase their sell by following the plan so that it can turn increase their net value sale.

Calculation of profit earned from campaigns

To survive in the market Daraz always keeps in touch with the customers. To connect with them Daraz organize campaign every month. During the campaign my responsibility is to supervise all my sellers and keep updating the performance of them. After evaluating all the process, I have to submit a report whether how much profit is gained throughout the campaign from Daraz side as well as seller side.

Providing new ideas

In Daraz we tend to have gotten full freedom to share our new ideas to our supervisor and conjointly emphasize in our work by getting it through with e new manner. I create totally different work sheets to stay in the data of our sellers and creating helpful Google doc file in order that we are able to keep the main problems in prime. It'll facilitate the organization to spot the main problems simply and solve the matter for higher way forward for the corporation.

Chapter 5: Observation

5.1 Observations

It was a great experience for me to work for Daraz Bangladesh and from here I observed so many things that all of the matters cannot be written down. But I am going to mention some of the major issues which I observed in this three month.

Less manpower: As per the company structure many works has to be done by commercial department. But it is very difficult for the existing employees to handle so much work pressure with less work force. Recruitment and talent management should be more concern about this it so that every team can have enough work force to handle any kind of work pressure.

New Environment: As entering in a new environment many internees get nervous and they do many mistakes at the beginning. But it was very nice to see that this this work place is very friendly and every employee from here is very helpful to the new comers.

Project Strategy: In my three months work experience I found that in every project there is no consistency. If we are assigned to any project then our main focus should be there. But instead of doing what are assigned to do sometimes we get another project in the middle of it. So, there is less planning and strategic movement for any project.

Policies not Sufficient: After entering into this organization I had to go through many formalities and policies. But they need to maintain all the policies they are applying towards the employees so that in future it can be easier for all the employees. As I already mentioned there are lots of paper work has to be done after joining here so this is a big hassle for any employee to deal with this policy.

5.2 Technical Difficulties

Daraz Bangladesh is an e-commerce site so every work of ours is based on online and technical issues. I have to connect all the time with Daraz's insight network as well as Ali baba network. That is why sometimes I had to face technical difficulties like server down or getting the correct information from the network. To approach from other networks, I had to go through many security procedures and rules to get that information. This difficulty came across in a short period of time and we intend to resolve it within a restricted time.

5.3 Pricing & Profit calculation

Original Selling Price	What price is given in the official website is the original price.
Discount Value	When the original price is reduced in campaigns or in any occasion, customers can buy it in much cheaper price
Paid Price	When the customer pays for the delivering product after deducting the discount price and get a final price.
Profit Contribution	After delivering an item deducting the subsequent there is both contributor for the selling of a product.
Revenue from Retail Merchandise	After sell of a retail item the revenue is completed. The price is suitable when the price is paid.

5.4 Market Place

In the market place every company survived when they are starting to gain profit. For Daraz the story is same but in a different way. Daraz get their revenue from the sellers through a commission rate. They are giving the chance to show the product of sellers in the online market place and customers are giving orders. Once a order is placed then Daraz intend to take initiatives and send a rider to pick the products from sellers warehouse or from their physical stores. In case of returning any product again rider pick the product from the customer and return it to the seller.

5.5 Gaps in the Performance View Process & BI in Daraz

One of the major tasks of Daraz Bangladesh is analyzing the performance of sellers and getting the result of revenue. Every department working under commercial sector have their own target to fulfill. The target of BI intelligence is to analyze the data and suggest every seller how to improve their performance by selling good amount of quantity. From every category they have individual selling target from different vendors for increasing the revenue of the organization. But the failure part of this system is there are some gaps which creates missing figures which can cause much problem to figure out the total revenue of Daraz Bangladesh. Some major gaps that I found in Daraz's BI process is showing bellow:

5.5.1 Gets confusing

In terms of understanding and giving proper instruction to the seller about putting initial price into the website is very important. Daraz use projected value for calculating the profit but many of the employees does not know about this broadly. So, with lack of knowledge about MRP seller does not get the actual math of putting price. For that reason, they did not come up with the actual profit form the business with Daraz as they are expecting.

5.5.2 Lack of information

My employment was under BI sector, I had to gathered so much information about all the resources we have regarding delivery a product and also payment issue. When we had to finalize and create report, we found many missing links from the data server. Surprisingly there is no one to answer about these missing links. This type of problem creates many misunderstandings and many faults in our analyzing the report.

5.5.3 Unrealistic Expectations

Daraz Bangladesh has a huge employee line because of huge market pressure all the time. So, from different departments we always get many issues to solve. Sometimes the issues were not appropriate and not logical. They want us to solve those issues in a quick time that is basically not possible for us. The reason behind that we have some bindings and in every information, we do not have access. Therefore, it was very difficult for us to solve every issue and it took lot of time than we thought.

5.5.4 Lack of proper training

When I joined at Daraz I was in complete lost for several days. As went with the work experience, I realized that with proper training my work would have been much easier. It took me long time to understand everything. If there was a system of giving a strategic training for the new comer for two or three days, I could give my full effort to this company as well as to my seller.

5.6 Lesson learned

I am very happy to see that there are various ways and chances to learn from here. In this three month I have learn so many things in terms of communication, adoption and how to handle work pressure. From this organization I have learned how to communicate with your supervisor and also coworkers for getting any work done and also how to go with the work flow by communicating each and every one of them who is related with any project. I adopt myself with the cultural affiliations going around this workplace by the help of my colleagues and my seniors. This organization gave me the platform to test my level of handling any kind of work pressure. From this platform I knew how to organize all the work and increase my efficiency towards this organization by going through lots of work pressure.

Chapter 6: Recommendation

Since Daraz Bangladesh is currently covering maximum market place in E-commerce sector they are trying to improving their service as well as their operation procedure. While writing this report I have come across all the essential information so that I can to find out the lacking's and problems of this organization. From all the aspects most importantly, BI department and VE department needs to work on many issues for giving better services to the sellers and to the customers. So, I have finally come down to some issues where Daraz Bangladesh can improve. Those points are given below:

- ➢ To get the specific information we need to go through every sheets and sites. For that reason, Daraz should update all their work information in a organize way so that we do not have to waste our time to find out that information.
- ➢ Recruitment process should be much more qualitatively rather than quantitively. Daraz needs to focus on those employees and also recruit those people who have same mentality, attitude and behavior like the culture of Daraz Bangladesh.
- ➢ Daraz should provide those services which they can deliver. They should know their limits of the organization and also, they need to inform the employees very specifically about the expectations. So that we can deliver the proper information about expectation level and services to both vendor and customer.
- ➢ I am very surprised to see that as a big organization they have lack of man power during big sales and campaigns. They need to hire more workforce so that the work pressure can be reduced for the existing employees. If the man power is well enough then they can ensure better services throughout the year.
- ➢ As an intern I observed that Microsoft tools like Excel, Word, PowerPoint is very important to update and continuing the flow of information in this organization. But it is very sad to say that many of the employees have a very poor knowledge about this tool. So Daraz should have e training session for those employees and also have an assessment part as well to faster the work flow in the organization.
- ➢ Currently Daraz have a huge number of negative responses in their record because of some sellers. Sometimes customer is getting damage product and fault product from Daraz. That effect on the reputation of Daraz. So those sellers should be identified and Daraz should take strict actions against them so that they can give authentic products to the customer.

➢ For any kind of website issue or Ali baba software issue we have to dependent to Daraz Pakistan. From Daraz Bangladesh every issue forwarded to Daraz Pakistan and it takes lots of time to get a result. So Daraz Bangladesh should have their separate software system or access so that every issue can be solve within less time and the dependency level can decrease from Daraz Pakistan.

➢ As an intern I adopt myself with the working environment of Daraz by working in every issue of my department. It usually takes lots of time then we think. So Daraz should arrange intern training session so that they can ease themselves with the Daraz working method.

Most importantly Daraz should work on their operation system in very urgent basis. It is very complicated process for both seller and customer to complete an order. To check status for a specific product they have to contact with two or three team. That is very difficult and also it hampers the time of both customer and seller. Daraz should look into this issue so that they can simplify the operation process for seek out the information easily.

Chapter 7: Conclusion

7.1 Conclusion

Finally, I have come to the ending of my report. I want to add some more points in my conclusion part. Starting with the scope of expanding the business in this market place Daraz has much more chances and ways to establish their potentiality. We can analyze their starting time and find out that they have faced many challenges and difficulties to accomplish the place they are standing right now. From a small company they are transforming to a giant company now. For getting more success they need to focus on the undiscovered markets which need to be disclose in the open market.

In this changing environment of market, the task of BI manager is getting tougher day by day to cope up with the current competitive local market as well as the international market. So, this organization need much more attention, dedication and contribution form the employees and also from the investors because this company has got the potentiality to grab this booming market.

At last I can say that by the power of core values which is generating all the time in the heart f every employee is the result that this organization is running in a very dynamic way. By the overall effort of all teams, the enthusiastic attitude of all heads of department and the dedication of every employee is the key factors for Daraz's success.

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