Opportunities and Challenges of Deligram Technology Limited

Submitted To

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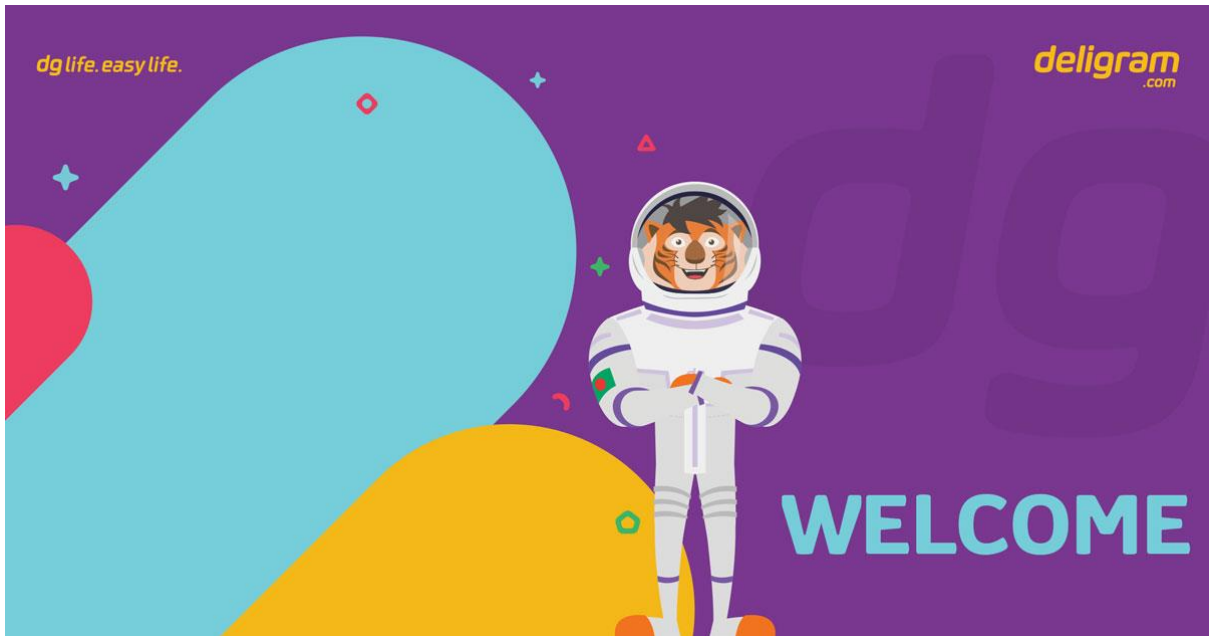
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Letter of Transmittal

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Imtiaz Alam Nayeem

Lecturer

BRAC Universiity

Subject: Submission of term paper on "Opportunities and Challenges of Deligram Technology Limited"

Dear Sir,

Here is the Report that I assigned on the topic as per your Selection.. The Report has been completed by the knowledge that I gathered while I was working as an intern in that organization.

I am thankful to all those persons who provided me important information and gave me valuable information. I would be happy if you read the report carefully and I will be trying to answer all the questions that you have about the paper.

I have tried my best to complete this paper meaningfully and correctly, as much as possible. I do believe that my tiresome effort will help you to gather the exact knowledge about the whole paper.

Thanking you.

Yours obediently,

FariaAfroz- 15204081

ACKNOWLEDGEMENT

I would like to express my gratefulness to Allah, the most merciful and beneficiary for allowing me to accomplish this within the exact time. I am really grateful to my internship advisor, Mr Imtiaz Alam Nayeem sir. His guideline, inspiration, cooperation, important advice and suggestion provided me necessary insight to the problem and the successful completion of this paper work also. In addition, I would like to add that without his proper support I would not be able to do this. I would like to convey enormous gratitude to my organizational supervisor, Mr Imtiaz , for his constant supervision as well as sharing his knowledge and provide information that I needed most to complete my report. My appreciations also go to all my colleagues and friends who really helped me out with their abilities to develop the project.

EXECUTIVE SUMARRY

Deligram.com is the E commerce section of Rahimafrooz which has started its journey last year. As a start up business it has to face many opportunities and challenges to survive in the competitive business world. At first the opportunities are: now a days people are depended on technology and online shopping is very common in recent days. So, by Deligram.com people can order and get their desired products at their home easily. Deligram is not only providing service by online but also by offline. They have lots of agents by whom they can sell their products. Currently Deligram is targeting Cumilla for their beginning market entry. They also have a hub in Cumilla where customers can order their needed product and take delivery. Deligram also provides cash on home delivery to customers. People who are not able or do not know how to order from site, can order with the help of deligram's agent. For that reason, deligram can grab more customers and will be able to more popular than other E commerce sites. Then there are some challenges also for them as there are a lot of E-commerce business who are operation from a long time and more experienced than them. Such as Daraz, pickaboo, Othoba.com, bagdoom.com etc. So it will not be that much easy to lead the market because they are just a start up and has not enter market of Dhaka yet. They need to be very careful and spend a lot on marketing so that they can survive in this competitive sector and lead the market as they are planning.

Table of Contents

Chapter One

Introduction

1.1 Brief Discussion about E- Commerce:

E- commerce business refers to electronic business by using internet. Now a days E-commerce business is known by the whole over the world. Internet was first introduced in Bangladesh in 1993. At that time, it was not used rapidly. People used to use only E-mail at the beginning. In 1996 the government ensured about online facilities. In 2005 for the first time Bangladesh attached with the international optical fibre submarine network. In Bangladesh the trend of E-commerce has started very recently. In 2009 Bangladesh Bank approved online payment and in 2013 the bank approved the use debit card and credit card for online payment. E-commerce payments are not only paid by debit or credit card but also cash on delivery service is available in our country.

There are many E-commerce sites are available in our country. Such as Daraz Bangladesh, Pickaboo, Bagdoom. Com, Ajker deal.com , Othoba.com and so on. These are the most popular E-commerce Website of Bangladesh.

Now a days people are getting busier day by day and people do not have time to go for shopping so they are getting used to buy their necessities through websites. Though there is an issue about product quality and service still people are getting used to buy through online.
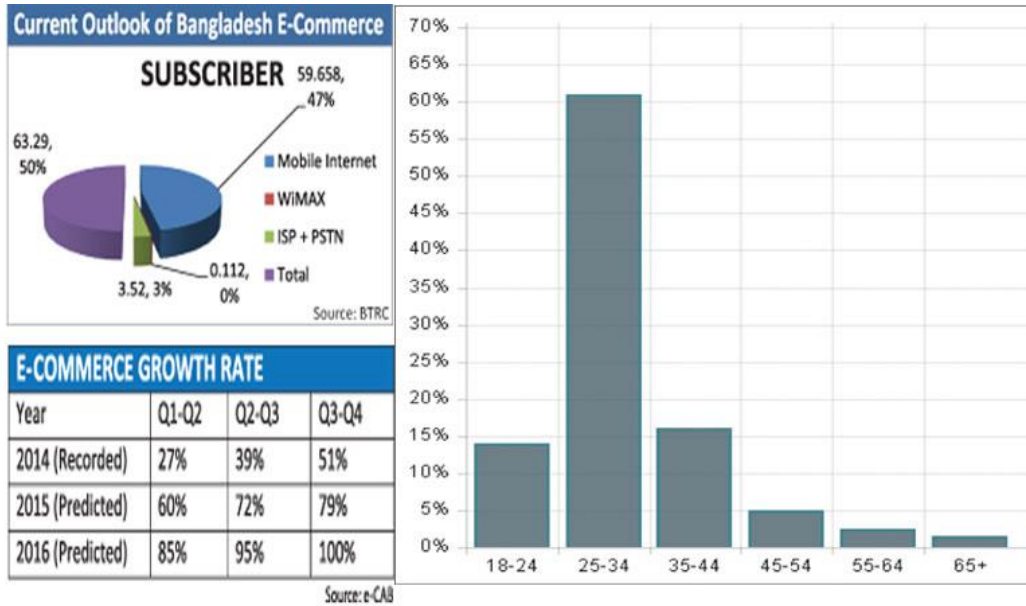
This statistics Shows that most of buyer of E-Commerce website is between 25-34 years old.
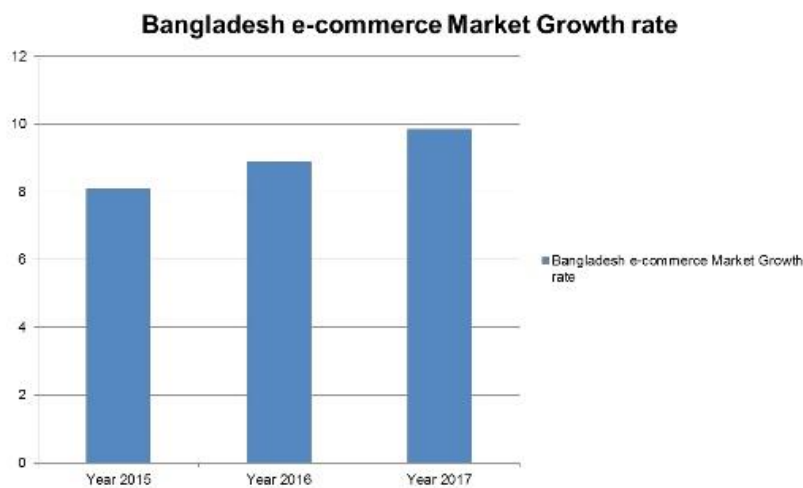
The market growth of E-commerce is rapidly growing every year in our country.

The people who are living in city or town are getting the benefit of E-commerce but the people who are living in villages are not having the enough chance to buy through websites because of poor internet connection but this problem is going to be solved very soon.

We can Categorize E-Commerce Business in six Types:

- Business to Business(B2B)
- Business to Consumer(B2C)
- Consumer to Consumer(C2C)
- Consumer to Business (B2C)
- Business to Administration(B2A)
- Consumer to Administration (C2A)

1.2 Origin of the Study:

Internship program is mandatory for completing graduation in business. As I am a BBA student I have to work in an organization as an intern and write a report on it to fulfil my graduation credits. Internship can give us idea about how the corporate world runs and we can be prepared for our job life. The organization where I did my internship is Deligram Technology Limited. Where I get the chance to learn a lot of things about E commerce business.

1.3 Objectives of the Report:

- Provide an overview on the organization
- How the organization is running?
- How they are targeting their Customers
- How they are different from other E-commerce Sites
- What are the problems they are facing?
- Recommendation on how they can Survive from those problem

1.4 Scope of the Study:

The Scopes of the report are:

-To have an overview of Deligram Technology Limited

-To know the Operation of Deligram Technology Limited

-To know what are the opportunities will have Deligram Technology Limited

- To know what are the obstacles are going to face by Deligram Technology Limited

1.5 Methodology of the Report:

To complete this report, mostly I have used primary sources but I have also taken some idea from other papers as secondary sources.

Primary Sources:

As I have worked in that organization so I got the chance to collect the information face to face from the employees of that organization and also I got the knowledge how the company runs. So I have used my own knowledge and collected information to complete the report.

Secondary Sources:

For secondary data I have taken some information from Wikipedia, some articles to have some more knowledge about the E-commerce business in the world. Also read some papers related to my topic.

1.6 Research Question:

What are the opportunities and challenges of Deligram Technology Limited?

Deligram is going to start its journey in Dhaka. As E-Commerce business is very common in our country now a days. Most of the people knows what E-Commerce does and how it adds value to their customer. To run a business an organization always need to think about is there any opportunity for them to survive in the market and what are the challenges they have to go through to achieve their mission and vision.In this paper I tried to figure out the challenges and opportunities of Deligram Technology Limited and also added some recommendation which can make Deligram more strong in this industry in long run.

1.7 Limitations of the Study:

Time Limitation: As my internship program was only for three months so there is a lack of time issue to get huge information. It was not possible to learn every single thing about the whole organization in a very short time.

Access to information: Working only for three months is not enough and also as an intern it was not possible to have all the internal information.

Lack of knowledge about the targeted market: As I have worked in Dhaka so I could not get the chance to meet the people of Cumilla which is the first targeted market of Deligram technology limited. For that reason I could not get the chance to see the operation of there hub in Cumilla.

Chapter Two

Literature Review

Literature Review

Literature review is the basic analysis of a particular topic on which a descriptive analysis is run on. It will consist of summary, classification, comparison and evaluation. It may be a standard summary of the sources but it most of the time it has an organizational pattern and creates by summing up summary and synthesis

E-Commerce Sector is creating a huge impact on business sector. In Bangladesh E-commerce sector is rapidly growing since 2000. In 2017 Bangladesh earned 900 crores (News age Business: November 18, 2017) The percentage of growth in this sector was 70% in that year. More than 700 E-Commerce sited are existing in Bangladesh and 8000 facebook pages are active for online shopping. It is predicting by analysists that Bangladesh will have $20 billion by E-Commerce. More fifty thousand of people are engaged in E-Commerce business. Most of the E-Commerce users of Bangladesh are between 25-34 years (daily asianage.com: 15 July,217). According to U-Lab E-Commerce report series 78% of online shoppers are low cost item buyers. Current market trend of E-Commerce is Business to business (B2B), Business to consumer (B2C), Consumer to consumer (C2C), Business to employee (B2E).

Information and Communication Technology (ICT) annual report 2016 shows that 18.2 percent of the population regularly using internet which was only 6.5 percent in 2009 and it will grow more in future. According to the research by e-cab 90% E-Commerce website are taking their payment cash on delivery rather than using debit card or credit card. For marketing purpose of these E-Commerce digital marketing is slowly replacing traditional advertisement.

Though are huge opportunities for E-commerce business but also many challenges are still existing in the market such as the lack of online transaction system, prevalence of online fraud, inadequate delivery mechanism, Poor internet connection and so on (export.gov: 16/10/2017)

Chapter Three

Deligram Technology Limited

3.1 Company Overview:

Deligram Technology is a start up E-commerce business company which is affiliated by Rahimafrooz Bangladesh. Rahimafrooz Bangladesh is the largest lead acid manufacturer in Bangladesh established in 1954. It manufactures 200 different types of batteries for automobiles and IPS. So Deligram Technology is the E-commerce Section of Rahimafrooz Bangladesh.

The CEO of Deligram Technology is Mr. Waiz Rahim. Planning of starting Deligram Technology was from 2017 but finally it starts its journey from 2018 January. The website of Deligram Technology is Deligram.com . They also take order via their facebook page. At the beginning they targeted Cumilla as their market. Why the choose Cumilla is because very few of Cumilla is known to E-Commerce shopping and deprived of the benefits. So they are trying to make their life easier by their service.

Deligram Technology is not only focusing online for their service but also they are taking orders from customers by offline through their agents. They also have a hub at Cumilla Kandhirpar, where customers can order or pickup their delivery. Right now Deligram has more than twenty agent shop in Cumilla and also started to set their agent shops in Dhaka. In December 2018 Deligram is planning to launch their business in Dhaka. After launching in Dhaka they will start to spread their business whole over the country. The Website address of Deligram is www.deligram.com
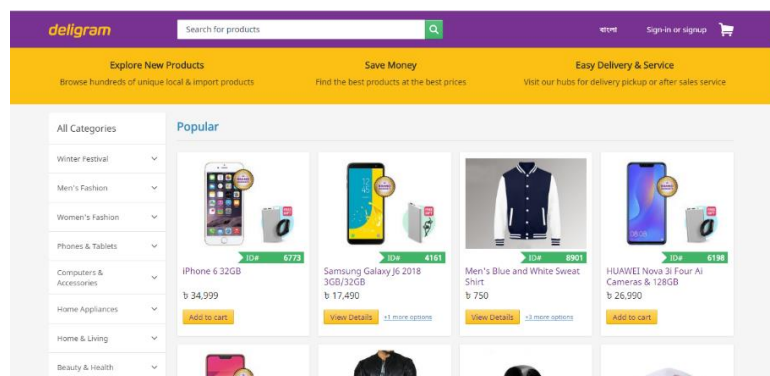
Website of Deligram.Com

3.2 Brief Discussion about Operation Process:

Online Order: Customers can order online by deligram.com. if any customer can order by their website then there is no need of contacting with hub or agents. They can easily choose their product and give the information such as name, phone number etc which are important for their delivery process. Ordering online customer can pick their product from Deligram hub or can get home deliver. For home delivery they will have to pay extra delivery charge along with the product price.

Offline Order: As Deligram is not only focusing on online so there is option of offline order. The offline order process runs with the help of agents of Deligram. Their agent shops are local grocery shops of Cumilla. Deligram provide them a tab so that they can place customer order with that tab. Whenever a customer does not know how to place order online they go to

agent shop and can place the order with help of shopkeeper. In that case Deligram has to pay 2% of that product price to the shopkeeper.

Vendor Selection Process and Payments: Deligram technology do not keep bulk amount of products in their stock. They only take that product which product has been ordered by any customer. In that case they have to make the deal with their vendor in such a way that they do not have to buy products in whole sale from them.

They Have Various Vendor for Various Products: Most of the vendor they choose from Facebook. Before choosing any vendor from Facebook they verify the business page and products. They also have vendors out of Facebook. They take 10%-20% commission from the vendors of their sold product. After making the business deal they live their products in their website. After getting order they contact with the vendor and bring that product to send to the customer. And they pay vendors payment two times in a month.

Shipment Process: Whenever customer confirm about their order the shipment process starts. At first they make physical stock of that product in their warehouse from vendor. After that they package it for delivery. Every day after 5 pm their shipment vehicle starts journey to Cumilla hub and agent shops for delivery. Deligram always try to deliver the product to customer hand within 72 hours. Whenever the product will be shipped to the hub or agent shop, it will show as shipped in order management status of dashboard. After that when the customer will get the product the hub manager or agent will make it as delivered in order management status.

Customer payment Process: Customer can pay through bkash, BRAC Bank or they can pay to hub manager and agents. If the amount of the product is huge then customer has to pay 105 advance by bkash to deligram office. For example: to buy mobile phone, TV etc
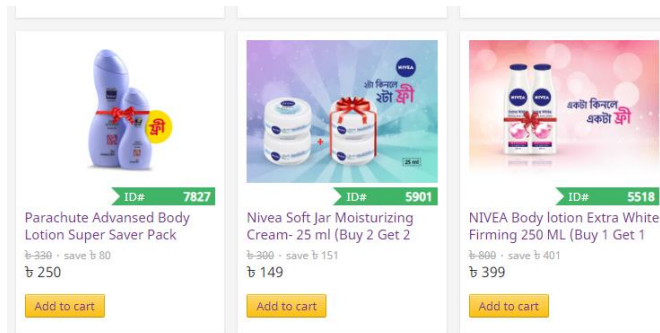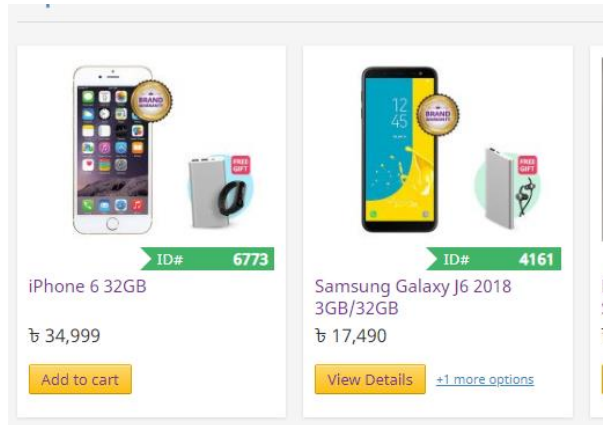
Marketing Activities:

Posters and Banners: Right now Deligram is Marketing their service in Cumilla only. They are providing posters in areas and Deligram banners with the name of the shop agents.

Catalogue: They are also providing catalogue along with 70-80 products in Cumilla with daily newspapers.

Various gifts and offer: They are also doing some promotional activities in their website. Such as in winter they have given buy one get one offer, buy two get two offer. They are also giving gift bundle with mobile phone. Gift bundle such as one power bank and one smart watch with a mobile phone which one costs twenty five thousand or more. Not only they also provide some gifts with low range mobile phone.

Discount: They gives discount on their products on a regular basis. They also offer discount on special occasion such as Eid, Puja, Pahela baishakh. Sometimes they also create a special category for stock clearance sale.

Some Marketing Activities Picture

3.3 Company Vision:

The corporate vision of Deligram Technology is to lead the market of E-Commerce market in Bangladesh and have their agent shops in every area to serve the people who are uneducated or not educated enough to order from websites.

3.4 Company Mission:

The mission statement of Deligram Technology limited is to successfully run the operation in their current targeted market Cumilla and enter into Dhaka as soon as possible to become more known to people as other popular sites.

3.5 Core Values of Company:

- Serve people by not only offline but also offline
- Provide customers quality products
- Help villagers and others to get their necessities
- Create good relation with agents
- Create good relation with vendors
- Create good relation with customers
- Work as a team to serve the best
- Always be honest, reliable and capable.

3.6 SWOT Analysis of Deligram :

SWOT analysis is a strategic way to find out internal and external strength, weakness, opportunities and threat of an organization. Here is the table to show the SWOT analysis of Deligram.

Strength	Weakness
Internal: • The structure of the organization is simple • Easy to find out who is accountable for what External: • Serving offline service • Different from other websites	Internal: • Less number of employees • Lack of experience External: • Competitive Business • Have not grab the market yet
Opportunities	Challenges
Deligram is little different from other websites existing in our country. It is also serving offline which USP of deligram. In that case there is a chance that they can have more customer than other E-Commerce Business.	Now a days E-Commerce business is very common in our country, there are many organizations who are leading the market since very long time. So it is very challenging for Deligram to beat them.

3.7 Porter's Five Forces of Deligram Technology Limited:
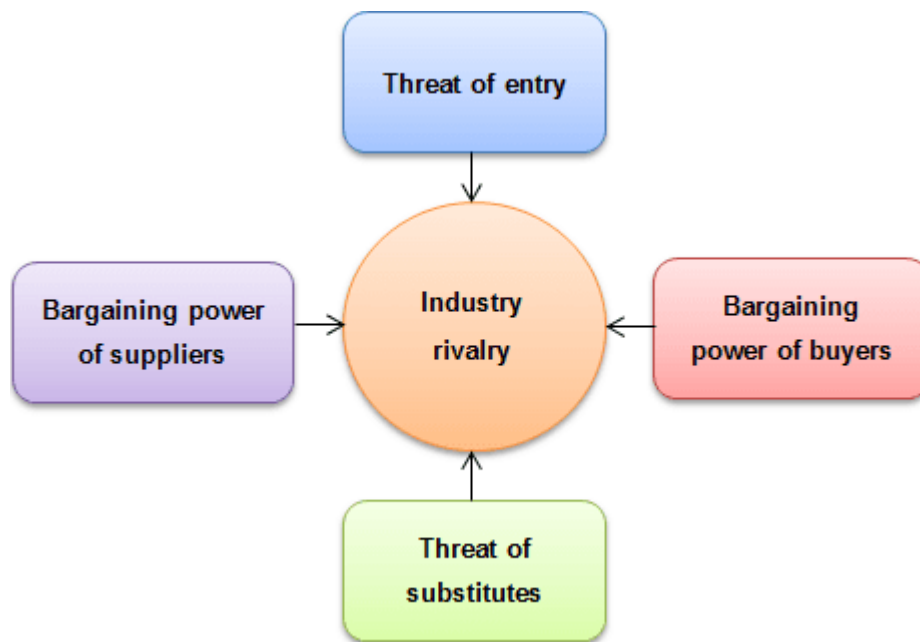
Bargaining Power of Suppliers: There are huge number of suppliers or vendors that Deligram can bring products from. Deligram also can switch one vendor to another vendor easily to bring products from their website. So the bargaining power of suppliers for Deligram is low which is a strngth for the organization.

Bargaining Power of Buyers: Customers has lots of option if they wants to buy product online. They can buy product from other E-Commerce and by fage book pages rather than Deligram. If they can find same product and quality cheaper than Deligram in other places they will switch there. So the bargaining power of buyer of Deligram is high which is not good for the organization.

Threat of Substitute: Threat of substitute for Deligram is high and it is not positive for a organization. Why the threat of substitute is high is because people can find same product and quality in outlet or another website easily.

Threat of New Entry: Deligram is already facing difficulties in entering to Dhaka market as there are many experinced E-Commerce are leading.so it is tough for other E-Commerce to enter into the market. On the other hand, now E-Commerce business are getting popular day by day so anyone can invest in this business and enter into the industry.So the threat of new entry in this industry is moderate for Deligram.

Industry Rivalry: There are huge number of rivals are leading the market such as Daraz BD, Pickaboo, Bagdoom.com, Clickbd and so on. It is not so smooth for Deligram to operate the business in competition with all of these market leaders.

Chapter Four

Job Description

I worked at Deligram only for three months but I am lucky enough to learn a lot of things in this short period of time. Before joining Deligram I did know how an E-Commerce business operates. They gave me different types of works to do. I worked in catalogue, virtual stock and also maintaining the website. I not only learned these but I also learn the order process, vendor process and shipping process with the help of their employees.

As it is a start up business the whole operation is simple and it is easy to solve the problem easily because they can find who is accountable for which mistakes. Due to not having huge number of employees it has not become very complex to operate which is a positive side of the organization.

4.1 My Major Job Responsibilities:

- Operation Management of E-Commerce Site of Deligram
- Collecting products picture from vendors
- Uploading products in website
- Adding Products in Virtual Stock
- Making vendor's product list with description
- Communication with agents
- Order processing
- Inform about shipment to customer

All these work I had to complete by login my account in Deligram Dashboard.
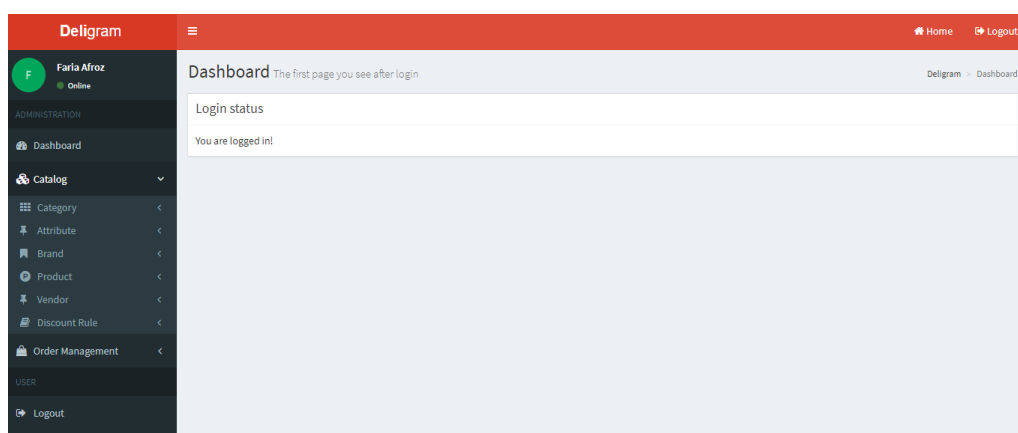
Picture of Deligram Dash Board

All I had to manage from this dash board (Store.deligram) . To upload a product in website I had to use this dashboar, to add virtaual stock, order process all were done from the access of this dashboard. If I was assign to change or edit any information of any product , active or discontinue a product fro site then I had to login to this dashboard and change it. Basically this dashboard manage the whole website.

4.2 Specific Job Description:

Management of E-Commerce Site: I had to check whether all the products are showing on its own category. Whether all of the products are live on the website. Is there any products showing sold out or out of stock. I had to also check if the information of products are available enough under every products or not.

Collecting Product Picture From Vendors: Deligram takes different products from different vendors. For examples Mobiles from one vendor, clothes from another vendor. I had contact with the vendor over phone and Email to send me the pictures of product so that I can upload them in the websites.

Making Product List : Whenever they thake new products from their existing vendor or new vendor I had to create a excel file about the products and details and share with the other member of catalogue team via google drive.

Uploading Products in Website: After completing all aforesaid responsibilities I had to upload the products in website with appropriate description and variants. For Example, one jacket has 4 size M,L,XL,XXL . I had to upload a single product with these variants with each product;s description.

Making Products Live in Website:After Uploading products It will show sold out in the website untill it was not added as virtual stock. So after uploading I had to add them with the purchase price of Deligram from vendors as a virtual stock by the deligram dashboard inventory option.
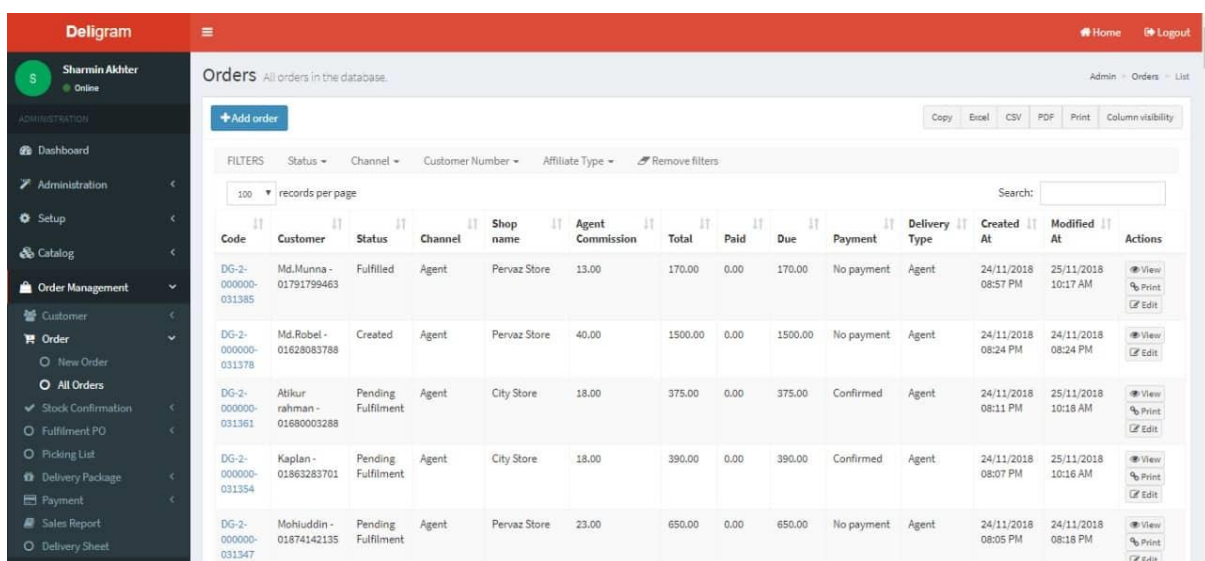
Communication With Agents: whenever they can not infor customer about their product which was ordered by agent shop they need to contact with the agent by phone to solve the problem. Sometimes I had to comminucate with the agents to confirm about the product delivery or cancelation status.

Order Process and Order Confirmation:

Store Front : Whenever a customer place an order from website, the order will show as store front order in dashboard. After placing the order it will show as created status. After that I had to call them to ask if they would buy it or not.

Store Back: Whenever a customer call or text us in facebook to place an order then I had to place the order on behalf of them, it will show as store back order.

Agent order: Whenever a person place an order via agent shop, that order will show as agent order in dashboard in created status. After that I had to call the customer to confirm the order.

Picture of Order Management

Inform about Shipment to Customer: Whenever the shipment process was completed by the shipment team, they sent me a excel where the information of the delivered products and customers were available. After getting the excel file I had to call them to inform that their products will be shipped by 8 pm and they can collect it from the hub or from the agent shop they have ordered. I had to call only those customers who will collect from hub or agent shop. There were no need to call to those who will get home delivery.

Chapter Five

Findings

5.1 Basic Requirements for E-Commerce Business:

To create a successful E-Commerce business platform an organization need to have some basic things such as Server Software, Domain, Web tools, Database System and so on.

Server Software:

Server software is a software where organization can get information about their client or customer. If any customer has any order, by server software they can change or edit any information and share among themselves.

Deligram Technology has their own server which is Store.deligram. By store. deligram what can be done I have already mentioned. Moreover from this dashboard they can add location for their delivery purpose, can categories and sub categories their product in website. Furthermore, they have a Email Software name asana.com by which they can sen files and important information. Also by asana.com department head can give task to the junior employees. Whenever the task is complete the employee can select it as completed task then the department head will get an email about the task status .
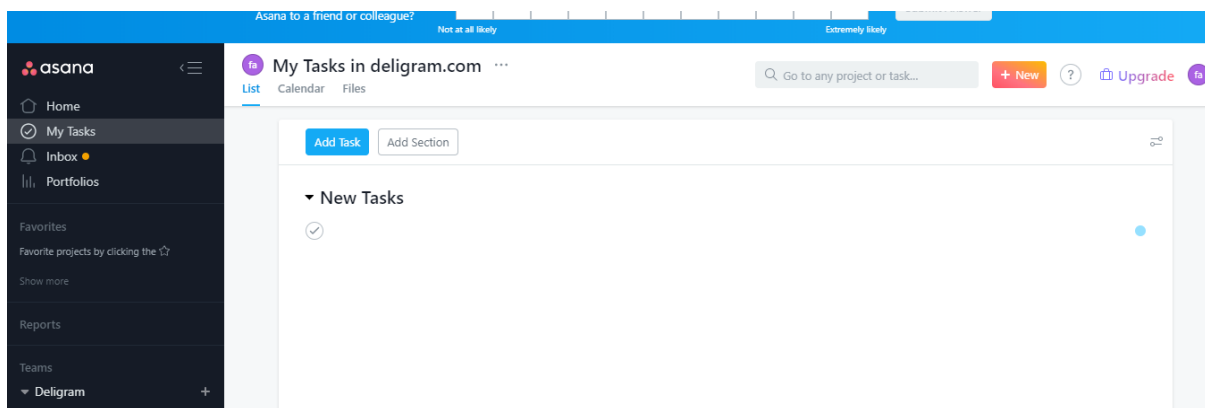
Picture of Asana

Whenever I was doing internship my supervisor gave me tasks on a daily basis and I had to complete it on the due dates.
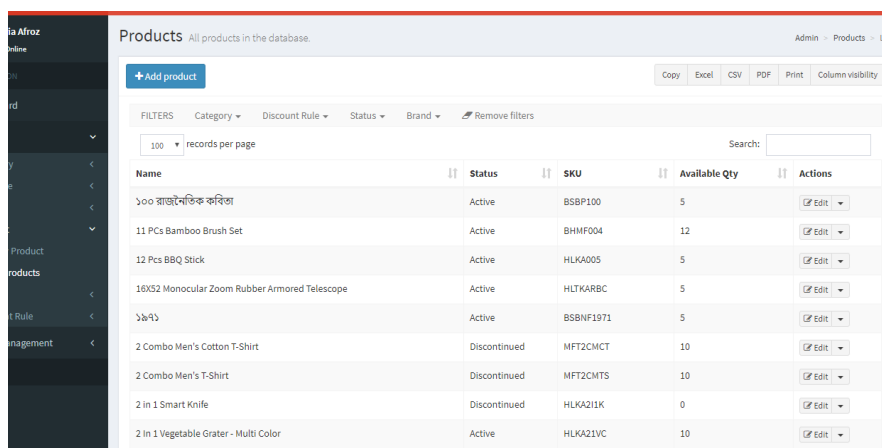
Domain:

By domain an organization can be accssesed and administrated within a common set of rules. By domain all computers can be networked within a same domain. Organization need to buy domain and register with their organization name.

Database System:

Database system can save information about product details, pricing, quantity in stock and so on.

Deligram has their own database system. They can check and find out any information from them and edit them if needed

Picture of Data System

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Payment System:

Payment system is a very important issue for E-Commerce business. Now a days lots of option for payment is available such as debit card, credit card, visa card, master card, paypal etc. In our country there are other ways such as bkash,Rocket etc .

In this case Deligram only takes payment by bkash or through BRAC Bank. Others can pay to hub manager or agents.

Secure Scocket Layer:

Secure Socket layer is needed for secured transaction through online. It will ensure buyer's information are secured while they will pay by using their debit card or credit card.

5.2 Efficiency and Inefficiency of Deligram Technology:

Efiiciency of Website: Deligram's website is not as fast as other E-Commerce website of Banglaesh. Sometimes it takes more than seconds to load a page. The website is not also well organized.

People always loves to visit those page which takes less time to load so, it is a negative side for Deligram that their website slower compare to other websites. Deligram is going to improve this problem as soon as possible.

Efficiency of Agent: Deligram has good communication and relationship with their agents. Whenever a customer visits their shop they tell about Deligram and place the order on behalf of them via the Tab given by Deligram.

Efiiciency of Server and Database System: The Efiiciency of Deligram server amd database system is also upto the mark. They can change, edit, share, any im=nformation any time if needed.

Products Availability: Deligram has just started their journey so the product list in their website is still not up to the mark compare to other E-Commerce websites like Daraz and Pickaboo but Deligram has got a lot of products in their website in this short period. Deligram is adding new products in their websites regulary from their vendors. Soon all types of products will be available on their site. Right now their all categorized products but the quantity is not large. They have Electronics, Makeup, Clothing, Kithen appliances and Home appliances .

Efeectiveness of Delivery System: Deligram delivers to their customer within 72 hours but sometimes it takes longer and customer complains about it. Also sometimes customer do not pick up phone while informing about their product delivery in that case product it takes longer time to rech to the customer.

Customer Purchase Success/Failure: it is not possible to provide customer their needed product if it is not available in stock of their vendors. Though most of the time people get their ordered products but sometimes Deligram fails to send it to customer because of not availabilty of the products to their vendor. In that case Deligram has to cancel the order and inform the customer. Whenever the found one product is out of stock in vendor;s stock, Deligram discontinue the product from the website for that time being. When the vendor

again confirms about the availability of that product Deligram again activate the product in website.

Customer and Agent Perception: Deligram has recently done a survey on their customer and agents over phone with the help of customer care department. They made a questionnaire which contained 15 questiones. Customer care employees called their regular customers to collect the answers of those questions. The objective of the survey was to know the feedback of their customers and agent. After the survey they found that most of the customer and agent are happy with their service. Few customer complained about the delivery confirmation call. So the overall result of that survey was quiet good.

5.3 Opportunities of Deligram Technology Limited:

Internet Spread Whole Over The Country: the current situation of our country is improving very fast due to having internet connection. Ten years ago we could not think of shopping from online and get delivery at home. In recent days people are usin intennet by mobile phone, laptop, computer in a cheap cost which is a positive side for E-Commerce business. Facebook is the most popular social mediin our country so people can know about E-commerce business by seeing post on facebook. For this reason marketing has become so easy for this tyype of organization.

Life Style: Changing in Our Country: generation to generation people's life style is changing. People prefer more luxurious and stylish life. As the life style changing the demand of people are also increasing. People are becoming very concious about their buying and shopping. Recent generation are byuing products very frequently unlike previous generation. It is a good chance for Deligram to sell more products by online or offline.

Mobile Commerce in Bangladesh: The user of mobile phone in our country is increasing day by day. People can have a smart phone in cheap cost and use internet on it. Using internet in mobile phone anyone can buy or sell products. Customers can visit website of E-commerce and place an order of their needed product.

Payment Method: payment method has become so easy in our country. Debit card, credi card, visa, paypal all are accepted in our country. People can buy from online and pay by

these card. Not only this method are available in our country but also payment system like bkash, rocket, ucash etc are available in our country. So it has become easy for customer to buy products and pay the amount.

Market Selection: Market selection is the major point to start a business. if the market selection is wrong at the beginning no business can survive it this competitive world. Deligram technology has started its journey by selecting Cumilla as their primary market. In Cumilla people are not very used to buy from online and not other E-Commerce gave focus to Cumilla that much. For that reason peole of Cumilla do mot get the chance of online shopping. Deligram are doing promotional activities in Cumilla getting a good response from customers.

USP of Deligram : USP of deligram is their offline service. No other E-Commerce in Bangladesh is serving offline. So Deligram can utilize their offline seervice to grab more customer.

5.4 Challenges of Deligram Technology Limited:

People have trust issues on online shopping : In our country people are used to buy products from outlets. Many of us do not have trust on websutes or online pages. Most of the people thinks that in websites the price is higher than the outlets and the quality is aloso not up to the mark.

Internet facility is not cheap : Getting internet connection has not so cheap in our counntry. We have to spend huge amount of money for sake of use internet on our electronic devices. For that reason people do not visits website to save their internet data.

Many people are not aware of E-Commerce: People who are not using internnet regularly or not at all have not enough idea what E-commerce is and what does it do. if the number of these people become less it will be great for E-commerce business.

High prices of devices that can connect to internet : To use internet we need to have a device such as smartphone, tablet, computer or laptop. Prices of these products are high so not everyone have the ability to buy and use internet.

Shortage of Electricity: Shortage of one of the major problems in our country. Because of using more electricity we have to face loadshedding on a regular basis which is also a

problem for E-Commerce. People who use Computer and router can not use when there is no electricity and can not order from websites.

Absence of legal law for cyber terrorism : Hacking is one of most common crimes whole over the world. In our country there is no legal action or las been established to sttop this. There is always a risk of being hacked or missing important data. Which is a big challenge for E-Commerce

Less Number of Debit card and Credit Card Users : As Bangladesh is not a rich country there is less number of debit or credit card user. As in futurre Deligram will also take payment via these card, so if it remains they will face difficulties to always collect payment on cash.

Telecommunication and Network Hub Are Not Well Established : Poor internet connection is a obstacle for E-commerce business. Because of poor internet connection people can not visit the pages smoothly .

Increasing numbers of E-Commerce day by day : E-Commerce trend has already started in our country. Huge number of websites and pages are available which is abig challenge for Deligram.

Not experienced in this field : As they are just a start up so do not have much experience in this industry.

Lots of existing competitors: I have already mentioned earlier that here is huge number of E-Commerce business are leading.

Late Delivery: Not delivering the products on time is also a negative point for Deligram.

Slow Website: Website is the major thing of a E-Commerce business. if the website is not up to the mark customer will not visit the site. So deligram need to very careful in that case and try to beat the competiotors by organizing it nicely.

5.5 How to Overcome All These Obstacles:

- Reqruite experienced employee
- Make product price cheaper than other websites
- Marketing Campaing
- Give importance to competitors activity

- Redude the time of product delivery
- Make people believe about the product quality
- Collecting customer feedback on a regula basis
- Strong network and telecommunication hub establishment
- Make website more faster
- Establishment of legal law against cyber crime
- Improving payment method

Chapter Six

Recommendation

6.1 Recommendation :

As I was there only for three months I have noticed some problems that can be solved by taken some initiatives:

Customer Based Brand Equity: Deligram can build customer based brand equity by building customer loyalty, building market share, creating a halo effect.

Sources of Brand Equity: 1) Brand Awarness 2)Brand Image

- Brand Awarness: Deligram needs to create the brand in such a way that it is recognizable to people. Create the brand strongly that whenever they think about E-commerce Deligram comes to their mind
- Brand Image: Deligram already has a brand image of tiger with their brand name. I think they need to choose the brand image more wisely so that people can easily what it stands for.

Marketing Communication : Deligram can involve themselves in more marketing communication options. There are lots of option to be engaged in marketing communication. Such as creative advertising, promotions. Personal selling, event marketing and sponsordhip.

- Creative advertising : Creative advertisement can grab more attention than regular advertisement. Deligram can choose adversiment more creatively to get more attention.

Picture of Creative Advertisement

- Promotion: Deligram is already engaged in promotional activities but they can improve it more by giving gift voucher, coupon etc.
- Event Marketing and Sponsorship: Deligram can sponsor many social program or educational program make more people aware about their brand.

Picture of Event Marketing

- Personal Selling: Deligram can face to face interact with people make people know about their service to grow sales.

Digital Marketing and Email Marketing: Everyone is using social media at least 4-6 hours in their everyday life. Deligram can do digital marketing through facebook to get more customer engagement. For digital ,arketing they can boost their page post on a regular by segmenting in different criteria. They can segment the population area wise, age wise, lifestyle wise and so on. By doing this population of that segmentation will see the post in their newsfeed and can be interested on the post. By spending some money by card Deligram can easily promote via facebook and other social media. Futhermore , they can also do Email marketing. They can contact with email marketing organization to use this marketing strtegy. In email marketing customer get email from the organization about the products, uo coming events or offer. While collecting feedback Deligram can collect customer Email address to do Email marketing or else they can create a notification in their website where people can click and subscribe to get their Email.

Chapter Seven

Conclusion

7.1 Conclusion:

Dependency on E-Commerce for shopping is increasing day by day in our country. Also the number of E-commerce is increasing so the competition in this industry is going to be very tough. To survive in this industry not Deligram but also other E-Commerce should be always be careful about their market share or market position. Last few years statistics shows that the market growth is increasing day by day. It is not only helping the employees of these organizations but also the whole economic sector of the country. Government need be very concious and take proper steps to keep this progress more sustainable.

Deligram Technology is new in this industry and for their promari market they are right now focusing on Cumilla. Very soon they will launch in Dhaka. To operate in Dhaka they have to be more focused and careful about their competitors, pricing, product quality and marketing strategy. In my internship report tried to cover up the whole information about Deligram Technology Limited. I have how it is operating in Cumilla, what are the opportunities they have and what are challenges they are facing. Also provide some suggestioon to improve their current condition. I hope after reading this paper anyone can have some basic idea about the whole process, opportunities and challenges of Deligram Technology Limited.

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